



# ESSENTIALS *of* PRACTICE MANAGEMENT

Building Your Body of Knowledge

**2019 NEVADA MGMA  
ANNUAL CONFERENCE**

04.18.2019

@ Reno Ballroom  
401 N. Center St. | Reno, NV 89501

**MGMA**  
NEVADA<sup>®</sup>

# CONFERENCE AGENDA

## 2019 NEVADA MGMA ANNUAL CONFERENCE

*\*Please note agenda is subject to change*

**7:00 - 7:40 AM** REGISTRATION & BREAKFAST

**7:40 - 8:00 AM** WELCOME & INTRODUCTIONS

**8:00 - 9:00 AM** KEYNOTE SESSION

**The Body of Knowledge and Its Importance in Managing a Successful Practice**  
Kyle Matthews, CMPE - CEO, Phoenix Heart PLLC

**BOK:** Patient-Centered Care and Financial Management

**Session Description:** The MGMA Body of Knowledge covers all aspects of managing a medical practice, including Operations Management, Financial Management, Human Resources Management, Risk and Compliance Management, Patient-Centered Care and Organizational Governance. This presentation will include relevant strategies and entertaining examples of how to best apply this knowledge to managing a successful practice.

**Learning Objectives:**

- Understand the various domains of the MGMA Body of Knowledge and how they are used in successfully managing a medical practice.
- Learn about how to apply resources to achieve greater success managing your medical practice.
- Discuss and learn about common pitfalls and how to recover from mistakes that are made in managing medical organizations.

**9:00 - 9:30 AM** NETWORKING BREAK

Visit with Exhibitors

**9:30 - 10:30 AM** KEYNOTE SESSION

**Recruitment and Succession Planning for Medical Practices**

Kenneth Hertz, FACMPE - Principal Consultant, Medical Group Management Association

**BOK:** Human Resource Management

**Session Description:** As healthcare continues to experience change, so too do our medical practice environments. New physicians are being recruited, senior physicians are retiring, governance structures are changing, and roles and responsibilities of our physicians are evolving. This session will provide insights into planning for these transitions within your practice and help you understand how to successfully recruit and onboard new physicians.

**Learning Objectives:**

- Learn how to retain physicians by keeping them engaged.
- Learn strategies for succession planning for general partners, board members, and other leaders.
- Leave with tools to develop a successful transition plan for your practice.

**10:30 - 11:30 AM** CONCURRENT SESSIONS (A)

**Telehealth Technology and Compliance for Providers and Patients**

Corie Nieto - Director of Telehealth Services, Nevada Health Centers

**BOK:** Risk and Compliance Management

**Session Description:** Whether you are an independent practitioner or an integrated health system, how can you utilize telehealth in your practice? Explore telehealth from an operational perspective, including use cases, workflow, protocols, billing, technology, and people.

**Learning Objectives:**

- Learn about the benefits of telehealth, including patient engagement and population management.
- Understand regulatory and professional standards and requirements.
- Learn how to set up and manage a telehealth program that meets the needs of your practice.

**How to Operationalize your Strategic Plan**

**Panelists:** Kyle Matthews, CMPE- CEO, Phoenix Heart PLLC, Chris Greenman, MBA/MHA, CMPE- Administrator, Tahoe Fracture & Orthopedic Medical Clinic, Inc., Mario Moya, ATC/L, MBA- Executive Director, Advanced Orthopedics and Sports Medicine

**Moderator:** Leonard Hamer, MBA, CMPE- CEO, Physician Select Management

**BOK:** Operations Management

**Session Description:** The strategic/business planning process is described and a panel of experienced practice managers discuss how to move from the theoretical to the practical when implementing the plan, particularly in a dynamic business environment. This session will be interactive, so attendees are encouraged to present situations and ask questions for feedback and discussion by the panel.

**Learning Objectives:**

- Learn how to align your practice operations with your plan to achieve your desired goals.
- Understand how to develop budgets and tools to monitor performance in support of your strategic plan.
- Understand the need to engage staff and communicate to all stakeholders the desired outcomes of your strategic plan.

