

Georgia Medical Group Management Association

GMGMA

Annual Meeting

2010

**Roll with the Changes
for a Rock Solid Practice**

Attendee Brochure

April 18-21, 2010

**Marriott Evergreen
Conference Resort
Stone Mountain, GA**



Medical Group
Management
Association

Georgia
A State Affiliate

Annual Meeting

Roll with the Changes for a Rock Solid Practice

April 18-21, 2010 | Marriott Evergreen Conference Resort | Stone Mountain, GA

PRESIDENT'S LETTER

Dear Friends and Colleagues,

I invite you to join the Georgia Medical Group Management Association (GMGMA) for our Annual Meeting, the theme of which—Roll with the Changes for a Rock Solid Practice—is certainly appropriate in these changing times.

Our event is scheduled April 18 – 21, 2010, at the Marriott Evergreen Conference Resort at Stone Mountain Park in Stone Mountain, Georgia. This location provides beautiful surroundings to help us learn how to take our practice management skills to the next level! In addition, their conference center has undergone extensive expansion and renovation. I believe you will be very pleased with the facilities.

During these challenging times, it is imperative for practice managers to gain knowledge about trends and important updates in our industry. Our Education Committee has confirmed an action-packed agenda, providing us with quality and timely education. We will have five keynote speakers and twelve breakout sessions with speakers who will share their expertise on key issues related to medical practice management.

No Annual Meeting experience is complete without a little fun and relaxation. In addition to the educational sessions, we have arranged for evening entertainment that will keep networking going well into the night. First, our Monday night rock-and-roll themed dinner/dance will include a special guest appearance by an internationally known entertainer (whose name we have been asked to keep confidential to avoid an onrush of loyal fans). Tuesday night will give us a chance to enjoy a riverboat dinner cruise on the tranquil waters of Stone Mountain Lake.

This brochure provides more information about our education sessions, exhibits, and entertainment. On behalf of the board of directors, I extend a warm welcome and hope you will join us at this year's GMGMA Annual Meeting. We look forward to seeing you soon!

Alan R. McMurray, Ed.D., FACMPE
GMGMA President, 2009-2010

KEYNOTE PRESENTATIONS & SPEAKERS



Putting the Disney Magic in Your Medical Practice

Pete Blank, MHA, ATLAS

Pete Blank spent 13 years in a variety of roles at the Walt Disney World® Resort. His most recent role was as a Learning Manager at the Disney University, where he designed, developed, and delivered Career and Professional Development courses for cast members and employees across the Disney organization. Pete is currently the President of ATLAS (Alabama Training, Leadership, And Strategy)®, where he provides leadership training to corporate, college and church groups.



Rock Steady: Keeping Your HR on Solid Ground

R. Eddie Wayland, King & Ballow

Eddie Wayland supervises the Litigation Section of King & Ballow. He has argued before the United States Supreme Court and has litigated hundreds of cases to conclusion before judges, juries, arbitrators and administrative agencies in over 30 states throughout the country. Mr. Wayland concentrates his national practice in the representation of management in all areas of employment law and related litigation. He has been listed in the book *The Best Lawyers in America* for over 17 years.

To register, go to www.gmgma.com.

KEYNOTE PRESENTATIONS & SPEAKERS *(Continued)*



Federal Updates from Washington

Anders Gilberg, MGMA

Anders Gilberg, MGA, Vice President for Public and Private Economic Affairs for MGMA, helps lead the Association's advocacy efforts to help medical group practices meet the challenges posed by today's rapidly evolving health care marketplace. He rejoined MGMA in late 2007 after five years as assistant director of federal affairs for the American Medical Association. In that capacity he lobbied on a range of federal policy issues, including health care quality, pay-for-performance, information technology, patient safety, antitrust and the uninsured.



The Rock and Roll Guide to Patient Loyalty

Joe Heuer, The Rock and Roll Guru

Joe is an author and professional speaker who writes the popular blog, RockandRoll-Guru.com, where he merges his encyclopedic knowledge of classic rock & roll with tips for living the life of your dreams, and he does it all with abundant humor and fun. An author of several books, his newest one is titled *DREAMtweet: Inspirational Nuggets of Wisdom from a Rock and Roll Guru to Help You LIVE YOUR DREAMS!* Joe is also known for his uniquely humorous style and idiot-proof approach to customer service, motivation, communication and life in general. His audiences are ROCKED out of traditional thinking to rekindle the creativity, drive and humor that is often stifled by self-imposed limitations and habits.



