

Midwest Practice Management Conference



hosted by



September 13-15, 2023

Champion Mill Conference Center

Hamilton, Ohio

**Back on Track,**  
*Together*

# What is the Midwest Practice Management Conference?

In an effort to expand on education and networking opportunities for our members, while providing an increased audience and value to our exhibitors, **Indiana MGMA** and **Ohio MGMA** are partnering together on their Fall Conferences to host our first ever, **Midwest MGMA Practice Management Conference**.

Indiana MGMA and Ohio MGMA are the state affiliates of the national Medical Group Management Association (MGMA). Members of Indiana MGMA and Ohio MGMA lead and manage medical practices - a complex and challenging profession that combines broad knowledge with cutting-edge expertise and practical skills with the experience to apply them. Decisions made by medical practice managers affect every aspect of successful medical practice operations, from patient care to a healthy bottom line.

Our members come from all areas of our respective states and rely on our professional associations to serve as their resource for information, education, exchange of ideas and industry contacts so that they can provide quality management and leadership to their physicians and staff.

Whether you are new to medical practice management or a seasoned veteran, expect to walk away from the Midwest MGMA Practice Management Conference with timely education, take-aways you can implement immediately in your practice and an increased network of peers experiencing the same day-to-day challenges and opportunities. This interactive conference will provide valuable knowledge, tools for improvements in core competencies and professional skills to help you improve your organization's performance

**Indiana MGMA and Ohio MGMA are excited to offer this new program of expanded education and networking opportunities to our members. We hope you will join us in our inaugural year!**

## Mark Your Calendar

June 30...

Early Bird Registration Rates End

July 31...

Regular Registration Rates End

August 21...

Group room block at the Warehouse Hotel at Champion Mill closes\*

September 5...

Attendee registration closes\*

September 13 - 15...

Conference in session

\*Date is subject to change pending sell out of seats/rooms. Conference Management strongly recommends attendees secure their registration and hotel as soon as possible to ensure your space.



# Conference Venue and Lodging

Champion Mill Conference Center - Hamilton, Ohio

Warehouse Hotel at Champion Mill - Hamilton, Ohio



## Conference Venue

**Champion Mill Conference Center** - 600 N B St., Hamilton, OH 45013

<https://www.spookynooksports.com/hamilton/conference-center>

- conference lodging and all conference activities take place on the Spooky Nook Sports Campus

## Conference Lodging/Discounted Hotel Room Block

**Warehouse Hotel at Champion Mill** - 600 North B St., Hamilton, OH 45013

Stay on site and avoid the stress of traffic! Conference sessions, the Exhibitor Marketplace and all activities associated with the conference take place on one campus.

Make your room reservation in our discounted block by August 21, 2023 or before we sell out of rooms at:

[https://bit.ly/MidwestMGMA23\\_Hotel](https://bit.ly/MidwestMGMA23_Hotel) and enter the

**Group ID: 498**

**Password: 690000420**

## Room Block Rates

	<b>Tues, 9/12</b>	<b>Wed, 9/13</b>	<b>Thurs, 9/14</b>
Queen/Queen	\$129.00	\$129.00	\$129.00
King/Sofa*	\$129.00	\$129.00	\$129.00

*\*this facility has a very limited number of King/Sofa rooms*

*Room rates DO NOT include applicable state/local taxes.*

*Rates DO include: complimentary parking (1 car per guest room); access to fitness center and free coffee from hotel lobby.*

*Check-in Time: 4:00 | Check-out Time: 12:00 PM. Fees may apply for early check-in - contact hotel directly.*

## The Champion Mill Conference Center and Warehouse Hotel are located:

- 45 miles from the Cincinnati/Northern Kentucky International Airport.
- 50 miles from the Dayton International Airport.
- 117 miles from Indianapolis International Airport.
- 120 miles from Columbus International Airport.

**Warning:** Associations are targeted by scammers too. Be wary if you receive a phone call regarding "discounted hotel rooms or discounted registration" requiring you to give out your credit card information over the phone. Only trust information that comes directly from Indiana MGMA or Ohio MGMA in our verified email formats or information which is posted on our official websites. If you are ever in doubt, please call or email our offices: [indianamgma@gmail.com](mailto:indianamgma@gmail.com) or [main@ohiomgma.com](mailto:main@ohiomgma.com).



scan QR code to make  
your room reservation now

# Registration Information and Fees

Register Online at: [bit.ly/MidwestMGMA\\_2023](https://bit.ly/MidwestMGMA_2023) OR scan the QR Code:



## Registration Discounts available to Indiana MGMA and Ohio MGMA members

- \$100 Discount for full conference registration is available to Indiana MGMA & Ohio MGMA members.
  - Just select your state MGMA member rate and use code: [Member23](#) during the registration process
- Not a member of your state MGMA Affiliate? Join your respective association before you register, enjoy member benefits for the next year and save on your conference registration.

