



ingma.21

ANNUAL CONFERENCE

*Healthcare's
a Beach.
Ride the
Waves of
Change.*



July 20-21, 2021 || French Lick Springs Hotel

PRE-CONFERENCE RECEPTION, JULY 19TH, 6-9 PM
FRENCH LICK RESORT'S VALLEY BAR



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2021 *Annual Conference*



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Message from the President



Buck Fuller

IMGMA President

Welcome to the beautiful French Lick Springs Resort and the 2021 IMGMA Annual Conference. We are so glad to see all of you here live and in person, masks and all. The IMGMA team has put together another exciting agenda full of informative and thought-provoking topics, speakers and breakout sessions. Our theme this year, "Healthcare's a Beach, Ride the Waves of Change", carries a powerful message on many levels.

First and foremost, we hope you enjoy your time here. French Lick is a beautiful town with amazing amenities. Secondly, we are convinced you will be inspired and energized. If you are reading this letter, you are, by definition, a leader in the healthcare space. You will be sitting next to and listening to some of the top healthcare leaders in the country. These Executives, Administrators and Business Partners are dealing with the same issues, policies and regulation changes you are in your own practices.

Take the time to introduce yourself, network and share your challenges. That is where some of the most

impactful discoveries are made. Exchange ideas and business cards. The value of Indiana MGMA is in the connections you make, the solutions you might be able to offer and the answers you might gather from someone else. Yes, the Waves of Change will always be there. Some days they are gentle and other days they may be overwhelming. But you can't have a beach without the waves!

Please feel free to pull me or any of the IMGMA board members aside during the conference and share your thoughts and feedback. We are already starting the preparation for 2022 and are always looking to improve your experience. Have a wonderful and insightful time this week.



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Conference Information



CONFERENCE DATES & LOCATION

July 19: Pre-Conference Reception at French Lick Resort's Valley Bar

July 20: Conference Full Day

July 21: Conference Half Day



French Lick Springs Hotel

8670 West State Road 56, French Lick, Indiana
<https://www.frenchlick.com/hotels/frenchlick>



ABOUT THIS CONFERENCE

The 2021 Annual Conference will offer dynamic education, new ideas and the inspiration you need to be a successful leader. Our two-day conference will provide current tools and networking time with healthcare leaders and fellow Indiana MGMA members. In a professional and fun environment, you'll receive information and updates to help you navigate the daily challenges of running your practice.

For more than 170 years, a lodging establishment has operated at the current site of French Lick Springs Hotel. In 2005, French Lick Springs Hotel was purchased by Indiana-based Cook Group, Inc. and after a complete restoration, it returned the hotel back to its historic splendor.

PRE-CONFERENCE RECEPTION

Our conference committee has planned an exciting evening to get the conference started off right. Join us for a beach party at French Lick Resort's Valley Bar! Wear your flip flops and Hawaiian shirts. Drinks and hors d'oeuvres are on us; bring your own sand bucket and shovel!

WHAT TO WEAR

Business casual attire is appropriate for the 2021 annual conference and events. We do suggest bringing a light coat or jacket to maintain your comfort as meeting room temperatures tend to fluctuate through the day.

All facility/local/state COVID protocols will be followed



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WHO SHOULD ATTEND

Join your peers! Attending our conference will be a network of healthcare executives and professionals, both new and experienced, in the field of practice management: chief executive officers, chief operating officers, chief financial officers, practice administrators/managers, business operations managers, physicians, faculty and students interested in healthcare management.

EDUCATION OVERVIEW

The sessions included in the conference were selected to provide timely and practical education on the most important topics that have an impact on today's medical practices. By taking advantage of up-to-date and relevant knowledge and tools, attendees will become better positioned to manage a medical practice in today's changing healthcare environment.

EDUCATE YOURSELF AND FIND SOLUTIONS

Spend your networking breaks in our Exhibit Hall, where you can see and explore an array of products and services designed to help you find solutions and build important relationships.

