

IMGMA Spring Conference

*Reaching New Heights:
New Challenges, New Visions, New Pursuits*

April 28-30, 2010
Hy-Vee Hall

Who should attend:

Health care professionals
working in medical
practices.

In these times of change, many challenges face health care professionals working in medical practices. This conference will offer sessions that focus on leadership development and specific issues participants face in their practices. State and federal guidelines will also be reviewed.



IMGMA Spring Conference

Reaching New Heights: New Challenges, New Visions, New Pursuits

WEDNESDAY

11:30 am - 12:30 pm **New Member Lunch**

12:00 - 1:00 pm **Registration Begins**

1:00 - 2:15 pm **Keynote**

Wal-Mart and the Future of Health Care

Ron Galloway, Augusta, GA

Wal-Mart affects the economy in every part of Iowa, and no one knows Wal-Mart like Ron Galloway. The retail giant has designs on leveraging its 3,700 stores into the largest force in American health care and is planning to open 2,000 health clinics in the next five years. Galloway will provide insight on the impact that Wal-Mart, and its immense scale, will have on the entire health care industry.

- Discover how Wal-Mart is poised to become the largest referrer of health care services in the U.S.
- Provide an overview of Wal-Mart's efforts in electronic medical records.

2:15 - 2:30 pm **Break**

2:30 - 3:45 pm **General Session**

Trends in Medical Records — Where Are We?

Ron Galloway, Augusta, GA

Electronic medical records (EMRs) are the focus of intense interest in health care. Ron Galloway will highlight three trends that are converging to dramatically affect EMR

adoption and illustrate why health care professionals need to know and understand the importance, cost, benefits and implications.

- Define new technologies affecting the EMR space, such as automated dictation and the use of semantics.
- Explain the battle amongst EMR vendors over file formats and why Wal-Mart may hold the upper hand in this area.
- Describe how aggregated EMR data can be used to further medical research.

3:45 - 4:00 pm **Break**

4:00 - 4:30 pm **Insurance and Reimbursement Update**

This session will outline the work of the IMGMA Insurance and Reimbursement Committee and the ways the committee can support IMGMA members.

- Review the role and composition of the IMGMA Insurance and Reimbursement Committee.
- Identify the functions of the IMGMA Insurance and Reimbursement Committee.
- Discuss committee updates.

4:30 - 6:30 pm **Networking Reception**

6:00 pm **Board Meeting**

THURSDAY

7:30 - 8:00 am **Registration/Continental Breakfast**

8:15 - 8:30 am **Welcome/John Werner, President IMGMA**

8:30 - 10:00 am **General Session**

Medicare Recovery Audit Contractor (RAC) Program

Vickie Ahlers, Partner, Baird Holm LLP, Omaha, NE

This session will provide an historical summary of the RAC program, describe the fundamental overpayment issues pursued by the RACs and identify action steps for reducing risk relative to those issues. This session will also explore the RAC audit procedural steps, including the provider's right to appeal and discuss the pros and cons of filing an appeal.

- Define what RAC means to medical practices.
- Review ways to prevent exposure.
- Discuss what to do if a clinic is contacted.

10:00 - 10:15 am **Break**

10:15 - 11:30 am **Breakout Sessions (see adjacent page)**

11:30 am - 12:30 pm **Lunch (included)
Membership Awards Recognition**

12:30 - 1:45 pm **Breakout Sessions Repeated**

1:45 - 2:00 pm **Break**

2:00 - 3:15 pm **Breakout Sessions Repeated**

3:15 - 3:30 pm **Break**

3:30 - 4:30 pm **General Session**

Overview of Meaningful Use

Heather Campbell, Partner, Dorsey & Whitney LLP, Des Moines

This session will outline the regulations published by Centers for Medicare & Medicaid Services and Office of National Coordinator for Health Information Technology related to electronic health record (EHR) technology. Information on the standards for becoming a meaningful user and the different incentive payments available for practices that become meaningful users of EHR technology will be reviewed.

- Describe "meaningful use."
- Describe the categories of incentive payments available to organizations that become meaningful users of EHR technology.
- Describe the requirements for certification of EHR technology.

