

4 Corners MGMA 2012 Conference



**HEALTH CARE
THE NEW FRONTIER**

APRIL 23-25, 2012

**MARRIOTT DENVER TECH CENTER
DENVER, COLORADO**



GENERAL INFORMATION

REGISTRATION FEES

Postmarked on or before Wednesday, March 31
Postmarked after Wednesday, March 31

Member

\$195
\$245

Non-Member

\$295
\$345

WHO SHOULD ATTEND?

This conference is designed for CEOs and administrators of medical group practices, contracting personnel, CFOs, CPAs, business accounting professionals, physicians or physician executives, operations managers, business office managers, nurses or nursing professionals.

These individuals may have entry-level or moderate to extensive experience working in a medical practice. The sessions are presented in lecture, case example and interactive formats.

HOTEL AND CONFERENCE SITE

Rooms for the 4-Corners Conference have been reserved at the Conference Hotel – the Marriott Denver Tech Center.

The Group Rate at the Marriott Denver Tech Center is \$139 plus tax of 14.85%.

To reserve your room at the Marriott Denver Tech Center click on or copy this link into your browser: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=3427341. This will take you directly to the Conference's reservation website. Reservations can also be made at 888-238-1491 or 303-779-1100. This rate will be honored two days before and two days after the conference. Reservations must be made by April 2, 2012 to be assured of the group rate.

TRAVEL TO THE MARRIOTT DENVER TECH CENTER

Taxi from Denver International Airport to the Hotel *\$55.00 plus gratuity
Super Shuttle from Denver International Airport to the Hotel *\$21.00 plus gratuity one way
**Prices subject to change without notice.*

TRANSPORTATION

A Complimentary Shuttle is available upon request to destinations within a 5 mile radius of the hotel. This includes nearby restaurants, lounges and Colorado's only retail resort, Park Meadows Mall, as well as the brand new Village Shops at the Landmark.

RECREATION

For the urban personality, downtown Denver is home to hundreds of restaurants, bars, and boutiques and it is just a short light-rail ride away. There, you can stroll along the outdoor 16th Street Mall on a beautiful Colorado afternoon, or you can wine and dine in the chic Larimer Square.

SCHEDULE AT A GLANCE

MONDAY April 23, 2012

12:00 PM - 7:00 PM	Registration
7:00 AM - 3:00 PM	Golf Tournament
1:30 PM - 3:30 PM	ACMPE Certification Preparation
4:00 PM - 5:00 PM	Keynote Session
5:00 PM - 7:00 PM	President's Reception / Exhibit Hall

TUESDAY April 24, 2012

7:30 AM - 7:00 PM	Registration
7:30 AM - 9:00 AM	Continental Breakfast / Exhibit Hall
9:00 AM - 10:30 AM	General Session
10:30 AM - 11:00 AM	Break / Exhibit Hall
11:00 AM - 12:00 PM	General Sessions
12:00 PM - 1:00 PM	Lunch
1:00 PM - 3:00 PM	Concurrent Sessions
3:00 PM - 3:30 PM	Break / Exhibit Hall
3:30 PM - 5:00 PM	General Session
5:00 PM - 7:00 PM	Reception / Exhibit Hall

WEDNESDAY April 25, 2012

7:30 AM - 5:00 PM	Registration
7:30 AM - 8:30 AM	Continental Breakfast / Exhibit Hall
8:30 AM - 10:00 AM	General Session
10:00 AM - 11:00 AM	Break with Exhibitors
11:00 AM - 12:00 PM	Concurrent Sessions
12:00 PM - 1:00 PM	Networking Lunch
1:00 PM - 3:00 PM	Concurrent Sessions
3:00PM - 3:15 PM	Break
3:15PM - 4:45 PM	Closing Keynote Session

MONDAY, APRIL 23, 2012

12:00 PM – 7:00 PM

REGISTRATION

7:00 AM – 3:00 PM

GOLF TOURNAMENT

Come and join your MGMA colleagues and friends for a terrific pre-conference golf tournament at the beautiful Inverness Golf Club. A 4-Person Team Scramble for Prizes and Bragging Rights! The cost of \$95 to play will include continental breakfast, green fees, carts, range balls, hole/flag prizes. Registration will be at 7:00 AM with breakfast to go. The shotgun start will begin at 8:00 AM. Weather conditions will determine whether the Golf Tournament is held.