EARN CONTINUING EDUCATION CREDIT

This program qualifies for ACMPE CEUs, ACHE CEUs, and AAPC CEUs. Upon request, IMGMA will supply a certificate of attendance for this conference to use for submission for potential CEUs from additional accreditation bodies.

CANCELLATION AND SUBSTITUTION POLICY

Cancellations received on or before June 30 are subject to a \$50 processing fee. Cancellations must be sent by email to indianamgma@gmail.com. Cancellations after June 30 and no-shows will not be refunded. Substitutions from within the same group are acceptable. Please email indianamgma@gmail.com if you plan a substitution to avoid issues during conference check-in.



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Schedule of Events

Monday, July 19

- 10:00am.....Golf Scramble (*Donald Ross Golf Course*) *weather dependent*
- 3:00pm – 5:00pm.....Exhibitor Registration / Exhibit Set-Up Session 1 (*Hoosier B&C*)
- 6:00pm – 9:00pm.....Attendee Pre-Conference Event (*French Lick Resort's Valley Bar*)

Tuesday, July 20

- 7:00am – 8:00am.....Exhibitor Registration / Exhibit Set-Up Session 2 (*Hoosier B&C*)
Attendee Registration (*Hoosier Business Center*)
- 8:00am – 9:00am.....Breakfast and Networking with Exhibitors (*Hoosier B&C*)
New Member / First Time Attendee Breakfast (*Eisenhower Room*)
- 9:00am – 9:05am.....Welcome and Opening Announcements (*Hoosier A*)
- 9:05am – 10:05am.....**Opening Keynote Session: "Sharknado of Healthcare"** (*Hoosier A*) - *Cameron Cox III, President and CEO of MSOC Health*

DESCRIPTION: Healthcare today has moved and continues to move into new and sometimes scarier waters. These waters are infested with many different groups – the government, private enterprise and patients – all with their own agendas. This presentation will focus on how these new waters can become opportunities for your practice rather than a Sharknado. It will touch on market conditions, regulatory changes, general marketing approaches and technology.

- 10:05am – 10:30am.....Networking Break and Refreshments in Exhibit Hall (*Hoosier B&C*)

10:35am – 11:20am.....**Breakout Sessions**

- a. **"Rebuilding Trust after a Crisis"** (*Reagan Room*) - *Dan Hiltz, Founder of Leadership Squared*

DESCRIPTION: In any organizational crisis, one of the first victims is trust. Members experience feelings of betrayal, denial, and uncertainty. And even when the crisis itself is resolved, these aftereffects linger and continue to impede organizational performance. After resolving the underlying health, financial, or organizational cause of the crisis, effective leaders take specific, deliberate actions to re-focus on the mission, rebuild relationships, and reassure every member of the team. This presentation will use a combination of short videos, activities, and actual medical practice examples to reveal the roadmap to re-creating a high trust culture.



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b. **"Patient Engagement: How to Interact with Patients on Social Media"** (Nixon Room) - Aaron Garner, Co-Founder and CEO, Tetra Prime Consulting

DESCRIPTION: Presentation will involve discussing the benefits of patient engagement in regards to social media and the policy in regards to privacy issues in social media. There will be a PowerPoint presentation included to discuss the major platforms, how beneficial they are regarding patient education and interaction and the protocol regarding privacy and protecting Patient Health Information.

11:25am – 12:10pm **Breakout Sessions**

a. **"Managing Office Profitability in 2021/2022 and the Challenges to Expect"** (Reagan Room) - Michael Glass, TSI

DESCRIPTION: In this session, learning more about establishing and abiding by a written billing procedure, collecting co-pays, deductibles & patient payments, practice survey and your outstanding A/R, new technology to help your office, new technology to reduce Slow pay Patients, getting paid & retaining relationship with your patients, and collecting past due patient payments.

b. **"Fostering Physician Retention through Effective Onboarding"** (Nixon Room) - Tom Farrington, FASPR, Director of Physician and Provider Services with Franciscan Health

DESCRIPTION: For any leader wanting to create or expand their physician onboarding program, this session will utilize several case studies to deliver the passionate need for proactive and continual onboarding to affect physician job satisfaction, retention and ultimately customer satisfaction. Presenters and audience can discuss the elements of how a centralized onboarding system creates experts who can streamline processes and reduce internal duplication of efforts in order to bring physicians quickly in a position to see patients. This session will convince anyone that dedicated onboarding teams are a must-have in this evolving health care environment.

