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MGMA Greater St. Louis Annual Conference

Wednesday, March 10, 2010

Holiday Inn Viking

10709 Watson Road

St. Louis, MO 63127

Keynote Speaker:

Susan Keane Baker

About the Conference

The MGMA Greater St. Louis Annual Conference is a full day conference designed to provide up-to-date educational and networking opportunities for the medical practice manager. Several different tracks are offered throughout the day to meet the variety of needs of today's health care manager.

Registration Information:

Conference registration includes full breakfast, lunch and all sessions. You can register on-line at www.mgma-sl.org. Cost is \$110 if you register by February 28, 2010 or \$125 after. If you are interested in sponsorship opportunities or an exhibit booth, please contact our office at 314-416-2230

Conference Schedule

7:30 am Registration and breakfast with the sponsors

8:30 am Opening Remarks

8:45 am General Session: "Hakuna Matata (No Worries)"

Susan Keane Baker: I'm Sorry to Hear That...Service Recovery Strategies to Feel More Confident When Responding to Concerns or Complaints

Complaining about something is the person's way of saying, "I need your help." How you and your colleagues handle that expression of unhappiness will have a lot to do with whether the patient chooses to remain loyal, or will seek care elsewhere. Unresolved complaints can result in a negative word of mouth, adverse publicity and malpractice suits. Service recovery skills help you respond to complaints with greater ease and in a way that helps you preserve and even improve the relationship.

This presentation provides: best practices in service recovery; effective responses to specific patient complaints; what to do and say when the patient is wrong; techniques to prevent escalation of difficult situations; how to develop responses you can choose from when patients complain about billing, service quality, their environment, your colleagues, and communication.

10:15 am Break—Visit with our Sponsors

10:45 am Breakout Sessions

Breakout 1: "Whistle While You Work"

Susan Keane Baker: Yes, You Can Soothe, Smooth & Improve Difficult People

Some people are harder to care for than others. This program will provide you with strategies and dialogue for interactions with the "personality-challenged" folks in your life. After attending this program, you will be able to: identify reasons why people are difficult; predict when you are prone to overreact to the difficult person; use empathy and tact even when under pressure; avoid mirroring the angry person; respond calmly to difficult people; and reduce the stress of difficult interactions.

Breakout 2: "A Spoonful of Sugar"

Gregg Lemley, Shareholder, Ogletree Deakins

Navigating the Bermuda Triangle of employment leave laws: ADA, FMLA and Workers Compensation

Employee leave issues, always difficult to navigate, have been further complicated by recent amendments both the FMLA and the ADA. This practical presentation will focus on how to successfully navigate the complex federal and state laws that impact employee family, medical and military leaves.

Breakout 3: "A Whole New World"

Kathy Butler, Officer, Greensfelder, Hemker & Gale, PC and Becky Miller, CEO of the Missouri Patient Safety Foundation

How to Improve Patient Safety and Quality in a Confidential, Legally Protected Way

The Patient Safety and Quality Improvement Act of 2005 created a mechanism for the creation of voluntary programs where health care providers could share information relating to patient safety events. The law attaches privileges and confidentiality protections to this information to encourage providers to undertake patient safety evaluations without the threat that the information will be used against them. Patient Safety Organizations or "PSOs" are the vehicles through which this law will be implemented, and are currently beginning to enroll providers. Kathy will provide an overview of the Patient Safety and Quality Improvement Act of 2005 and the legal framework for the PSOs through which providers can participate in protected patient safety evaluations. Becky's presentation will help you understand aspects of PSO implementation and the benefits of working with a PSO. This presentation will inform you of how state-wide PSO activities can improve the safety of care and support participating providers.

12:00 pm Lunch and Networking

1:15 pm General Session: "Be Our Guest"

Susan Keane Baker: Taking Service Quality to the Next Level—60 Ideas in 60 Minutes

What do successful organizations do to maintain the momentum of their service quality initiatives? How can you sustain the gains you've made and take your program to the next level? Strategies of highly regarded service leaders will be discussed - sixty in sixty minutes!