Renowned golf course architect Preston Maxwell designed The Inverness Golf Club in 1974. Since then, this championship golf course in Denver has become known for its tight, sloping fairways, rolling hills and fast, undulating greens. It has received national acclaim, earned intense member loyalty and delighted guests of this Colorado golf resort. This par-70, 7,026 yard PGA championship golf course challenges everyone from beginners to seasoned golfers. Water comes into play on 11 of the 18 holes and the course's par 3 holes are the test of the golf course.



1:30 PM – 3:30 PM **ACMPE CERTIFICATION PREPARATION**

DAVID OWENS, FACMPE, ACMPE FORUM REPRESENTATIVE

Chief Executive Officer, Care Plus PC

Several of the most common reasons healthcare professionals cite for not pursuing certification is the fear of not passing the exams and the time commitment required to adequately study and prepare for them. However, those that take the exams consistently testify that the exams were easier than they imagined and the satisfaction much greater than expected. This session will begin with a practice test using a subset of questions taken from previous exams followed by a survey of resources available to supplement and simplify your preparation for the exams. Attendees will experience the exam process and leave with a better knowledge of the information covered in the exams along with a simple plan to pass them.

4:00 PM – 5:00 PM

KEYNOTE SESSION



CRITICAL SUCCESS FACTORS FOR PRACTICES

SUSAN TURNEY, MD, MS, FACP, FACMPE

President and CEO, Medical Group Management Association-ACMPE

Are you prepared? How will you stay ahead of unpredictable Medicare reimbursement rates and value based contracting? How will you make sure you have adequate staffing for your practice, benchmarking tools for solid decision making, and the leadership skills to not just survive but succeed in your practice? Come listen to Susan Turney, the new President and CEO of MGMA-ACMPE, who will help you tackle the critical factors that will determine your future success.

5:00 PM – 7:00 PM

Reception / Exhibit Hall

JOHN DENVER TRIBUTE PRESENTATION BY MACK BAILEY

TUESDAY, APRIL 24, 2012

7:30 AM – 7:00 PM

REGISTRATION

7:30 AM – 9:00 AM

CONTINENTAL BREAKFAST / EXHIBIT HALL

9:00 AM – 10:30 AM

GENERAL SESSION



OFF BALANCE ON PURPOSE

DAN THURMON, NSA

"Speakers Hall of Fame", Motivation Works, Inc

How do you succeed in today's challenging, changing business climate?
How do you sustain the commitment to grow personally and professionally?

Transitions of all kinds can be demanding and difficult. But these moments are also gigantic opportunities to redesign your approach to life and business. As we expand out global reach, this session will give you the encouragement and tools to take action!

In this energizing and "must see" session Dan Thurmon, author of *Off Balance on Purpose*, will show you how to take charge of your circumstances, stretch your abilities, and create your blueprint for professional success! Afterward, you will be equipped to:

- Own Your Reality
- Seek Your Purpose
- Lean Forward
- Leverage Your Resources
- Follow Through

In signature fashion, Thurmon punctuates his message with dynamic demonstrations, incorporating acrobatics, breathtaking stunts, and audience interaction to create a one-of-a-kind experience you will never forget.

10:30 AM – 11:00 AM

BREAK WITH EXHIBITORS

11:00 AM – 12:00 PM

GENERAL SESSION



MGMA WASHINGTON UPDATE

JENNIFER MARTIN

Government Affairs Representative, MGMA

This update will provide timely information on the status of pertinent healthcare issues under consideration by Congress and federal regulatory agencies. Attendees will learn about recent legislative and regulatory developments affecting medical groups, gaining a deeper understand of these changes and their impact on the day-to-day activities of medical group practices. Additionally, attendees will learn what resources are available to clarify these federal initiatives.

Learning Objectives

- Identify how legislative and regulatory initiatives affect your daily work
- Learn about new or pending policy changes
- Describe the resources available to assist you

12:00 PM – 1:00 PM

LUNCH



MGMA WESTERN SECTION UPDATE

DARYL SMITH, CHAIR

MGMA Western Section Executive Committee, Chief Operations Officer, Central Utah Clinic

1:00 PM – 2:00 PM

CONCURRENT SESSIONS



A1 – LEVERAGING EMR TECHNOLOGY IN YOUR PRACTICE

DAN MARINO

President, CEO, Health Directions, LLC

Emerging reimbursement methodologies call for the electronic integration of hospitals and physicians. To prepare their organizations to thrive under these new methodologies, physician practice leaders need to understand the financial and operational implications of physician EMR, and how to leverage the technology for future success. This session will provide detailed information on how physicians view EMR, implementation processes, required support, and strategies for enhancing overall practice value.