Rocking Your Way to Better Human Behavior: Getting Along with Others and Reducing Your Stress

Mark Mayfield, Mayfield Presentations

A former corporate lobbyist and nightclub performer, Mark Mayfield is one of America's finest humorists. Content based, yet comedy driven, it's pretty simple what he does: he talks about very serious stuff in a very funny way. If you want to learn about change, teamwork, stress, or customer service, why not have a great time doing it? Mark is the author of the popular book, *Mom's Rules*, a comedic yet poignant look at those things Mom said to us as kids. Mark has been inducted into the CPAE Speaker Hall of Fame by the National Speakers Association.

SCHEDULE OF EVENTS

Sunday, April 18, 2010

1:00 pm - 6:00 pm	Exhibitor Set Up
3:00 pm - 6:00 pm	Attendee Registration Open
5:00 pm - 5:30 pm	Exhibitor Meeting
6:00 pm - 7:00 pm	New Member and 1st Time Attendee Reception
7:00 pm - 9:00 pm	Opening Reception with Exhibitors

Monday, April 19, 2010

7:30 am - 11:00 am	Attendee Registration Open
7:30 am - 8:00 am	Continental Breakfast with Exhibitors
7:30 am - 5:00 pm	Exhibit Hall Open
8:00 am - 8:30 am	Welcome and Opening Remarks
8:30 am - 9:45 am	General Session Putting the Disney Magic in Your Medical Practice <i>Speaker: Pete Blank, MHA, President of ATLAS</i>
9:45 am - 10:15 am	Refreshment Break with Exhibitors
10:15 am - 12:00 pm	General Session <i>(continued)</i>
12:00 pm - 12:15 pm	Administrator of the Year Announced
12:15 pm - 1:30 pm	Lunch
1:30 pm - 2:45 pm	Concurrent Breakout Sessions <ol style="list-style-type: none">1. Financial Management: Protecting Your Practice in a Lean Economy; Internal Controls and Fraud <i>Speaker: Rainey Thompson, Medical Management</i>2. Possibilities and Pitfalls in Structuring Transactions between Hospitals and Physicians <i>Speaker: Sydney Welch, Arnall Golden Gregory, LLP</i>3. ICD-10 Implementation <i>Speaker: Deb Grider, CPC, CPC-H, CPC-I, CPC-P, CPMA, CCS-P, American Academy of Professional Coders</i>

SCHEDULE OF EVENTS *(Continued)*

- 2:45 pm - 3:15 pm **Refreshment Break with Exhibitors**
3:15 pm - 4:30 pm **Concurrent Breakout Sessions**
4. Planning for Physician Wind-down & Retirement
Speaker: Greg Gates, Gates, Moore & Company
 5. EHR Selection Best Practice: Considerations for Selection, Implementation and the Latest ARRA HIT Information *Speaker: Debrah Wiggs, FACMPE, PivotHealth*
- 6:30 pm - 10:30 pm **Rock-and-Roll Themed Dinner/Dance & Silent Auction**

Tuesday, April 20, 2010

- 7:30 am - 8:15 am **Continental Breakfast with Exhibitors**
7:30 am - 3:15 pm **Exhibit Hall Open**
7:30 am - 8:15 am **ACMPE Breakfast Meeting**
8:15 am - 8:30 am **Announcements**
8:30 am - 9:45 am **General Session**
Rock Steady: Keeping Your HR on Solid Ground
Speaker: Eddie Wayland, King & Ballow
- 9:45 am - 10:15 am **Exhibitor/Business Partner Meeting**
9:45 am - 10:15 am **Refreshment Break with Exhibitors**
10:15 am - 11:15 am **General Session**
Federal Update from Washington
Speaker: Anders Gilberg, MGMA
- 11:15 am - 11:30 am **Exhibitor Door Prizes Announced**
11:30 am - 1:00 pm **Lunch**
1:30 pm - 2:45 pm **Concurrent Breakout Sessions**
6. HIT - Legal Issues *Speaker: Michelle Madison, Morris Manning*
 7. Get It Right: Strategies for Successful IT Selection and Implementation
Speaker: Margie Satinsky, Satinsky Consulting (Sponsored by MAG Mutual)
- 2:45 pm - 3:15 pm **Refreshment Break with Exhibitors**
3:15 pm - 4:15 pm **General Session**
The Rock and Roll Guide to Patient Loyalty
Speaker: Joe Heuer, The Rock and Roll Guru
- 3:30 pm - 6:00 pm **Exhibitor Breakdown**
4:15 pm - 4:30 pm **Break**
4:30 pm - 5:30 pm **Concurrent Breakout Sessions**
8. Specialty Networking: Orthopedics
 9. Specialty Networking: Pediatrics
 10. Specialty Networking: Internal Medicine
 11. Specialty Networking: OB/GYN
 12. Networking with Other Specialties
- 7:00 pm - 10:00 pm **Riverboat Dinner Cruise on Stone Mountain Lake**