## Attendee Eligibility Policy

Representatives from companies offering products and services to medical providers may not register for this conference as an attendee. If your organization is interested in attending through exhibiting or sponsoring this conference you can view your options online at <https://www.imgma.net/event-5208528>. If you have any questions about your eligibility, contact us before registering: [indianamgma@gmail.com](mailto:indianamgma@gmail.com) or [main@ohiomgma.com](mailto:main@ohiomgma.com). Ineligible registrations will be automatically cancelled and fees refunded.

## What Will It Cost To Attend

Registration fees include entrance to all sessions, exhibitor marketplace, meals and events listed on the agenda.

### On or before June 30 (Early Bird Rate)

- **Full Conference Member - \$249**  
*\*Use code: Member23*
- **Full Conference Non-Member - \$349**
- **Full Conference Guest Registration - \$225 each**  
*\*Guest registrant must be from same organization as primary registrant. This provides a discount for organizations planning to send multiple team members.*

### On or after July 1 (Regular Rate)

- **Full Conference Member - \$299**  
*\*Use code: Member23*
- **Full Conference Non-Member - \$399**
- **Full Conference Guest Registration - \$275**  
*\*Guest registrant must be from same organization as primary registrant. This provides a discount for organizations planning to send multiple team members.*

## Cancellation Policy

We must receive written notification of cancellation requests to [indianamgma@gmail.com](mailto:indianamgma@gmail.com). A \$50 processing fee will be deducted from the registration refund. No refunds will be issued after August 21, 2023. Substitutions are acceptable and can be requested by emailing [indianamgma@gmail.com](mailto:indianamgma@gmail.com) prior to the conference.

## Statement of Agreement

By sending in registration and payment all attendees, guests of attendees, exhibit personnel and organization personnel agree to compliance with the Conference Policies, Terms and Conditions as provided by host association(s) and/or conference management. It is understood that the venue/facility where the conference is being held may have their own terms, conditions and policies which attendees and exhibit personnel agree to follow while participating on-site during the conference.



# Back on Track, Together

## AGENDA at a glance

### Wednesday, September 13

- 1:00 PM - 7:15 PM Registration Desk Open
- 1:00 PM Registration Begins - Attendees and Exhibitors
- 2:50 PM - 3:00 PM Welcome & Conference Opening Announcements
- 3:00 PM - 4:00 PM **Happiness is a Marathon: How to Be Happier at Work and Life - Matt Jones**
- 4:00 PM - 4:15 PM Passing Break
- 4:15 PM - 5:15 PM **Only in Healthcare – Cameron Cox, III, MHA, FACMPE**
- 5:15 PM - 7:15 PM **Grand Opening of Exhibit Hall & Networking Reception**

### Thursday, September 14

- 7:00 AM – 6:00 PM Conference Registration Desk Open
- 7:45 AM- 9:00 AM Breakfast in Exhibit Hall
- 8:45 AM – 10:00 AM **Concurrent Sessions: Series 1**
  - 1A. What is AI? More Importantly, Should I Be Worried? – Cameron Cox, III, MHA, FACMPE**
  - 1B. Better Decisions: Applications for Medical Practice Managers - Nate Moore, CPA, MBA, FACMPE**
- 10:00 AM – 10:45 AM Break in Exhibit Hall
- 10:45 AM – 12:00 PM **Concurrent Sessions: Series 2**
  - 2A. Queuing Theory: Reducing the Wait in Your Waiting Room – Cameron Cox, III, MHA, FACMPE**
  - 2B. Business Intelligence for Staffing and Productivity - Nate Moore, CPA, MBA, FACMPE**
- 12:00 PM – 1:00 PM Networking Luncheon
- 1:00 PM – 2:15 PM **Concurrent Sessions: Series 3**
  - 3A. Productivity is Personal - Tips for Tackling Your To Do List - Lauren Harris, FACMPE**
  - 3B. Business Intelligence for Strategic Planning - Nate Moore, CPA, MBA, FACMPE**
- 2:15 PM – 3:00 PM Break in Exhibit Hall
- 3:00 PM – 4:15 PM **Concurrent Sessions: Series 4**
  - 4A. It's Lonely at the Top - Lauren Harris, FACMPE**
  - 4B. Peer to Peer: Best Practices & Expert Tips - a panel discussion**
- 4:15 PM - 7:00 PM Networking Event

