

## Overview of Financial Management for the Medical Group Office

This session will be led by Mary Alice Streeter, CPA, CMPE, OMGMA's treasurer. Mary Alice is the administrator of Cancer Treatment Center in Wooster, Ohio. Some of the areas to be covered are:

- Group practice financial systems
- Standard financial statements
- Fundamentals of accounting

## Strategies for Effective Information System Implementation

This session will be led by Krista Stock, MHA, CMPE, OMGMA's current president. Krista has served as administrator for Heart Specialists of Ohio. Krista's presentation will cover the following:

- Change Management Strategies
- Effective Information Systems Technology
- Evaluation of organizations learning culture
- Use of change agents
- Gaining user buy-in

\*The afternoon session will be a wrap-up of the day's events presented by Marc Halley. Marc has entitled this session **"Notes From The Trenches: A Discussion and Wrap Up"**.

### Schedule:

7:30 am - 8:00 am	Registration and Continental Breakfast
8:00 am - 8:15 am	Welcome & Introduction, Krista Stock, CMPE, President OMGMA
8:15 am - 10:00 am	<b>Practice Management as a Profession - Becoming an "A" Player</b> <i>Presented by Marc Halley</i>
10:00 am - 10:30 am	Morning Break with Business Partners
10:30 am - 12:00 pm	<b>"Repair Kit" Breakout Sessions</b> <b>Creating a Productive Workforce in Three Easy Steps</b> <i>Michael O'Connell, MHA, FACMPE plus Deborah Jewell, -Human Resources</i> <b>Strategic Planning - the Blueprints for Your Practice's Future</b> <i>Todd Fowler, CMPE--Marketing/Strategic Plan</i> <b>EMR-Defining and Designing Processes to Ensure a Solid Foundation for Optimum Patient Care and Physician Satisfaction</b> <i>Cheryl Hanlon, R.N. CMPE, - EMR</i> <b>Improving Practice Board Meetings - From Chaos to Order</b> <i>Bob LaFollette, MHA, CMPE, - Governance</i> <b>Overview of Financial Management for the Medical Group Office</b> <i>Mary Alice Streeter, CPA, CMPE - Financial Management</i> <b>Strategies for Effective Information System Implementation</b> <i>Krista Stock, MHA, CMPE, -Information Management</i>
12:00 pm - 12:30 pm	Business Meeting, Legislative Update and Election of Officers
12:30 pm - 1:15 pm	Working Lunch
1:15 pm - 2:00 pm	Vendor Time & Prize Drawings
2:30 pm - 3:00 pm	<b>Notes From The Trenches: A Discussion and Wrap Up</b> <i>Presented by Marc Halley</i>
3:00 pm	Adjournment and Drawing for \$100

**ACMPE Credit:** The American College of Medical Practice Executives (ACMPE) designates this program for credit hours commensurate with hours spent in education sessions.

### Meeting Fees:

OMGMA Member.....\$79.	Make checks payable to OMGMA and mail it	<b>OMGMA.</b>
Non-Member or Guest.....\$100.	along with the completed registration form to:	<b>PO Box 14882</b>
Full Time Health Care Student ..No Charge!		<b>Columbus, OH 43214</b>

**Note: You can also register online and pay with your credit card at our website [www.ohiomgma.com](http://www.ohiomgma.com)**

\*\*Refunds will be made only if two weeks written advance cancellation notice is received\*\*

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## Ohio Medical Group Management Association 2007 Fall Educational Conference

Friday - September 21, 2007

*Northpointe Conference Center, Lewis Center, Ohio*

### Practice Management as a Profession Becoming an "A" Player

*Presented by Marc Halley, The Marc Halley Consulting Group*

### Repair Kit for Medical Group Practice

*Presented by Members of the OMGMA Board*

- *Creating a Product Strategic Planning - the Blueprints for Your Practice's Future Workforce in Three Easy Steps*
- *EMR-Defining and Designing Processes to Ensure a Solid Foundation for Optimum Patient Care and Physician Satisfaction*
- *Improving Practice Board Meetings - From Chaos to Order*
- *Overview of Financial Management for the Medical Group Office*
- *Strategies for Effective Information System Implementation*





## Meeting Location:

**Northpointe Conference Center**  
**9243 Columbus Pike**  
**Lewis Center, OH 43035**  
**(866) 233-9393**

**A BLOCK OF ROOMS** has been reserved for OMGMA. The room rate for this meeting will be \$134.00. (single occupancy) Remember, Thursday's evening dinner and Friday's morning breakfast are included in the room rate at Northpointe. A block of rooms has been reserved for those attending the conference. Call Northpointe directly for reservations.