Learning Objectives

- Practice managers will be well informed to lead a discussion with physicians on EMR planning, implementation and development.
- Understand how to use EMR technology to improve financial performance through realizing meaningful use stimulus opportunities, improved efficiencies and increased encounter volume.
- Opportunities to make use of a practice's EMR content to position for patient center medical homes, clinical integration or to become part of ACO.



A2 – FINANCE/ACCOUNTING INFORMATION – GETTING MORE FOR LESS

BRANDON FRYAR

Health Care Partner, Moss Adams LLP, Tony Maki, Health Care Partner, Moss Adams LLP
AND



TONY MAKI

Health Care Partner, Moss Adams LLP

Are you maximizing the efficiencies of your finance/accounting system? Can you get more management data out your system with less resources? In this session we will discuss specific ways for the audience to “get more data without increasing resources”.

2:00 PM – 3:00 PM

CONCURRENT SESSIONS



B1 – ARE YOU MEETING THE MEANINGFUL USE RULES?

LORI LAUBACH

Health Care Partner, Moss Adams

The first part of the session will update the audience on the rules around meaningful use and new changes. The second part of the session we will be spending time on specific software systems and provide guidance on what needs to have been put in place to meet all of the rules. Prior to the session, we will have asked participants to provide the specific system they have implemented, to allow us to structure the session.

Learning Objectives:

- Brief overview of ARRA Meaningful Use Discussion
- Discuss each criterion and what it means to your practice.
- Creating a work plan



B2 – EFFECTIVE TRAINING TECHNIQUES FOR GREATER IMPACT AND COMPLIANCE

DARYL SMITH, CHAIR

MGMA Western Section Executive Committee, Chief Operations Officer, Central Utah Clinic

Staff training is critical for achieving the level of high-performance necessary in today’s competitive and highly regulated health care environment. This interactive session will demonstrate several innovative ideas for training staff that optimize engagement of the individual and heighten the impact and retention of information. The ideas presented will be demonstrated interactively via audience participation and include handouts of additional materials as take-away resources.

Learning Objectives:

- Identify innovative methods for training staff
- Learn to apply different training methods to various subjects and situations
- Learn to engage individuals and increase impact of training

3:00 PM – 3:30 PM

BREAK WITH EXHIBITORS

3:30 PM – 5:00

GENERAL SESSION



HELPING LEADERS DEVELOP SELF-RELIANCE TO CREATE POWERFUL FUTURES

JAN RUTHERFORD

Chief Commercial Officer, 3t Systems

Jan Rutherford shares his expertise on leadership while discussing his book, *The Littlest Green Beret On Self-Reliant Leadership*.

Learning Objectives:

- Experience is the best teacher. Leverage your time, and enhance your powers of observation to gain insights that accelerate your own personal growth and development.
- Develop your own personal leadership model.
- Identify skills to influence others whether or not you have positional authority.
- Learn how your own assumptions, beliefs, and expectations of others influence people, strategy and team effectiveness.
- Obstacles and struggles serve as a source of strength (i.e., a crucible).
- You ultimately control two things: Where you spend your time and how you respond to your environment.
- Make a difference – even if you feel “little” in some way.
- If you aren’t interested in maintaining the status quo, you are going to change a few things and that requires you to gain commitment from others so that they follow willingly.

5:00 PM – 7:00 PM

RECEPTION / EXHIBIT HALL

ENTERTAINMENT BY GYPSY MANDOLIN DUO

To listen to Gypsy Mandolin Duo, copy or type into your browser:

<http://www.amusicplus.com/Demo/DemoPages/GypsyMandolin0086.htm>

7:30 PM – 5:00 PM

REGISTRATION

7:30 AM – 8:30 AM

BREAKFAST IN THE EXHIBIT HALL

8:30 AM – 10:00 AM

GENERAL SESSION



CREATING A CULTURE OF CHANGE IN YOUR PRACTICE

ROSE MARIE NELSON

Principal, MGMA Healthcare Consulting Group

Achieving success is about the culture of the group. A climate that promotes continuous improvement means change is the only constant. Learn about applying change management techniques and creating a culture of change to increase employee and provider satisfaction and drive improved profitability.

Learning Objectives:

- Identify the challenges of changes outside the practice.
- Learn how to lead through change.
- Determine methods for overcoming resistance to change.

10:00 AM – 11:00 AM

BREAK WITH EXHIBITORS

11:00 AM – 12:00 PM

CONCURRENT SESSIONS



C1 – 60 IDEAS IN 60 MINUTES

ROSE MARIE NELSON

Principal, MGMA Healthcare Consulting Group

A fast-paced session that presents ideas to work smarter not harder as you apply best-practice tips, tricks and technology to make more effective use of physician and staff time. You'll leave this session with new ideas about using technology to improve daily operational processes. You'll be able to evaluate how to adopt new technology tools into your organization and plan to assist staff and physicians with the change management process.