**11:30 AM - 12:45 PM** LUNCH AND BUSINESS MEETING

**12:45 - 1:45 PM** KEYNOTE SESSION

**MGMA Washington Update**

Joseph Lazar - Associate Director, Government Affairs, Medical Group Management Association

**BOK:** Risk and Compliance Management and Financial Management

**Session Description:** 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 understanding 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:**

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

**1:45 - 2:30 PM** NETWORKING BREAK

Visit with Exhibitors

**2:30 - 3:30 PM** CONCURRENT SESSIONS (B)

**Understanding Physician Employment Agreements**

Ayesha Mehdi, JD, MHSA - Principal Attorney, Frontier Health Law

**BOK:** Organizational Governance

**Session Description:** The presentation will focus on Physician Employment agreements and discuss various clauses and legal terminology, as well as issues to look out for when negotiating such contracts.

**Learning Objectives:**

- Identify what terms to include, and pitfalls to avoid, in developing and negotiating physician employment agreements.
- Learn about relevant state and federal laws and regulations that apply to physician employment.
- Learn about successful negotiating strategies for developing a fair agreement.

**Finding the Right Level of Ancillary Services for your Practice**

Valora Gurganious, MBA CHBC - Partner & Senior Management Consultant, Doctors Management, LLC

**BOK:** Financial Management

**Session Description:** This presentation will describe the wide range of ancillary services that can be established by practices to enhance quality of care and customer service, generate additional revenue and improve productivity. Ancillary services for primary care and various specialties will be described, and examples will be provided to illustrate which services may work best for certain specialties and practices. Needs assessments, legal issues and requirements, and implementation strategies will be explained and discussed.

**Learning Objectives:**

- Analyze a framework that will help you identify areas of ancillary services that can benefit your bottom-line.
- Examine your current practice staff and flow to determine new service implications.
- Understand legal and practice issues in order to predict common pitfalls and learn how to avoid them when adding ancillary services.

**3:30 - 4:00 PM** NETWORKING BREAK

Visit with Exhibitors

**4:00 - 5:00 PM** KEYNOTE SESSION

**Turn Your Challenges Into Opportunities**

Donna Hartley - Professional Speaker, Hartley International

**BOK:** Human Resource Management

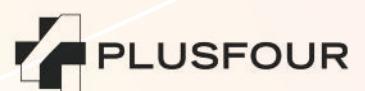
**Session Description:** Donna Hartley's message is one of learning how to conquer change and achieve transformation through triumph over trials. Faced with seemingly insurmountable odds, she has learned to be persistent during life-threatening times. Donna ignites you with firepower for inner leadership and her sense of humor is contagious and inspirational!

**Learning Objectives:**

- Learn how to live a balanced life to achieve peak performance both personally and professionally.
- Learn strategies to master change in your life.
- Learn how to confront challenges and turn them into opportunities.

**5:00 - 6:00 PM** NETWORKING RECEPTION AND DRAWING FOR PRIZES! (MUST BE PRESENT TO WIN)

Join us to meet and mingle and perhaps be a lucky winner of one of the prizes donated by our exhibitors, including a week-long stay at a luxury resort in Mexico! A special thanks to PLUSFOUR, sponsor of the Mexico trip.





# GUEST SPEAKERS 2019 NEVADA MGMA ANNUAL CONFERENCE

## CHRIS GREENMAN, MBA/MHA, CMPE

*Administrator, Tahoe Fracture & Orthopedic Medical Clinic, Inc*

Chris Greenman has been in orthopedic group practice for over 22 years. For the past 20 years, he has been the administrator for Tahoe Fracture & Orthopedic Medical Clinic. He has overseen the addition of several ancillaries, design and construction of medical office buildings, installation of PACs, EMR, remodels of medical office space, and physician recruitment.



## VALORA GURGANIOUS, MBA, CHBC

*Partner & Senior Management Consultant, Doctors Management, LLC*

Valora serves clients in all medical specialties and provides services related to operations, workflow optimization, compliance, IT, accounting, marketing, and strategic planning. Along with a team of CPAs, JDs and MBAs within Doctors Management, she also advises physicians and hospitals on practice valuation, startup, contract negotiation and transition of ownership. Her financial expertise along with extensive experience in medical practice management is the cornerstone of her success.