12:15pm – 1:35pm **IMGMA Annual Business Meeting/Lunch**
(Hoosier B&C)

1:40pm – 2:25pm **Breakout Sessions**

a. **"Group Consolidation via Mergers and Acquisitions"** (Reagan Room) - Ely Friedman, Vice President, M&A Advisory group at VonLehman & Co.

DESCRIPTION: This session will define how to begin the exploration process of group consolidation if your group is interested and market conditions for groups that are transacting. The objective is just to demystify the rationale and provide a glimpse into the essentials that a group would need to start this process if they chose to do so.

b. **"Hot Issues and Developments in Employment Law"** (Nixon Room) - Kevin Stella, attorney with Hall, Render, Killian, Heath & Lyman, P.C.

DESCRIPTION: This session will cover the latest developments in the area of employment law that may impact your practices. Topics typically include an update on the latest court decisions, information from government agencies that enforce or regulate employment law, and general topics impacting the workplace and best practices.

2:30pm – 3:15pm **Breakout Sessions**

a. **"Combat Denials with Machine Intelligence"** (Reagan Room) - Ben Stokes, Director of Data Science Analytics at nThrive



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DESCRIPTION: Effective machine intelligence, when implemented correctly, can identify relevant patterns that can reduce denials. Denials occur due to front line staff managing numerous transactions combined with various reasons and rules behind each one. Machine intelligence can predict denials, identify the denial reason before the denial occurs. Not only are you reducing denials and increasing revenue, you are limiting the time and money needed to work claim resubmissions.

b. **"Private Equity and Other Market Disruptors – Navigating the New World Order"** (Nixon Room) - John Bowen, attorney with Hall, Render, Killian, Heath & Lyman, P.C.

DESCRIPTION: This session will explore private equity transactions and market conditions for groups that are transacting.

3:20pm – 4:30pm **Keynote Session: "What's Your Culture Club?"** (Hoosier A) - Cameron Cox III, President and CEO of MSOC Health

DESCRIPTION: Culture matters. And it has never been more important than today. With the open and constant flow of information in our society, culture not only matters but a sincerely positive, uplifting culture can be instrumental in a business' success. A healthcare practice is no different. To quote a line from a great movie: "Attitude reflects leadership." Establishing an effective culture within the organization establishes a firm foundation of success for many management areas such as customer service, marketing, recruitment and economic growth. This presentation will highlight multiple perspectives of what an effective organizational culture can mean to a truly successful healthcare practice.

4:30pm – 6:30pm Join us for a Beach Party! (Hoosier B&C)

Wednesday, July 21

7:30am – 8:30am Breakfast and Networking with Exhibitors (Hoosier B&C)

8:30am – 9:35am **Breakout Sessions**

a. **"VLOOKUP: The Excel Function to Simplify Payer Contracting Data"** (Reagan Room) - Nate Moore, CPA, MBA, FACMPE

DESCRIPTION: Attend this session to master the fundamentals of preparing contracting data for analysis. **Bring your laptop with at least Excel 2007 loaded to follow along with the examples in a live, interactive demonstration.** Payers make analyzing contracts difficult. Level the playing field by learning VLOOKUP. Participants will come away with a variety of scenarios and practical tools to benefit from VLOOKUP in a medical practice.

a. **"Leveraging Data Analytics to Build Physician Relationships"** (Nixon Room) - Kelly Strong, Manager in the Analytics Department at nThrive

DESCRIPTION: Almost every decision doctors make is evidence-based and supported by data or guidelines. Studies have shown that doctors who receive clinical and performance data regularly and in a timely manner feel more supported, efficient and feel it also enables them to provide better patient care. Relationships between healthcare organizations and physicians are a growing trend within the industry as more doctors become employees of hospitals. Building healthy working relationships between the two is critical to patient care and financial performance. Because physicians utilize and rely on evidence based data to make critical clinical decisions, it is extremely important to also leverage financial and performance data analytics to build trust, motivate them, engage and align them with organizational goals and objectives. Data analytics also provides transparency which physicians greatly appreciate.