Learning Objectives:

- Learn about better performing tricks to success.
- Identify specific solution technology tools that eliminate problems in the practice.
- Evaluate solutions that address every day operational workflows.

WEDNESDAY, APRIL 25, 2012

11:00 AM – 12:00 PM

CONCURRENT SESSIONS



C2 – IMPROVING THE QUALITY OF PATIENT AND HEALTH CARE PROVIDER INTERACTIONS FOR THE CHRONICALLY ILL PATIENT

MARY L. STARVAGGI

Etiquette Consultant, Communication Specialist

The main objectives of the program will be:

- Communicating with your patients on every level within your practice; Internal communication within your practice; does the clinical staff communicate to the admin staff for the betterment of the patient?
- Productive interactions between the Healthcare provider and the patient, ensuring that patients are able to manage their care on their own once they have left your practice.
- Business Etiquette into Healthcare; First Impressions, the power of referrals, common courtesies to patients and coworkers

12:00 PM – 1:00 PM

NETWORKING LUNCH

1:00 PM – 2:00 PM

CONCURRENT SESSIONS



D1 – ICD-10 THE PAYER'S PERSPECTIVE

ANGELA "ANNIE" BOYNTON, BS, RHIT, CCS, CPC, CCS-P, CPC-H, CPC-P, CPC-I, AND CPHT

ICD-10 implementation is closer than ever, will your practice be ready? Will your payers be ready? In this session we will discuss ICD-10 implementation and provide insight into the payer perspective from one of the nation's largest payers currently on the front lines of a well established national ICD-10 implementation program.

Learning Objectives:

- Understand impact to payers regarding ICD-10 and potential downstream impacts on providers.
- Gain basic familiarity with the ICD-10-CM and ICD-10-PCS code sets
- Learn about basic provider and practice impacts of ICD-10



D2 – IS YOUR PRACTICE BEING ACQUIRED? HOW TO SURVIVE AND THRIVE

SARA LARCH, FACMPE

Principal, Business of Medicine

Hospitals and integrated health systems are rapidly acquiring physician practices across the US. Medical group managers and administrators are becoming hospital employees. In this session, we will discuss ways to optimize the transition and strategies for success.

Learning Objectives:

- Learn how a hospital will evaluate your physician group's performance
- Compare the key performance indicators (KPI's) for hospital employed physician groups vs. private physician groups
- Understand the new political and financial environment and language
- Identify ways to prepare for the transition and strategies to ensure professional success.

WEDNESDAY, APRIL 25, 2012

2:00 PM – 3:00 PM

CONCURRENT SESSIONS



E1 – INCREASING CONSUMERISM – IMPACT ON YOUR PATIENT COLLECTIONS

SARA LARCH, FACMPE

Principal, Business of Medicine

As you look for ways to diversify and add new revenue streams to your practice, you also must pay attention to the risks to your revenue stream. Minute Clinics and Consumer-drive health plans have arrived in many of our markets. As employers look for ways to reduce health care costs, new health plan options are springing up across the country. Practices must define their patient collection strategies and avoid reductions in their revenue.

Learning Objectives:

- Learn and discuss how their markets are shifting
- Learn aggressive strategies to improve effectiveness in patient collections.



E2 – HEALTHCARE AND SOCIAL MEDIA

VANDNA JERATH, MD, FACOG

Optima Women's Healthcare, PLLC

Dr. Jerath shares her experience and success with using healthcare social media for patient education, empowerment of women, community outreach, promoting healthcare objectives, and growing/marketing her practice. She discusses how social media impacts healthcare today and in the future. She delves into why social media is so important and why it is time to participate. She also shares her social media network, efforts, and insights for success. She provides social media 101 tips to get started and build your own thriving healthcare social media network.

Learning Objectives:

- Learn what social media is, the variety of platforms available, and why it is so important.
- Learn how social media impacts healthcare.
- Learn how to grow your practice (or promote other healthcare objectives) via word of mouse.

3:00 PM – 3:15 PM

BREAK

3:15 PM – 4:45 PM

GENERAL SESSION



EMPLOYEE MORALE ON SHOE STRING BUDGET

DEBRA J. WIGGS, FACMPE

Board Member - MGMA

Inter-generational challenges, reductions in reimbursement, technology constraints, disgruntled physicians, anxious patients, do more with less; how do you provide motivation and inspiration to your staff on a daily basis? As a manager/leader our success is predicated on the success of those we lead. This workshop will provide practical lessons and suggestions to motivate your staff and incorporate a culture of encouragement in the day-to-day practice work world with recommendations that build on the strengths of your staff and promote a spirit of collaboration.

