

Medical Group
Management
Association



Ohio
A State Affiliate

2010 Fall Educational Conference
The Conference Center at NorthPointe
Lewis Center, OH
September 17, 2010



Conference Agenda

6:45am - 7:30am

Exhibitor Registration and Set Up

7:30am - 8:00am

Attendee Networking Breakfast & Conference Registration

7:30am - 3:00pm

Exhibit Hall Open

8:00am - 8:10am

Welcome and Program Introductions

- Cheryl Hanlon, RN, CMPE, Ohio MGMA President
- Bill Thorner, CMPE, Ohio MGMA President Elect

8:10am - 9:30am

Keynote Speaker: "Introduction to Process Improvement"

- Frank Cohen, MPA, The Frank Cohen Group LLC

9:30am - 10:00am

Break and Networking in Exhibit Hall

10:00am - 11:15am

"AR Management"

- Charles Baverman, Assistant Vice President, Revenue Cycle Management at Cincinnati Children's Medical Center

11:15am - 12:00pm

Ohio MGMA Business Meeting and Ohio Legislative Updates

- Ohio MGMA Board of Directors and Officers

12:00pm - 1:00pm

Networking Luncheon

1:00pm - 2:15pm

ACMPE Update Breakout Luncheon - Michael O'Connell, MHA, FACHE, FACMPE

Keynote Speaker: "Increase Profitability Through Process Improvement, Part 1"

- Frank Cohen, MPA, The Frank Cohen Group LLC

2:15pm - 2:45pm

Break in Exhibit Hall

2:45pm - 3:00pm

Door Prize Giveaway

3:00pm - 4:10pm

Keynote Speaker: "Increase Profitability Through Process Improvement, Part 2"

- Frank Cohen, MPA, The Frank Cohen Group LLC

4:10pm - 4:15pm

Closing Announcements & Conference Adjournment

Conference Session Synopsis

"Introduction to Process Improvement" & "Increase Profitability Through Process Improvement, Part 1 & 2" - Frank Cohen, MPA, The Frank Cohen Group LLC

The sad fact is that most medical practices are 20 or more years behind the eight ball when it comes to integrating business technologies into their practices. But it is unavoidable; healthcare is a business and we need to move quickly with regard to process improvement, quality initiatives and reengineering. To do that, we have to take a hard look at emerging models and technologies that work in other industries. Broken into two sessions, Frank will introduce you to process improvement models based on both Lean and Six Sigma. This includes critical tools, such as process and value stream mapping, Voice of the Customer, etc. as well as deployment platforms, such as the DMAIC model; the most recognized method for continuous process improvement. Properly applied, what you will learn during this workshop will help you to improve efficiency within all aspects of your organization, adding to your bottom line. Attendees will receive a complete tool box, including documentation, worksheets, templates, sample reports and all pertinent data files necessary to understand and apply process improvement techniques within their organization.

Outline

- . Understanding Process Improvement and Lean Six Sigma
- . Using the TPI Toolbox
- . Deployment Platforms, including the DMAIC model
- . Identifying cause and effect relationships
- . Testing and fixing broken processes
- . Case Study . A Lean Six Sigma project

AR Management - Charles Baverman, Assistant Vice President, Revenue Cycle Management at Cincinnati

Charlie will review strategies to manage your accounts receivable and key practice benchmarks. You will be able to identify trends for effective A/R management and recognize opportunities to improve reimbursement. He will also identify innovative ways to motivate and reward employees.

Speaker Information

Frank Cohen, MPA, The Frank Cohen Group LLC, developers of analytical and Decision Support tools and systems for healthcare organizations. He is a certified Six Sigma Black Belt and Lean instructor. His areas of expertise include data mining and analysis, applied statistics and decision support. For the past 30 years, he has worked as a health care data analyst, knowledge engineer and consultant.



Frank Cohen, MPA

Mr. Cohen has participated in and published numerous articles and studies and trained thousands of CPAs, physicians, administrators and other healthcare professionals in the techniques used to conduct comprehensive medical practice analysis.

His consulting experience includes hospitals, large and small medical practices, medical and professional associations, legal and accounting professionals, government agencies and other health care professionals.



Charles Baverman, MBA

Charlie Baverman is Assistant Vice President for Revenue Cycle Management at Cincinnati Children's Medical Center. He has over 22 years of revenue cycle and operations management experience. He is responsible for the billing, collections and cash posting functions of the hospital, home health agency, and physicians of Cincinnati Children's Medical Center. These services total over \$1.5 billion in annual revenue.