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9:45am - 10:30am.....**General Session: "Managing Your Practice for High Retention"** (Hoosier A) - Dan Hiltz, Founder of Leadership Squared

DESCRIPTION: According to the Bureau of Labor Statistics, employment of medical assistants is projected to grow 23 percent from 2018 to 2028, much faster than the average for all occupations. Qualified staff will be increasingly difficult to hire, so you need to maximize your ability to retain the best team members you have now. High employee turnover imposes a significant financial and performance burden on all organizations, and physician groups are no exception. In addition to the direct costs of recruiting, onboarding and training, turnover reduces the productivity of the workers who remain, as they are required to perform the duties of the employees who leave. The ability of groups to improve the retention of trained, productive assistants and office staff is a critical success factor. This presentation examines the impact and causes of turnover and explores proven management techniques which increase employee engagement and reduce turnover.

10:30am - 10:50amNetworking Break and Refreshments in Exhibit Hall (Hoosier B&C)

10:50am - 11:45am**Breakout Sessions**

a. **"Business Intelligence for Payer Contracting"** (Reagan Room) - Nate Moore, CPA, MBA, FACMPE

DESCRIPTION: Join us for an interactive discussion on applying Business Intelligence to payer contracting. Discover tools like SQL Server Reporting Services that can prioritize information and communicate results via email and dashboards. Develop exception reports that focus efforts on the most important problems. Empower your business office and your contracting team with automated, customized information while ensuring that your payer contracting efforts are implemented, tracked, and rewarded.

a. **"Achieving Population Health through Value-Guided Care"** (Nixon Room) - Moshe Starkman, Senior Director of Value-based Reimbursements at nThrive

DESCRIPTION: "Population Health" has remained an enigmatic term often used to create intrigue but lacking the substance necessary to command true meaning. In this session we will contrast two popular interpretations of the term and establish an operating definition that incorporates the many considerations necessary to reduce the cost of care in the United States while increasing access to the appropriate care at the best time. We will likewise explore Value in the context of health care and what it means to operate from a patient-centric, outcomes-driven orientation.

11:45am - 12:45pm.....**Closing Keynote Session: "Secrets of Leading Change"** (Hoosier A) - Dan Hiltz, Founder of Leadership Squared

DESCRIPTION: We all face change, large or small, personal or organizational, every day. With all that experience, why is change so hard? Deloitte estimates that 60-70% of organizational change initiatives fail to achieve all their goals. But no matter what we think about change, it keeps happening! Dan Hiltz will surprise you by revealing 3 secrets about change that will empower you to lead change in your organization. Through ideas, activities, and video examples, you will develop awareness of how you and others experience change. You'll become the change leader your organization needs today!

12:45pm - 12:55pm.....Conference Closing Announcements and Adjournment (Hoosier A)



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Speaker Bios

John Bowen

Hall, Render, Killian, Heath & Lyman, P.C.

John Bowen is an attorney in the Indianapolis office of Hall, Render, Killian, Heath & Lyman, P.C. and focuses his practice in the areas of corporate transactions and antitrust. John provides advice and counsel to health systems, hospitals and physician group practices on a range of health care issues including mergers and acquisitions, corporate governance and regulatory and corporate compliance. His relevant antitrust experience includes counseling on the antitrust risks associated with mergers, acquisitions and joint ventures, obtaining clearance from the FTC and DOJ under the premerger reporting requirements of the Hart-Scott-Rodino (HSR) Act and representing providers in government antitrust investigations.