Learning Objectives:

- Identify the variables that lead to motivating employees
- Recognize opportunities and options to implement strategies that will influence employee morale
- Identify tools and resources to measure success

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Angela “Annie” Boynton, BS, RHIT, CCS, CPC, CCS-P

Annie Boynton has served in the health information management field for over 10 years in provider, payer and educational capacities. Currently, she is the Director of 5010/ICD-10 Communication, Adoption and Training at United Health Group, where she helps lead their 5010 and ICD-10 transitions. She also serves as an adjunct faculty member at Massachusetts Bay Community College, where she develops curriculum and teaches in their medical coding program.

Annie is very active within the coding and health information technology community and is a member of the American Academy of Professional Coders National Advisory Board representing the Northeast region, and was a developing member of the AAPC’s ICD-10 Implementation Training Curriculum. Annie holds several certifications as well as degrees in health information technology and health care management and is pursuing graduate work in Health Law.

Brandon Fryar, CPA Health Care Partner

Brandon is a Business Assurance Partner and leads the firm’s health care practice in Moss Adams’ Southwest region. He has over 15 years experience in public accounting serving a variety of health care organizations, including hospitals, physician practices, and insurance companies. Brandon provides audit, accounting and consulting services to health care companies throughout the Southwest. He has specific experience in reviews of hospital construction activities, budgeting and forecasting projects, including cash flow management, billing and claim cycle process analysis, internal audit, and accounting assistance related to analyzing reimbursement trends and estimating the expected reimbursement for patient accounts receivable.

Vandna Jerath, MD, FACOG

Dr. Jerath is a Board-certified ob/gyn physician and has been in private practice for 13 years, currently in Parker, CO. She is a Fellow of American College of Obstetrics and Gynecology. Using healthcare social media to engage, educate, enlighten, and empower patients, women, colleagues, and the community she has become a healthcare social media pioneer and expert locally. Dr. Jerath is one of the first physicians in Colorado actively participating in and building a healthcare social media network. She has done healthcare social media presentations and/or consulting for the Denver Medical Society, Clear Creek Valley Medical Society, Parker Adventist Hospital practice managers, Littleton Adventist Hospital Ob/Gyn practice managers, healthcare marketing and practice management organizations, fellow physicians and other healthcare colleagues.

Dr. Jerath was profiled on Denver 9News by Cheryl Preheim as the “Social Media Doctor” with positive healthcare social media efforts and results. <http://on9news.tv/sjzH2>. She has a healthcare social media network of over 5000 connections via various platforms including Facebook, Twitter, YouTube, Google+, LinkedIn, website, blog, and e-newsletter.

Sara M. Larch, MSHA, FACMPE

Sara Larch is a speaker, author and consultant in the healthcare industry. Sara has more than 30 years of experience in medical group operations in private physician and large medical group practices, non-profit health systems, academic medical centers, and physician faculty practice plans. Her primary expertise is in physician practice management and managing the revenue cycle from the front end through getting paid including reimbursement analysis.

Sara has worked in single and multispecialty groups from 8 physicians to 900 physicians and has recently been Vice President of a five-hospital integrated delivery system. She currently assists medical group practices with practice

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analysis & operational improvement, physician practice integration and alignment, facilitating and leading change, and physician and hospital relationships.

She is Past Board Chair of the Medical Group Management Association and Past President of the Academic Practice Assembly and the Association of Managers of Obstetrics and Gynecology. She is a co-author of the book titled *The Physician Billing Process: 12 Potholes to Avoid in the Road to Getting Paid* and is a popular speaker at national and local conferences on topics that include medical group operations and reimbursement, physician governance, and women's leadership.

Lori Laubach

Lori is a Partner with Moss Adams LLP with over 20 years of experience in the health care industry. She has participated in consulting engagements for the private sector and not-for-profit organizations. These included overall responsibilities as project manager for or monthly compliance monitoring of integrated hospital and operational reviews and risk assessment of physician groups and integrated systems. Specific relevant experience includes: Responsible for risk assessments and project management of medical documentation reviews of several physician groups – focusing on only E&M coding and also encompassing all CPT codes. Also responsible for the implementation of a registration, billing and collection redesign for a large integrated medical group in Northern California; acted as temporary controller for a multi-specialty group of 82 providers; operational reviews of integrated medical groups; physician compensation development, assisted physician groups with strategic planning, MGMA salary survey for Washington, Alaska and Idaho; acting CFO and Director of Finance for a large integrated medical group in Northern California. Lori has spoken on healthcare compliance, risk assessment and audit investigations at HFMA, HIA, and HCCA.