## DONNA HARTLEY

*Professional Speaker, Hartley International*

Donna Hartley's message is one of learning how to conquer change and achieve transformation through triumph over trials. Donna has been suicidal, broke, and a single mother, and she's cheated death three times; she overcame these challenges with her relentless energy and unbreakable spirit. Through an unexpected turn of events, a master teacher entered her life and instilled in her the tools needed to go from ordinary to extraordinary. She passes on this wisdom with strategies to blast through those invisible walls that limit you ... so you can become unstoppable.



## KENNETH HERTZ, FACMPE

*Principal Consultant, Medical Group Management Association*

Kenneth T. Hertz, FACMPE, has more than 25 years of executive and senior-level management experience in the healthcare field, with an additional 20 years in executive-level management work in the nonprofit sector. He has consulted single and multi-specialty practices as small as two FTE physicians to large practices of up to 700 FTE physicians; both physician and corporate-owned. He has also had responsibility for practice valuations and acquisition and mergers.

## JOSEPH LAZAR

*Associate Director, Government Affairs, Medical Group Management Association*

Joseph Lazar currently serves as Associate Director of Government Affairs for MGMA. In this position, he represents medical group practices in Washington DC, coordinates grassroots efforts, and serves as a regulatory resource for physician group members. Joe has his Bachelors' Degree in Political Science and Economics from the University of Wisconsin-Madison and his law degree from American University Washington College of Law.



## KYLE MATTHEWS, CMPE

*CEO, Phoenix Heart PLLC*

Kyle Matthews, CMPE has worked solely in health care for his career which now spans 16 years. Starting off in the ASC world out of Nashville, TN, Kyle now resides in Phoenix and serves as CEO of Phoenix Heart PLLC. With 6 locations and an office-based cath lab, Phoenix Heart continues to grow under Kyle's leadership and has been voted #1 cardiology practice in the state by Ranking Arizona two years in a row. Kyle currently serves as President-Elect of the Arizona Medical Group Management Association and is a former member of the National MGMA Board of Directors.

## AYESHA MEHDI, JD, MHSA

*Principal Attorney, Frontier Health Law*

Ayesha Mehdi is the principle attorney at Frontier Health Law. She is also of counsel with Frier Levitt, a national healthcare law firm. Her practice encompasses aspects of health law, pharmacy law, nursing law, professional licensing and credentialing matters, professional board representation, administrative hearings, contracts, licensure issues, corporate matters, transactional matters, and compliance audits.



## MARIO MOYA, ATC/L, MBA

*Executive Director, Advanced Orthopedics and Sports Medicine*

My background reflects over 25 years of diversified experience encompassing both health care and business development expertise. Currently tasked with, and have accomplished effectively managing three Orthopedic companies with over 20 providers and 100 employees. Throughout my career I've demonstrated effective communication and presentation skills providing "hands-on" management to spearhead several strategic programs resulting in successfully increasing company's overall operational profitability.

## CORIE NIETO

*Director of Telehealth Services, Nevada Health Centers*

Corie Nieto's responsibilities with Nevada Health Centers includes implementation of Primary Care, Pediatrics, Behavioral Health, Specialty Care, School Based Healthcare, and Urgent Care across 17 urban and rural clinics. Corie was previously Manager of Telehealth for Renown Health where she created and implemented Telehealth Learning Academy. This innovative program provided distance learning and support services for patients, families, caregivers and providers and in a wide variety of health care delivery environments including primary and urgent care, acute post/post-acute with ERs, as well as rehab, SNF and hospice facilities.



## HOTEL RESERVATIONS

Discounted hotel rooms are available at the Silver Legacy Resort Casino, the hotel across the street from the Reno Ballroom, for \$62 per night plus tax until March 28, 2019, based on availability. Reservations can be made by calling the hotel reservation line below and asking for the rate code MGMA19

Reservation line: 1.800.687.8733