**PLEASE NOTE THAT YOU CAN NOW REGISTER AND PAY FOR THIS CONFERENCE ONLINE. GO TO [WWW.OHIOMGMA.COM](http://WWW.OHIOMGMA.COM) AND FIND THE FORM UNDER MEETING INFORMATION AND PICK THE MEETING REGISTRATION AREA.**

## September 21, 2007 Fall Educational Meeting Agenda:

Here's what's planned.....The morning session will consist of two parts.

### Practice Management as a Profession - Becoming an "A" Player

*Presented by Marc Halley*

Practice manager resumes are as diverse as the managers themselves, documenting a variety of backgrounds and varying levels of formal education and certification. Regardless of experience or formal training, some managers are very effective in actual practice, while others who appear equally qualified, fail to reach their potential. What factors make the difference? Marc Halley will share his experience regarding the characteristics, beyond degrees and designations, which differentiate the top-tier or "A" practice managers from those who are less effective.

Participants

- will understand the characteristics of effective practice managers,
- will receive a tool to help them assess their personal effectiveness and
- will learn when they should consider redeployment rather than sticking with a difficult practice situation.

Marc Halley is the founder of The Halley Consulting Group and has served as its CEO since its inception in 1995. The company was the culmination of many years of providing practice management and consulting to varying medical specialties, including hospital-owned primary care networks. Today, the team at Halley Consulting works to develop the strategies that capture market share and to improve the operational performance of medical practice networks nationwide.

Marc is a frequently requested speaker and has authored several articles that have been published in industry magazines such as Healthcare Financial Management and the Journal of Medical Practice Management. Marc received his Bachelor of Science degree from Weber State University in Business Administration – Management and his Master of Business Administration degree from Utah State University.

Marc Halley's new book "The Primary Care - Market Share Connection: How Hospitals Achieve Competitive Advantage" was released by Health Administration Press in March, 2007 and is available here today at this conference.

*The second part of the morning session will be break out sessions led by members of the board of OMGMA. They will be addressing important topics that relate to the operation of an effective and efficient medical practice. As part of day's program we will be using the lunch hour as a further breakout session so that you will be able to partake of another topic that may be of interest to you. The sessions are as follows:*

### Creating a Productive Workforce in Three Easy Steps

This session will be led by Michael O'Connell, FACMPE, OMGMA's ACMPE College Representative and Deborah Jewell, a Senior Director of Human Resources for Cleveland Clinic health system with responsibility for the Human Resource Information System. This session will cover the following:

- Learn best practices to recruit the best,
- Train for performance,
- Reward results
- How to avoid firing mistakes.
- Behavior based interviewing, training templates,
- Performance evaluation techniques are discussed.
- Tools to interview potential staff more effectively,
- Create a training program with results,
- An evaluation tool that generates realistic expectations for high performance.

### Strategic Planning - the Blueprints for Your Practice's Future

This session will be led by Todd Fowler, CMPE, OMGMA's current Vice-President. Todd is Assistant Administrator of the Holzer Clinic in Jackson, Ohio a multispecialty group practice with over 125 physicians.

Todd's presentation will focus on the following:

- What is strategic planning
- Why should my practice develop a plan
- Who should participate in the planning process
- How do we set up and conduct a strategic planning session
- When do we re-evaluate the plan
- What have my OMGMA peers done regarding strategic planning

### EMR-Defining and Designing Processes to Ensure a Solid Foundation for Optimum Patient Care and Physician Satisfaction

This session will be led by Cheryl Hanlon, RN, CMPE the current secretary of OMGMA. Cheryl is the administrator of Family Physicians, Inc. in Canton, Ohio and is an EMR veteran. This session will cover the following topics:

- EMR- The design process
- EMR- The clinical flow
- EMR- IT management
- EMR Project Management

### Improving Practice Board Meetings - From Chaos to Order

This session will be led by Bob LaFollette, CMPE, OMGMA's legislative liaison. Bob is the administrator for the Ohio State University Departments of Ophthalmology and Urology. Bob's workshop will cover the following:

- Improving Practice Board Meetings- From Chaos to Order
- Board meeting preparation, setting expectations and tone
- Ideas for the governance process
- Keys for Board and Administrator relations