4:30 - 6:00 pm **Networking Reception
Vendor Prize Giveaway**

Thursday Breakout Session Guidance

This year, IMGMA will host each breakout session three times so that all attendees will have the opportunity to attend each session. Each attendee will be assigned to a group, this will determine the order you will cycle through the breakouts. See below for details regarding each session.

CONTINUING EDUCATION

Nursing

Nursing CEUs will be awarded by the Iowa Hospital Association, Iowa Board of Nursing Provider #4. 0.36 CEUs will be awarded on Wednesday, 0.60 CEUs will be awarded on Thursday and 0.39 CEUs will be awarded on Friday. To receive CEUs, you must attend the day in its entirety. Iowa Nursing CEUs will not be issued unless your Iowa license number is provided on the certificate completed the day of the program.

CMA

A certificate of attendance will be given to participants requesting CMAs. Please sign in at the registration desk each day and a certificate of attendance will be mailed to you following the program.

ACMPE

Application has been made for each day.

Breakout A — Maximizing Reimbursement

Janet Lytton, RHIT, NHA, Director of Reimbursement, Rural Health Development, Cambridge, NE

Health care professionals will be given information to assist in the billing process as it relates to denials, follow-up of denials and patient billing. The appeal process will be discussed along with getting patients involved in the communication with insurance companies.

- Recognize how important correct CPT coding is in the reimbursement process.
- Discuss the importance of timely filing, follow-up of denials and engaging the patient in the insurance process.
- Discover the importance of an easy-to-read patient statement.

Breakout B — Health IT Planning In Iowa

Kim Downs, Senior Director, Operations, IFMC, West Des Moines
Susan Harr, Program Director, IFMC, West Des Moines
Jody Holmes, Medicaid HIT Planning Project Director, Iowa Medicaid Enterprise, Des Moines
Kelly Peiper, Medicaid HIT Provider Incentive Coordinator, Iowa Medicaid Enterprise, Des Moines
Kory Schnoor, Iowa e-Health Program Coordinator, Iowa Department of Public Health, Des Moines

This session will introduce the various components of health information technology in Iowa, including the development of Iowa's health information exchange (HIE), the activities of Iowa's Regional Extension Center (HIT REC) and the implementation of Medicare and Medicaid provider incentives.

- Review the incentives available to providers through Medicaid for the adoption and meaningful use of electronic health records (EHRs).
- Describe the role and scope of the HIT REC in Iowa.
- Review the planned development of the Iowa HIE and how HIE will benefit Iowa providers.

Breakout C — Vendor Hall and EHR Software “Hands-On” Room

This breakout session will allow you to spend quality time in the IMGMA Vendor Hall. The session will enable one-on-one discussions so that you can learn about the newest products and services that are on the market today. You'll find 40 exhibitors who represent respected companies dedicated to serving Iowa hospitals and clinics with a wide range of expertise. There will also be the opportunity to review several electronic health record software systems in a “hands-on” experiential room.

HANDOUTS

There will be *no* hard copies of speaker handouts at this year's conference. Handouts will be available to download on the IMGMA Web site at www.imgma.org beginning April 21, 2010.

FRIDAY

7:30 - 8:00 am Hot Breakfast

8:00 - 9:30 am General Session

New Challenges with HITECH: Changes in Privacy and Security Rules

Robert M Tennant, Senior Policy Advisor, Medical Group Management Association, Washington, DC

The Health Information Technology for Economic and Clinical Health (HITECH) Act, enacted as part of the American Recovery and Reinvestment Act of 2009, promises a substantial expansion of the HIPAA privacy rule and security rule. What will these changes mean for a medical group? What new policies, procedures and forms will need to be developed and implemented? How will this new act impact physicians, staff and patients? This session will review how these regulatory standards will affect your practice and offer practical tips for how best to prepare your organization to comply with this complicated and important regulation.

- Recognize the scope of HITECH Act's health information privacy and security changes and its impact on a medical group.
- Discover the process necessary to bring an organization into regulatory compliance.
- Recognize the time frames for compliance and expected enforcement measures.

9:30 - 9:45 am Break

9:45 - 10:30 am State Legislative Update

Matt Eide, Managing Partner, Eide and Heisinger, Des Moines

This session will review health care related legislation passed during the 2010 session of the Iowa Legislature.

- Explain the changes in Iowa law affecting the health care industry.
- Discuss the outlook for health care policies in the 2011 legislative session.