### Friday, September 15

- 7:00 AM – 3:00 PM Conference Registration Desk Open
- 7:30 AM - 9:30 AM Breakfast in Exhibit Hall
- 8:00 AM- 9:00 AM **Operational Improvement & Benchmarking - Mark Benninghoff**
- 9:00 AM - 9:15 AM Passing Break
- 9:15 AM – 10:30 AM **People Centric Culture: Building healthy work places where people are aligned and empowered (Part 1) - Don Harkey**
- 10:30 AM – 11:00 AM Break in Exhibit Hall
- 11:00 AM – 12:15 PM **People Centric Culture: Building healthy work places where people are aligned and empowered (Part 2) - Don Harkey**
- 12:20 PM Grand Prize Drawing, Closing Announcements, Adjournment

AGENDA SUBJECT TO CHANGE WITHOUT NOTICE

DEDICATED FORMAL AND INFORMAL NETWORKING TIME

10.5 CE HOURS OFFERED

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OHIO INDIANA

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## SPEAKERS and sessions

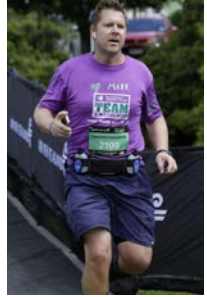
# Back on Track, Together

**Matt Jones**

**World-Class Professional Keynote Speaker and Author, Austin, TX**  
<https://matthewdjones.com/>

***Happiness is a Marathon: How to be happier at work and life***

Laugh, learn, and be motivated to become happier According to the latest research, most Americans are unhappy at work. Depression rates are at an all-time high. Matt's brand-new talk provides strategies that can be applied immediately and lead to lasting levels of happiness. Discover how to reduce anxiety and increase resilience through happiness strategies; Learn how to become more productive by being happier; Experience revitalization through practicing happiness techniques.



**Cameron Cox, III, MHA, FACMPE**  
**Founder, E3C3 Consulting, Chapel Hill, North Carolina**  
<https://e3c3consulting.com/>



### ***Only In Healthcare***

This presentation encourages us to take a moment and giggle at ourselves and our crazy industry. One of the funniest events in the life of a healthcare administrator is attempting to explain how our world works ... such as explaining that our charges aren't really our charges, but our allowables are the allowables. And they always don't

get allowed because they may not have been authorized unless we remembered to add a modifier. This presentation is a way for us to breathe ... to take in the craziness of what we do and how we do it. It is one hour of smiles and laughs with fellow administrators and managers about a topic that truthfully only we get.

### ***What is AI? More Importantly, Should I Be Worried???***

"Siri, make an appointment for my low back pain." "Alexa, who is the best doctor to handle my cirrhosis?" As if the regulatory changes weren't enough, we must also compete with technology. This session is an introductory course in defining artificial intelligence. In addition, the presentation will cover the current scope of the various "phases" of the technology and how they apply to healthcare ... for the moment. Finally, the presentation will explore and encourage the review and expansion of how artificial intelligence may shift our world of healthcare.

### ***Queuing Theory: Reducing the Wait in Your Waiting Room***

There is absolutely no doubt that "wait times" have a historical place in healthcare. The common number one complaint by patients is "wait time," which are the words every healthcare administrator in the industry dreads. This presentation is a discussion about Queuing Theory – a concept that is utilized in many businesses. Simply put, queuing is standing in line both literally and metaphorically. The seminar will define what the theory is and how it is applicable in the healthcare industry. We will also discuss the application of various concepts to minimize the negativity that can be associated with queuing for a healthcare practice.

**Lauren Harris, FACMPE, CPCO**  
**Founder, Harris Healthcare Consulting, Gresham, Oregon**  
<https://www.harrishealthcareconsulting.com/>



### ***Productivity is Personal - Tips for Tackling Your To Do List***

Develop a new perspective on time management, identify new tools to manage your tasks more effectively and efficiently and help you feel more in control of your day.