Wednesday, April 21, 2010

- 7:30 am - 8:30 am **Buffet Breakfast**
8:30 am - 8:45 am **Announcements**
8:45 am - 9:45 am **General Session**
Panel Discussion - Risk Management, Malpractice Liability Insurance, Tort Reform
Panelists: Brian Carter, MAG Mutual; Tom Harkins, Sterling Risk Advisors; Preston Smith, Medical Mutual
- 9:45 am - 10:00 am **Break**
10:00 am - 11:30 am **General Session**
Rocking Your Way to Better Human Behavior: Getting Along with Others and Reducing Your Stress
Speaker: Mark Mayfield, Mayfield Presentations
- 11:30 am - 12:00 pm **Business Meeting & MAG Report**
12:00 pm - 1:00 pm **Lunch Available**

To register, go to www.gmgma.com.

2010 GMGMA ANNUAL MEETING

General Information

2010 REGISTRATION RATES

Classification	By 3/18	After 3/18
GMGMA Member	\$325	\$425
Staff Member (<i>attending with member</i>)	\$325	\$425
Guest	\$100	\$100
Non-Member (<i>Rate includes GMGMA membership</i>)	\$450	\$550

To register, go to www.gmgma.com. Click "Events" tab at top, select April 2010, and click on GMGMA 2010 Annual Conference.

CANCELLATION POLICY

Attendee registration cancellations must be received via email at gmgma@gmgma.com or may be mailed to P.O. Box 909063, Gainesville, GA 30501. Cancellations received on or before March 18, 2010, will receive a full refund. No refunds will be honored for cancellations after March 18, 2010. All "no-shows" will forfeit their registration fee and may not be able to receive meeting materials.

REGISTRATION DESK AND EXHIBIT HALL HOURS

Sunday, April 18, 2010

3:00 pm - 6:00 pm Attendee Registration Open
6:00 pm - 9:00 pm Exhibit Hall Open

Monday, April 19, 2010

7:30 am - 11:00 am Attendee Registration Open
7:30 am - 5:00 pm Exhibit Hall Open

Tuesday, April 20, 2010

7:30 am - 3:15 pm Exhibit Hall Open

LOCATION

Marriott Evergreen Conference Resort, located at 4021 Lakeview Drive, Stone Mountain, GA, 30083. Please contact the hotel at (888) 670-2250 for driving directions.

HOTEL ACCOMMODATIONS

Group rates have been arranged at the Marriott Evergreen Conference Resort for \$169 per night (single occupancy), \$189 (double occupancy), \$209 (triple occupancy) and \$229 (quad occupancy). Stone Mountain Park entrance fees, parking, and fitness center access are included in the room pricing. All hotel rooms are subject to local and state fees. **The group rate cutoff date is Monday, March 29, 2010.** Room reservations can be secured by calling (888) 670-2250 or (770) 879-9900. Marriott hotel cancellation policies apply. Any hotel cancellations should be made through Marriott.

WHAT TO WEAR

Business casual attire is appropriate for all meetings and events.

ACMPE CREDIT

The American College of Medical Practice Executives (ACMPE) has awarded 13.5 hours of CEU to this meeting.

GMGMA MEMBERSHIP

To qualify for the member registration rate, you must be a GMGMA member in good standing. Your membership must be current when registering and effective through the date of the conference. If you would like to apply for membership, please go to www.gmgma.com for more information. Please Note: All attendees who register for the meeting at the non-member rate will receive a one year membership.

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Gainesville, GA 30501
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Annual Meeting Attendee Information Inside!

- Register online at www.gmgma.com.
- Hotel group rate cutoff is **March 29th** and the early bird registration cutoff is **March 18th**.