University of Charlotte in North Carolina, where he was a two-sport athlete. He served multiple groups at Bank of America and with a boutique investment bank. In his nine years of financial services experience, Ely has focused primarily on lower middle-market businesses (less than \$150 million in sales). Keeping with his lifelong passion for athletics, Ely is an avid sportsman and keeps to an admirable workout routine. He's even been known to network with colleagues and business partners over a morning workout.

Cameron Cox, III

President and CEO of MSOC Health

Cameron Cox is the MacGyver of healthcare business management, and he's a man with a mission: to help medical practices thrive. Once a practice administrator himself, Cam is now the president and CEO of MSOC Health, a leading medical billing and consulting company. Cam and his team have worked with more than 500 medical practices ranging in size from one part-time physician to over 50 providers in virtually every medical specialty.



Ely Friedman

Vice President of M&A at VonLehman & Co.

As Vice President of the firm's M&A Advisory group, he is directly responsible for consultation and advisory services relating to founder owned private businesses.

Ely joined the financial services industry immediately after graduating from Queens



Cam is a Fellow of the American College of Medical Practice Executives. He also has undergraduate and graduate degrees in Healthcare Administration from the University of North Carolina at Chapel Hill. Never settling for the status quo, Cam is passionately engaged as an Advocacy Leader for the NC Medical Group



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Managers Association (NCMGMA) and as an active member of MGMA at the national level. He regularly speaks to national and regional organizations on a broad range of issues – including effective practice management, revenue generation, EHR, telemedicine, and a wealth of other subjects that present challenges and opportunities for today's medical practitioners.

Tom Farrington, FASPR

Director of Physician and Provider Services with Franciscan Health

Tom Farrington, FASPR, is the Director of Physician and Provider Services with Franciscan Health, a Midwest integrated health delivery system.



Tom is passionate about working with physicians and advanced practice providers to assist with their career planning. Tom has more than 30 years of experience in health care leadership positions. A sought-after speaker in provider onboarding and retention, Tom's skills include leadership and coaching, relationship development, strategic planning, operations management, business development, budgeting, MS, and marketing.

Tom holds a bachelor's degree from Ball State University and a master's degree from Indiana Wesleyan University.

Aaron Garner

Co-Founder and CEO, Tetra Prime Consulting

Aaron understands the factors that influence outcomes. With dual degrees in psychology and economics from Purdue University, Aaron's knowledge is rooted in first principles. He has been a healthcare influencer as an inpatient psychiatric shift lead, a crisis intervention specialist, a program coordinator, and a business development professional. Aaron has now taken these skills even further by building a consulting company that enhances the status of organizations, using technology to improve the quality of their communications. Aaron's goal is to become as good as possible at solving health care challenges by leveraging connection and competence!



Michael Glass

District Sales Agent, Transworld Systems Inc. (TSI)

For 16 years, Michael has been providing medical offices process improvement ideas. TSI provides medical practices in Indiana services for recovering late payments and bad debt.



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Speaker Bios

Dan Hiltz

Founder of Leadership Squared

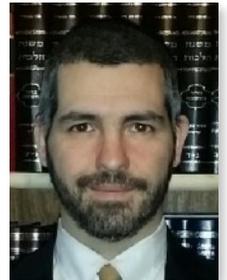
Dan Hiltz has led training and development initiatives in global corporations, ranging in size from 5000 to 80,000 employees for over 25 years. His accomplishments have been recognized by Training magazine, eLearning, and Chief Learning Officer. He's the founder of Leadership Squared, dedicated to helping organizations achieve peak performance. Dan holds a doctorate from the University of Notre Dame. He is a Gallup Certified Strengths Coach and a Program Manager for Harvard Business School.



Moshe Sparkman

Senior Director of Value-based Reimbursements at nThrive

Moshe Starkman is the Senior Director of Value-based Reimbursements at nThrive, specializing in value-based reimbursements with an emphasis on MACRA and bundled payments. He is an accomplished small business owner and popular public speaker. He has over 20 years of experience as a software architect and has developed solutions for several medical societies, the United States Postal Service, a team of former FBI investigators, and two leading presidential campaigns. Between his knowledge of the industry and his technology savvy, Moshe is a sought-after leader in the transition to value-driven health care throughout the U.S.