### ***It is Lonely at the Top***

This interactive session will help define what networking is and isn't, describe the benefits of a professional network and learn how to develop and maintain one, identify new healthcare leaders to partner with for personal and professional support, identify at least one new source for personal professional development.

**Mark Benninghoff**  
**Director, Healthcare Consulting, KSM, Pittsburgh, Pennsylvania**  
<https://www.ksmcpa.com/>



### ***Operational Improvement & Benchmarking***

In light of the unprecedented pressures on physician practice finances, this session will explore proven strategies for improving margins in your practice by improving revenue, efficiencies, and reducing costs.

Topics will include negotiating with vendors and suppliers, optimizing staffing and scheduling, streamlining billing and collections, and standardizing work processes. This session will also address benchmarking to help gauge your practice's financial performance comparative to your peers.

### **Learning Outcomes:**

Understand key areas of focus to improve the practice's operating margin; Leverage benchmarks to compare the practice's performance to its peers; Learn specific strategies to improve access and revenue and to reduce costs.

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## SPEAKERS

and sessions

**Don Harkey**

CEO, People Centric Consulting Group, Springfield, Missouri

<https://peoplecentric.com/>



**People Centric Culture: building health workplaces where people are aligned and empowered - 2 Part Workshop**

Culture is the business world's biggest buzzword. It conjures up images of potlucks and ping pong tables in break rooms and tech companies with employees smiling while they ride a bicycle through the company

campus. We have heard for years that culture is the key to happy employees, improved retention, talent attraction, and even increased production and customer/patient satisfaction. Given the emphasis on the importance of having a good culture, how do employers know if the culture they have is good? Or where to begin to change if they fear it is not a good culture? The data exists, but few employers have been able to take that data and turn it into action.

We will discuss the positive impacts of a People Centric Culture and introduce ways that leaders can use the science and the data on culture to systemically change a culture. We will challenge participants to rethink the concept of culture as "fluff" by discovering ways to better influence at the company level, the team/department level, and the individual level, and how this influence shapes cultures.

**Nate Moore, CPA, MBA, FACMPE**

Founder, Moore Solutions, Centerville, Utah

<https://mooresolutionsinc.com/>



**Better Decisions: Applications for Medical Practice Managers**

Join an interactive conversation with your fellow practice managers and discuss how to apply decision making tools to real world challenges in your practice. Daniel Kahneman's Nobel Prize winning ideas will drive much of our discussion.

Discover insights like how we frequently avoid risk when we stand to gain but are much more open to risk when a loss is involved. Loss aversion has a variety of applications to medical practices. See how reference points and the endowment effect impact compensation models. Watch how anchors and availability biases impact purchasing and scheduling decisions. Walk away with idea after idea that will change thinking and result in better decisions in your practice.

**Business Intelligence for Staffing and Productivity**

Has the Great Resignation hit your practice this year? Savvy managers are using data tools and new techniques to monitor, trend, and increase productivity in their practices, enabling their practices to be more efficient. This session will provide a unique, innovative approach to learning together. The speaker will give examples of custom dashboards, reports, and spreadsheets that practices nationwide use to measure and improve productivity in their practices. He will facilitate an interactive conversation on the productivity topics and examples the group is most interested in talking about. Attendees will gain insight from top medical group and health system performers to think differently and use proven ideas about managing staff amid challenging times.

**Business Intelligence for Strategic Planning**

Where do you want your practice to be in the next 3-5 years? What data do you need to get there? Simply looking at charges, payments, and adjustments like you always have will get you where you have always been. How can you look at your data differently to spot opportunities, trends, and potential threats?

Now more than ever, business intelligence in strategic planning helps proactive practices see around corners and recognize opportunities and grow and thrive. This interactive session will point the way.





P.O. BOX 790  
Sherwood, OR 97140



**Indiana MGMA and Ohio MGMA are excited to offer this new program of expanded education and networking opportunities to our members. We hope you will join us in our inaugural year in Hamilton, Ohio!**

**Who Should Attend**

The varied education and networking sessions are structured to meet the needs of healthcare executives, practice professionals, managers of all levels, physicians, nurses, and other business professionals. Attendance by administrator-physician teams, including mid-level managers, is highly encouraged to cover all the educational offerings and to support one another in undertaking the challenges of today's health care organizations.

**ACMPE Continuing Education Credit Hours**

This program has pre-approval for a minimum of 10.5 live credit hours from the American College of Medical Practice Executive (ACMPE).

**Register by June 30 for Early Bird Rates**