2:30 pm Break— Visit our Sponsors

3:00 pm Breakout Sessions

Breakout 1: "The Bare Necessities"

Matthew J. Floyd, Attorney at Law, The Law Office of Matthew J. Floyd, LLC

Overview of Patient Collection Laws

The presentation will consist of an overview of collections law in the State of Missouri from demand letters to judgments and wage garnishments. The presentation will give you an insider's view into the litigation process and help you understand how your current policies may be modified to align your collection needs with the needs of your legal counsel.

Breakout 2: "Heigh Ho"

Gregg Lemley, Shareholder, Ogletree Deakins

Top 10 Wage and Hour mistakes employers make and how to avoid them

Wage and hour class and collective action claims are among the fastest growing employment lawsuits. Because of the complex issues involved and numerosity of claimants, they can be financially crippling to defend. This presentation will focus on key mistakes employers make in compensating their employees that lead to wage and hour claims, and on how to avoid them.

Breakout 3: "I Wanna Be Like You"

Practice Manager Panel:

Chastity Werner, Allergy, Asthma & Sinus Care Center

Sharon Sagarra, Benrus Surgical Associates, Inc.

Stacey Loomis, Midwest Nephrology Associates, Inc.

Moderator: Ronald K. Finnan, RN, MBA, FACMPE, Director—Physician Practices, St. Elizabeth's Hospital

Learn from your peers: What have they done to reduce costs?

Ballroom: Town Hall Meeting: All Business Partners

4:15 pm Conclusion and Prize Drawing

About our Speakers

Susan Keane Baker



Susan Keane Baker is an expert in service quality, risk management and patient relations. She speaks to more than 100 groups each year, and consistently receives high marks for her energetic delivery, practical advice and professionalism. Susan has been the top rated speaker at a number of national conferences including the American Medical Association's Leadership Conference and the American Academy of Family Physician's Leadership Conference.

Her clients are almost exclusively health care organizations and hospitals. She has more than twenty years of experience in the health care industry and has served as Vice President at hospitals in New York and Connecticut, focusing on service excellence and continuous quality improvement. She is a respected author and speaker, and knowledgeable about the needs of practitioners and their support staffs.

Susan's book, [Managing Patient Expectations: The Art of Finding and Keeping Loyal Patients](#) has been # 3 on Amazon.com's list of 100 top sellers in the general medicine category. Her articles have been published in many health care publications, including American Medical News, Advance for Nurses, Advance for Nurse Practitioners, Advance for Physician Assistants, Arizona Medicine, Connecticut Medicine, Dental Economics, Family Practice Management, Family Practice News, Healthcare Review, Journal of the American Association of Occupational Health Nurses, Journal of Medical Office Management, and Medical Practice Communicator.

Kathy H. Butler, Greensfelder, Hemker & Gale, PC



Kathy H. Butler is an Officer in the St. Louis law firm of Greensfelder, Hemker & Gale, P.C. and the Manager of the Firm's Health Care Practice Group. Ms. Butler has, since 1987, focused her practice on legal issues affecting the health care industry, and has represented hospital systems, individual hospitals, ancillary service providers, physician groups and individual physicians and other health care providers in areas of regulatory compliance, business transactions, provider credentialing, governance and disciplinary matters, impaired health professional issues, risk management, and corporate matters. Ms. Butler is also experienced in health care policy matters, including patient consent and

risk management issues.

Becky Miller, MHA, CPHQ, FACHE, Executive Director of the Missouri Center for Patient Safety



Becky Miller, MHA, CPHQ, FACHE is the Executive Director of the Missouri Center for Patient Safety. As Executive Director, she is responsible for the leadership, development and management of the Center, a not-for-profit organization established in 2005 in response to the recommendation of the Commission on Patient Safety. The Center was founded by the Missouri Hospital Association, Missouri State Medical Association and Primaris to serve as a state-wide organization to lead the state's patient safety efforts. Ms. Miller holds a Bachelor's Degree in Management and a Master's Degree in Healthcare Administration and is a Certified Professional in Healthcare Quality and a Fellow in the American College of Healthcare Executive. Having worked in health care for over twenty years, her work history includes positions as the director of quality, risk management, customer and medical staff services, patient safety and regulatory compliance in an acute care setting and experience in health care policy as vice president of the Missouri Hospital Association. Ms. Miller began as the Center's first Executive Director in December 2005 and in this role leads the Center's efforts to support health care provider and professional patient safety activities and convening of diverse stakeholders across the state with an interest and commitment to improving patient safety.