Nate Moore, CPA, MBA, FACMPE

Nate Moore, CPA, MBA, FACMPE speaks, consults, and writes about business intelligence in medical practices throughout the country. Nate's two books, *Even Better Data, Better Decisions: Business Intelligence for Medical Practices*, and *Better Data, Better Decisions: Using Business Intelligence in the Medical Practice*, are MGMA best sellers. Nate's consulting focuses on using SQL Server to mine and leverage medical practice data into actionable knowledge.



Kevin Stella

Hall, Render, Killian, Heath & Lyman, P.C.

Kevin Stella serves as the firm's hiring partner and chair of the human resources committee. His practice is focused on labor and employment law, with an emphasis on employment issues facing health care clients. He counsels and presents to clients on a wide range of employment



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law issues, including hiring and disciplinary matters, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act, the Family Medical Leave Act, wage and hour issues, reductions in force, handbook and policy review/creation and employment contract drafting and negotiations. Kevin has represented clients before the Equal Opportunity Commission, Indiana Civil Rights Commission, Department of Labor, Indiana Medical Licensing Board and Indiana Nurse Licensing Board.

Ben Stokes

Director of Data Science Analytics, nThrive

Benjamin Stokes, PhD is the Director of Data Science at nThrive where he leads a team that is bringing machine learning enabled products to the revenue cycle management space. Prior to entering the ML space, Dr. Stokes was a phenomenological researcher in astroparticle physics. Dr. Stokes is based out of Salt Lake City where he is an avid four-season



mountaineer and plays classical double bass in local community orchestras.

Kelly Strong

Manager in the Analytics Department, nThrive

Kelly Strong has worked in Healthcare for 20 years and has been at nThrive for 11 years. She currently serves as a Manager in the Analytics Department. Kelly has spent most of her time at nThrive in consulting and customer adaption roles. Prior to coming to nThrive Kelly worked in a large CBO focusing on insurance billing, collections and follow up. Kelly is very passionate about data driven metrics and helping organizations better their patient experience and financial goals by utilizing Analytics.



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Registration

Member rates are a benefit of membership. To qualify, you must be a member at time of registration. Membership will be verified. To apply for membership with visit www.imgma.net.

Vendors offering/selling products and services to medical practices are ineligible to register for this conference as an attendee. Please refer to our exhibit and sponsorship options if interested in attending. More exhibit/sponsorship information, rates and registration are available at www.imgma.net.

Registration fees cover all educational sessions, meals, breaks and receptions listed on conference agenda.

EARLY BIRD REGISTRATION FEES ON OR BEFORE MAY 31

IMGMA Members.....	\$295
Non-Members	\$425
Student Members.....	\$50

REGISTRATION FEES AFTER MAY 31

IMGMA Members.....	\$350
Non-Members	\$475
Student Members.....	\$50

Organization Name: _____

Organization Address: _____

of FTE Physicians in Organization: _____

Registrant (check one)

IMGMA member HFMA member Non member

Name: _____

Title: _____

Email: _____

Phone: _____

Are you a new 2021 member? Yes/No

Are you a first time attendee? Yes/No



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Registration

Additional Registrant 1 (check one)

IMGMA member Non member

Name: _____

Title: _____

Email: _____

Phone: _____

Are you a new 2021 member?Yes/No

Are you a first time attendee?Yes/No

Additional Registrant 2 (check one)

IMGMA member Non member

Name: _____

Title: _____

Email: _____

Phone: _____

Are you a new 2021 member?Yes/No

Are you a first time attendee?Yes/No

Please indicate any special dietary needs or special assistance required for anyone in your group to attend this conference:

Amount Enclosed (refer to fees above): \$ _____

Make checks payable to IMGMA and mail to:

Indiana MGMA
6604 Royal Oakland PL,
Indianapolis, IN 46236

Hotel accommodation information and easy online conference registration with your credit card available at:

<https://www.imgma.net/event-3918031>

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