Tony Maki, CPA Health Care Advisor

Tony was a Partner with Moss Adams LLP for over 35 years and was the former Managing Partner of Moss Adams' Phoenix office and founding Chair of the firm's Health Care Industry Group, which he led for over 25 years. He has over three decades of focused health care experience managing a variety of large client relationships and has been instrumental in building the health care practice at Moss Adams. Tony has extensive medical group knowledge in auditing as well as individual, corporate, and partnership tax planning. In addition, Tony's background includes practice benchmarking, income distribution formulas, compensation systems, internal controls, design of financial forecasts and break-even analysis for use in short-term and long-range planning and expansion, strategic planning, and practice valuations. Tony served as the Chair of the COSO Enterprise Risk Management Framework Advisory Council. He is a regular speaker at various industry association events, including HFMA, MGMA, HCCA and state CPA societies.

Daniel J. Marino, President/CEO of Health Directions, LLC

Daniel J. Marino is recognized as a proven leader in the physician practice arena. His work with multi-specialty group practices around the country has allowed many organizations to realize significant improvements in financial performance.

Dan has designed and presented several education programs to help health care professionals at all levels learn and adopt electronic health solutions, revenue cycle best practices and establish accountable care organizations. He has also written several articles for national publications on how medical groups can improve financial performance.

Dan shares his insights regularly at health care industry events, including national conferences for group practice leaders

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and regional practice management information system meetings. Dan received his MBA and MHA from Xavier University in Cincinnati. He is president of Health Directions, LLC, a healthcare strategy and operations consulting firm based in Oak Brook, Illinois.

Jennifer Martin

Jennifer answers member questions about technical details of federal legislative and regulatory issues, coordinates grassroots efforts by MGMA members, and speaks before MGMA state and national meetings.

Prior to joining MGMA, Jennifer worked as a Senior Account Executive at Ketchum. In this role she worked with government clients such as CMS and ONC on issues including ICD-10, Version 5010 and the Meaningful Use Incentive Programs to create educational materials and conduct outreach to stakeholders. From 2007 to 2010 Jennifer worked at the Biotechnology Industry Organization (BIO). At BIO, she kept members abreast of key FDA regulatory issues of concern, and worked with members to develop responses to agency requests for comments.

Jennifer has a bachelor's degree in journalism with a minor in political science from the Pennsylvania State University. She also holds a master's degree in legislative affairs from the George Washington University. Jennifer joined MGMA in early 2011.

Rosemarie Nelson, MS

Rosemarie Nelson, MS, a consultant with the MGMA HealthCare Consulting Group, has over 20 years experience in health care as a medical office manager, in information technology, and as a consultant to physicians and practice professionals. Ms. Nelson conducts educational seminars and provides keynote speeches on a variety of healthcare technology and operational topics. She has authored numerous articles on practice management issues and her seminar presentations and publications have been well received by physicians, administrators, office managers and staff throughout the country.

Jan Rutherford

Jan Rutherford entered the US Army at age 17, and spent six years in Special Forces as a medic and "A" team executive officer, and three years as a military intelligence officer. For the past 20 years, Jan's business roles have been in the areas of marketing, business development, sales management, corporate training, product management, and government affairs.

Training and education have been the hallmark of Jan's career, and the development of others is where he has derived the most fulfillment and satisfaction from various professional roles. Jan teaches "Leadership in New Ventures" at the Bard Center for Entrepreneurship at the University of Colorado for MBA students and Doctor of Nursing Practice candidates; and teaches "Leadership & Entrepreneurship in Ireland" each Summer in Ireland. He has also been a speaker at industry conferences in Europe and the United States.

Jan's free time is spent taking advantage of the trails in the Colorado mountains!

Daryl Smith, CMPE

Daryl Smith is the Chief Operations Officer at Central Utah Clinic, P.C., the largest group of independent physicians in Utah, consisting of more than 120 physicians in 21 specialties. He has worked in healthcare as a consultant and/or

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administrator for 20 years, 10 of those years with Central Utah Clinic. Mr. Smith has served in several volunteer capacities with the Utah Medical Group Management Association and currently serves on the Western Section Executive Committee for MGMA. In his professional roles, he has presented countless training sessions on various topics from compliance to leadership. He is a strong believer that training must be engaging and loves to find new ways to energize staff to do a better job. Mr. Smith is a certified member of the American College of Medical Practice Executives and is currently working towards becoming a fellow.