10:30 - 10:45 am Break

10:45 - 11:45 am Closing Keynote

The Pursuit of Excellence

Steve Siemens, CSP, CEO/Head People Builder, Siemens People Builders, Des Moines

Excellence is the gradual result of always striving to do better. Pursuing excellence is a habit, not an act. We are what we repeatedly do. Jim Collins, author of "Good to Great," says, "Those who turn good (organizations) into great (organizations) are motivated by a deep creative urge and an inner compulsion for sheer unadulterated excellence for its own sake." In this session, Steve Siemens will give some very practical tools to use to develop excellence in every area of life, both personal and professional. When an organization is filled with people pursuing excellence, it's a win-win-win outcome. Discover how to be an excellence-filled organization and person.

- Identify the importance of pursuing excellence in the workplace.
- List the four building blocks to "catch" excellence.
- List five benefits of being in the pursuit of excellence.

11:45 am Adjourn

CONFERENCE DETAILS

Location—Hy-Vee Hall, Iowa Events Center

929 Third Street, Des Moines

Parking: Parking is available north of Vets Auditorium with entrances off the following streets: Third, Fifth and Crocker. Iowa Events Center surface lots offer the closest and most convenient access to the facility and easy access to I-235 and other major routes after the event. The cost for parking is \$6.00. Parking is also available in several city ramps, all connected to the Iowa Events Center via the skywalk.

Lodging—Renaissance Savery Hotel

401 Locust Street

Des Moines, IA 50309

\$102.00 plus tax

IMGMA room block expires April 6, 2010.

Phone: 800.514.4706

Registration

- Individuals are encouraged to register online at www.imgma.org.
- If registering by mail or fax, attach a copy of the registration form when payment is sent.

- No-shows will be billed.
- A \$25 late fee per person will apply after April 12, 2010.

Cancellation Policy

- Substitutions welcome anytime via fax or e-mail.
- A full refund will be given to all cancellations received 10 or more business days prior to the conference.
- A \$25 administration fee will be charged to all cancellations received six to nine business days prior to the conference.
- No refunds will be given to cancellations received five or fewer business days prior to the conference.
- IMGMA reserves the right to cancel the conference due to insufficient enrollment in which case pre-registered participants will be notified and full refunds provided.
- All cancellations and substitutions requests must be sent to Crystal Peters (petersc@ihaonline.org) by e-mail or faxed to 515.698.5131 or 515.283.9366.

FACULTY

Vickie Brady Ahlers is a member of the Health Care Section of Baird Holm LLP. She represents health care clients with respect to a variety of issues, including regulatory, transaction and contracting issues, HIPAA, HITECH, medical staff and allied health professionals issues and organizational compliance. She received her law degree from Southern Illinois University School of Law and her bachelor of arts in English from the University of Nebraska at Kearney.

Heather L. Campbell, RN, JD, is a Partner in the Health Practice group of Dorsey & Whitney, LLP. She practices general health care law, focusing primarily on transactional and regulatory issues. Heather's transactional practice focuses primarily on mergers and acquisitions, joint ventures and physician-hospital arrangements and her regulatory practice on advising clients concerning fraud and abuse laws, reimbursement issues, licensing, privacy and medical staff issues. Prior to joining Dorsey, she worked as a registered nurse in both acute care and long-term care settings.

Kim Downs, RN, BS, CPHQ, is the senior director of operations at the Iowa Foundation for Medical Care (IFMC) and oversees quality improvement, patient safety and health information technology initiatives through the Centers for Medicare & Medicaid Quality Improvement Organization program. She has 25 years of experience with IFMC and is a certified professional in health care quality.

Matt Eide represents IMGMA with the Iowa Legislature and has lobbied for many associations including the Iowa Association of Realtors and the Iowa Association of Business and Industry. Prior to establishing Eide and Heisinger in 2003, Matt was a partner at the lobbying firm of Fitzgerald and Eide. Matt focuses on tax, employment law, health care and financial services issues.

Ron Galloway directed the noted documentary film "Why Wal-Mart Works and Why That Makes Some People Crazy," a film that premiered inside the U.S. Capitol Building in Washington, D.C. Later this year, he'll release "Rebooting Health Care," a feature-length documentary about the complex set of inputs, outputs and processes involved in the U.S. health care system. Ron is a graduate of Georgia Tech and was an investment advisor and analyst. Today, he's a business columnist for the Huffington Post. Ron has been featured on CNN, CNBC, MSNBC, and ABC's World News Tonight.