Gregg M. Lemley, Shareholder, Ogletree Deakins



Mr. Lemley has practiced exclusively in the area of labor and employment law and related commercial litigation since 1995. He concentrates his practice primarily in litigation of employment and employment related commercial disputes and employer counseling.

Mr. Lemley also is a certified mediator for the Eastern and Western Districts of Missouri and for the State of Missouri. Additionally, he assists both private and public employers in the development, implementation and application of harassment, drug testing, family medical leave and a wide range of other personnel policies and in drafting and revising employee handbooks, and has counseled clients in developing overarching HR compliance plans, conducting HR compliance audits, engaging in mass layoffs and in evaluating employment and labor issues related to business combinations. *Mr. Lemley* has presented client seminars on topics ranging from harassment to employee evaluation, discipline and termination in light of state and federal employment laws, to proper hiring protocol, navigating employee leave laws, blogging and other workplace technologies and a broad range of other topics. *Mr. Lemley* also frequently addresses the television, radio and print media on a variety of employment related topics.

Matthew J. Floyd, Attorney at Law, The Law Office of Matthew J. Floyd, LLC



Mr. Floyd has been licensed to practice law in the State of Missouri since 2005. *Mr. Floyd* obtained his bachelor's degree from Washington University's School of Arts and Sciences in May of 2002 and his law degree from Washington University's School of Law in May of 2005. He recently opened his own law firm in Des Peres, MO as a solo practitioner.

Chastity Werner, Office Manager, Allergy, Asthma & Sinus Care

Chastity is the office manager for Allergy, Asthma & Sinus Care Center, a busy two-physician practice in South County. Chastity is responsible for full management of the practice, including all personnel issues, financial management, billing and accounts receivable, EMR administrator and of course, managing day-to-day operations. She has had a busy year successfully implementing a new lab interface to their EMR and is currently implementing a patient portal. Chastity has over 15 years of medical practice background. Chastity is a member of MGMA St. Louis and Missouri. She chairs the Membership committee for MGMA St. Louis. Chastity is also a member of HFMA St. Louis chapter where she serves on the Newsletter Committee and as the co-chair on the Communication committee. Chastity is a member of AHIMA and a NextGen Certified Professional of EPM, EMR and SCT.

Stacey Loomis, Practice Manager, Midwest Nephrology Associates



Stacey has been practice manager at Midwest Nephrology Associates since August 2006. Stacy implemented an electronic medical record and practice management system for her practice in 2007. The parts of her job Stacey most enjoys are interacting with her staff and physicians and finding ways to improve workflow and save money. Prior to Midwest Nephrology Associates, Stacey was the office manager at Associates in Women's Health Care. Stacey is on the Social/Networking committee for MGMA St. Louis.

Sharon E. Sagarra, MBA, Practice Administrator, Benrus Surgical Associates, Inc.



In her current position as Practice Administrator, Sharon is responsible for the full management of the practice including HR/Benefits, Financial, IS, Scheduling, Credentialing & Contracting, Administrative Assistant to two of the group of five surgeons who serve as the Chief Medical Officer of Barnes Jewish St. Peters Hospital and the current Chief of Staff of Progress West HealthCare Center and has oversight of the outsourced billing as well as the day-to-day operations.

Sharon received her Bachelor's of Science in Mathematics/Secondary Education (with Missouri State Lifetime Teaching Certification in Mathematics) and her Master's of Business Administration from Lindenwood University. She is an active member of the Medical Group Management Association (MGMA) at the local, state and national levels serving as the Social/Networking Chair for MGMA-St. Louis as well as being the incoming 2010-2011 VP of Membership and is an ACMPE Nominee. She is also a member of Healthcare Financial Management Association (HFMA), Healthcare Information and Management Systems Society (HIMSS) and the Professional Women's Alliance (PWA). Prior to her joining Benrus Surgical Associates, Inc. in December, 2008, she worked at Radiologic Imaging Consultants, LLP (RIC) and with the affiliated Metro Imaging, LLC for nineteen years, St. Charles Orthopaedic Surgery Associates, Inc./Health Care Billing of St. Charles as Business Office Manager/Director of Operations and as a consultant for the startup of Downtown Urgent Care – St. Louis.

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