Mary L. Starvaggi

Mary L. Starvaggi is an Etiquette Consultant and a Communication Specialist. She has spent the past 18 years developing and delivering professional communication programs throughout the country. Each program is designed to support businesses, health care institutions, patient forums, professional organizations, and educational institutions gain that extra edge by improving their communications skills with patients, clients, coworkers and students. Programs are modeled on an interactive method of developing and instructing correct professional and social protocol in an enriching and comfortable environment.

Mary gained her initial etiquette training experience from At Ease Incorporated under the direction of Ann Marie Sabath, nationally-known author and business entrepreneur. Mary's experience as an independent consultant in the burgeoning field of professional etiquette and communication building has provided her a diverse client base of corporations, health care institutions, professional organizations, and educational institutions.

Dan Thurmon, NSA "Speakers Hall of Fame", Motivation Works, Inc

Dan Thurmon is the author of two books, a renowned speaker, and a recognized expert in delivering peak performances – on stage and in the workplace. As president of Motivation Works, Inc., he has worked with hundreds of clients and delivered thousands of presentations worldwide. Dan helps organizations and individuals implement actions plans and move confidently through transitions.

He began his performance career at eleven years old, crafting a one-man-show incorporating comedy, juggling and acrobatics. This enabled him to, at a very early age, develop a strong work ethic and learn fundamental lessons about performance excellence. Dan graduated from the University of Georgia with a degree in Marketing and Management. He has also extensively studied Personal Development and developed a unique methodology he teaches to audiences and clients.

A recent inductee to the prestigious "Speakers Hall of Fame," Dan Thurmon delivers experiences that go beyond motivation, teaching concepts and skills in a highly engaging and entertaining manner. He incorporates his lifelong performance skills to create high impact events. His programs have educated and uplifted Fortune 500 companies, young audiences, and even the troops on the front lines of Afghanistan and Iraq.

Dan's philosophy can be summarized by the title of his book, Off Balance On Purpose. He believes that we will never achieve "perfect balance" and should, instead, learn to embrace uncertainty and initiate positive changes that lead to growth. Also, we should go beyond the pursuit of "success" and enhance our life experiences and professional endeavors with purposeful, positive contributions.

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Susan Turney, MD, MS, FACP, FACMPE

Susan Turney was selected as the new President and CEO of the Medical Group Managed Association-ACMPE, assuming her responsibilities in October 2011 following the retirement of William F. Jessee, MD, FACMPE, in September.

Turney served as the 2005-06 MGMA Board chair as well as in other Board and committee positions and has been an ACMPE Fellow since 2005.

Turney has served as the CEO and executive vice president of the Wisconsin Medical Society since 2004. Through focused strategic planning and efficient restructuring, she led a turnaround effort to help position the Society to be relevant for physicians in any practice environment. Prior to her tenure at Wisconsin Medical Society, Turney served as the medical director for patient financial services at Marshfield (Wis.) Clinic. There she also practiced internal medicine, participated in student and resident education and served in leadership roles for 22 years.

Through Turney's leadership, the Wisconsin Medical Society was a founder of the Wisconsin Statewide Health Information Network (WISHIN), created to improve individual and community health, promote patient-centered healthcare, and advance the use of information technology to improve health care quality and efficiency. Turney also served as the WISHIN chair. Also through Turney's leadership, the Society was a co-founder of the Wisconsin Health Information Organization. While serving on its board, she helped spearhead the vision, strategy and execution of initiatives to optimize healthcare delivery and to help ensure accessible, efficient, patient-centered quality care for Wisconsin citizens.

Turney has served on state and national health care committees, including committees of the National Quality Forum and the American Medical Association, and fulfilled many other appointments from the Wisconsin governor and the secretary of the U.S. Health and Human Services. Turney holds a medical degree and a master's of science degree in administrative medicine from the University of Wisconsin School of Medicine and Public Health. She served her internal medicine residency at Marshfield Clinic/St. Joseph's Hospital.

Debra J. Wiggs, FACMPE, Board Member – MGMA

Debra has a passion for helping medical practices be effective businesses. She is associated with Boise-based Medical Management (MedMan), providing physician practice executive leadership and currently serves as Interim Director of Physician Services for St. Joseph Regional Medical Center in Lewiston, ID. Through her 30+ year career, she has gained a wide array of medical group administration experience in large and small organizations in both rural and metropolitan medical settings.

Currently she serves as a board member of the Medical Group Management Association (MGMA); a Denver based 22,000 member organization representing over 500,000 physicians across the US. She has a BSc degree in Healthcare Administration and is a board certified Fellow in the American College of Medical Practice Executives (ACMPE). She is also a certified facilitator for strategic planning and workflow design.