Susan Harr is program director at the Iowa Foundation for Medical Care (IFMC) in West Des Moines. She is involved in a number of HIT initiatives, including the Iowa e-Health Project to develop a statewide health information exchange system. Susan holds a master's degree in health services administration from UCLA and an undergraduate business degree.

Jody Holmes, PMP, has been working with the Department of Human Services and Iowa Medicaid for almost 10 years. She is the CORE unit manager and project director for health information technology planning, 5010 and ICD 10 projects. Jody holds a bachelor's degree in computer science from Iowa State University.

Janet Lytton is director of reimbursement for Rural Health Development, a health care consulting and management company located in Cambridge, Nebraska. She has worked with both provider-based and independent rural health clinics across the United States. Janet has completed and assisted in feasibility studies and operational analyses for rural health clinics, nursing homes, skilled nursing facilities, hospitals and fee-for-service clinics.

Kelly Peiper, JD, PMP, is the health information technology provider incentive coordinator at the Iowa Medicaid Enterprise. She served as the implementation manager of the provider services unit and was the project manager for the provider services unit in the implementation of the National Provider Identifier.

Kory Schnoor is the e-Health program coordinator for the Iowa e-Health project. He joined the Iowa Department of Public Health in 2006 and held positions within the Division of Behavioral Health. Kory holds a bachelor's degree in psychology from Iowa State University and is currently working on his master's in public administration at Drake University.

Steve Siemens, CSP, is CEO/Head People Builder of Siemens People Builders, located in West Des Moines. Steve "builds" people in a variety of settings. He is the author of three books, "Together We Can, Together We Will, Together We Did," "Give Stress A Rest" and "Push-Ups For People." He was awarded the CSP, Certified Speaking Professional, by the National Speakers Association. Steve is a past college president and has served as a professor in three other colleges.

Robert M. Tennant is the senior policy advisor with the government affairs department of the Medical Group Management Association (MGMA). He focuses on federal legislative and regulatory health information technology issues for MGMA including HIPAA, electronic health records, electronic prescribing and other electronic health commerce concerns. Robert received his bachelor's degree from Carleton University and his master's degree from the University of Western Ontario, Canada.



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THREE WAYS TO REGISTER

- Online: www.imgma.org
- Fax: 515.698.5131 or 515.283.9366
- Mail: Crystal Peters, IMGMA, 100 East Grand, Suite 118, Des Moines, IA 50309

Last Name _____ First Name _____

Organization Name _____ Title _____

Organization Address _____

City _____ State/Zip _____

Telephone No. (____) _____ Fax No. (____) _____

E-mail Address (required) _____

I would like a vegetarian entree for lunch.

CONFERENCE FEES

Member/Non-Member

- Full Conference \$185/\$260
- Thursday Only \$125/\$200
- First Time Attendee \$185*

**First time attendees who are guests of a member may attend at the member rate, one time only. Online registration is not available for this option.*

LATE REGISTRATION

A \$25 fee per participant will be charged for registrations received after April 12, 2010.

To assist with planning for meals and seating, please check the meals and events you will attend.

WEDNESDAY, APRIL 28	THURSDAY, APRIL 29	FRIDAY, APRIL 30
<input type="checkbox"/> New Member Lunch * <input type="checkbox"/> Networking Reception <input type="checkbox"/> IMGMA Board Meeting <i>*New members, first time attendees, committee chairs and IMGMA Marketing Committee.</i>	<input type="checkbox"/> Continental Breakfast <input type="checkbox"/> Lunch <input type="checkbox"/> Networking Reception with Vendors	<input type="checkbox"/> Hot Breakfast

PAYMENT INFORMATION

- Check (payable to IMGMA)
- Bill my institution
- Credit Card
 - American Express
 - Discover
 - MasterCard
 - VISA

Cardholder Name (please print) _____

Credit Card No. _____ Security Code _____

Expiration Date _____ Cardholder's Phone No. (____) _____

Cardholder Signature _____

IMGMA Office Use Only
#810-5130-8001

Date Received _____

Program Cost \$ _____

Check # _____

Check Total \$ _____

Organization Personal