Debra enjoys speaking with physicians and administrators regarding the many challenges of the current health care business environment. She has presented workshops at local, state, regional and national MGMA conferences, local medical societies, and software application user group meetings on a broad range of practice management topics.

REGISTRATION FOR 4 CORNERS CONFERENCE

SECTION A – CONTACT INFORMATION

First Name for Badge: _____

First Name: _____

Last Name: _____

Title: _____

Organization: _____

Mailing Address: _____

City/State/Zip: _____

Daytime Phone: _____ Fax: _____ E-Mail: _____

SECTION B – MEMBERSHIP INFORMATION

- Arizona MGMA Member
- Colorado MGMA Member
- New Mexico MGMA Member
- Wyoming MGMA Member

SECTION C – PREFERENCES

circle one

Please indicate your preference for vegetarian meals Yes No

Other special diet requests _____

Do you require any specific aids or services related to disabilities? Yes No

Describe Needs _____

Do you plan to attend the Monday ACMPE Certification Session? Yes No

Do you plan to attend the Monday Evening Reception? Yes No

Do you plan to attend the Tuesday Continental Breakfast? Yes No

Do you plan to attend the Tuesday Evening Reception? Yes No

Do you plan to attend the Wednesday Continental Breakfast? Yes No

4 Corners MGMA Conference Office

PO Box 380084 ■ Birmingham, AL 35238

Phone: 720-879-3003 ■ Fax: 205-981-2901 ■ E-Mail: 4corners@cmgma.com

REGISTRATION FOR 4 CORNERS CONFERENCE

Tuesday Concurrent Sessions Preference

1:00 PM-2:00 PM

- A1** "Leveraging EMR Technology in Your Practice" **OR**
- A2** "Finance/Accounting Information – Getting More For Less"

2:00 PM-3:00 PM

- B1** "Are You Meeting The Meaningful Use Rules" **OR**
- B2** "Effective Training Techniques for Greater Impact and Compliance"

Wednesday Concurrent Sessions Preference

11:00 AM-12:00 PM

- C1** "60 Ideas in 60 Minutes" **OR**
- C2** "Improving the Quality of Patient and Health Care Provider Interactions For the Chronically Ill Patient"

1:00 PM-2:00 PM

- D1** "ICD-10 the Payer's Perspective" **OR**
- D2** "Is Your Practice Being Acquired? How to Survive and Thrive"

2:00 PM-3:00 PM

- E1** "Increasing Consumerism – Impact on Your Patient Collections" **OR**
- E2** "Healthcare and Social Media"

Please continue to Section D

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REGISTRATION FOR 4 CORNERS CONFERENCE

SECTION D – REGISTRATION

	Early by 3/31	Late After 3/31
Member Rate	\$195	\$245
Non Member Rate	\$295	\$345

Golf Tournament

Individual	\$95
Foursome	\$380

Player 1: Name _____ Cell Ph # _____ E-Mail _____

Player 2: Name _____ Cell Ph # _____ E-Mail _____

Player 3: Name _____ Cell Ph # _____ E-Mail _____

Player 4: Name _____ Cell Ph # _____ E-Mail _____

SECTION E – PAYMENT

Total Amount Due \$ _____

Method of Payment Visa MasterCard American Express Check

Name on the Check/Credit Card _____

Check/Credit Card Number _____

Security Code _____ Expiration Date _____

Billing Address: _____

City/State/Zip: _____

Signature _____

By signing above, I hereby authorize the 4 Corners Conference Office to charge my credit card accordingly if I miscalculated fees. I acknowledge that I have reviewed and agree to all registration policies outlined herein.

CANCELLATION POLICY

4 Corners Conference must receive registration cancellations no later than April 16, 2012.

The following cancellations deadlines are:

Three weeks prior to conference (April 2, 2012)	\$50 administrative fee
Two weeks prior to conference (April 9, 2012)	\$100 administrative fee
After April 16, 2012	No Refund

All cancellations must be submitted to "4 Corners Office Staff" **in writing** to the **4 Corners office address** below. Cancellation by telephone is not valid. Letters may be sent via fax to 720-879-3003. Since you are responsible for your own airline/hotel reservations, we cannot be held responsible for any cancellation charges for airline tickets or hotel reservations caused by program cancellation or attendance limitations.

If you are going to send a substitute, call the Colorado Medical Group Management Association offices at 720-879-3003. If the substitute has a different membership status, we will adjust the fee accordingly.

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