Conference Information

Conference Location, Facility and Reservations

The Conference Center at NorthPointe
9243 Columbus Pike
Lewis Center, OH 43035

Ohio MGMA is proud to hold our 2010 Fall Conference at The Conference Center at NorthPointe in Lewis Center, which is located just 10 minutes from Columbus, Ohio. A special room rate of \$162 per night + applicable taxes, single occupancy (*rate includes room and dinner on 9/16 and a hot breakfast on 9/17*) has been arranged and reservations will be accepted through Friday, August 27th or until room block is filled, whichever comes first. To make your hotel reservation please call: (866) 233-9393 and mention group code: Ohio MGMA GROUP

Conference Registration - Registration fee covers all conference sessions, handouts, tool kit, breakfast and lunch.

Register by September 1, 2010 to receive the "Early Bird" discounted registration rate!

Ohio MGMA members - \$90

Non Members - \$150

Student Members - no charge

Register after September 1, 2010

Ohio MGMA members \$140

Non Members \$200

Student Members - no charge

Registration fee covers all conference sessions, handouts, tool kit, breakfast and lunch.

Conference Refund Policy

Cancellations received prior to September 1, 2010 are subject to a \$50 cancellation fee. Cancellations after September 1, 2010 and no-shows cannot be refunded. Substitutions from within the same group are acceptable.

CE Credit

American College of Medical Practice Executives (ACMPE) credit hours have been assigned to this program.

Ohio MGMA Purpose & Objective

- To promote a program of mutual education in the field of medical group practice administration.
- To disseminate information of mutual interest.
- To improve administration in medical groups in order to serve the members of the Association, the medical groups they represent and medical group practice.
- To cooperate with other organizations having similar aims and objectives.



Fine Tune Your Practice
The Conference Center at NorthPointe
Lewis Center, OH
September 17, 2010

ATTENDEE INFORMATION: please type or print and complete **one form per attendee**

Name: _____ Practice/Company Name: _____

Title: _____ Address: _____

City, ST Zip: _____ Email: _____

Phone: (_____) _____

Check One:
 Ohio Active MGMA Member Ohio MGMA Affiliate Member
 Ohio MGMA Student Member Non Member

REGISTRATION RATES:

Not an Ohio MGMA Member? Join Today!

Active Membership for 2010 _____ \$75
(please fill out and include membership application along with your conference registration form)

**To be eligible as an ACTIVE member of the Ohio MGMA, a person shall be the full-time employee of a medical group practice consisting of three (3) or more physicians and located within the boundaries of the State of Ohio. The person must perform managerial duties in multiple areas, administrative tasks in single areas, or perform patient care and significant managerial or administrative functions within the practice.*

Postmarked on or before September 1, 2010

Ohio MGMA Member _____ \$90
Ohio MGMA Student Member _____ \$0
Non-Member _____ \$150

Postmarked after September 1, 2010

Ohio MGMA Member _____ \$140
Ohio MGMA Student Member _____ \$0
Non-Member _____ \$200

TOTAL DUE: \$ _____

REFUND POLICY - Cancellations received prior to September 1, 2010 are subject to a \$50.00 cancellation fee. Cancellations after September 1, 2010 and no-shows cannot be refunded. Substitutions from within the same organization are acceptable.

PAYMENT:

Please Make Checks Payable to **Ohio MGMA** and mail to:

Ohio MGMA
Conference Coordinator
P.O. Box 1460
Woodstock, GA 30188-1460

OR REGISTER AND PAY ONLINE!

For convenience, you may also register online and pay with your credit card at: www.ohiomgma.com

Attire for the conference will be casual/business casual. Due to fluctuating temperatures in the meeting area, a light jacket or sweater is suggested to maintain your comfort.

OHIO MEDICAL GROUP MANAGEMENT ASSOCIATION - MEMBERSHIP APPLICATION



Please type or print - For convenience, you may also submit a membership application & pay by credit card online at: www.ohiomgma.com / Membership

Name
(First//Last) _____ Title _____

Professional Designations _____ Organization Name _____

Address _____

City _____ State _____ Zip _____ Work Phone # _____

Work Fax # _____ Email _____

Practice Specialty _____ National MGMA Member? YES NO

I was referred by _____ (please list name)

MEMBERSHIP CATEGORIES:

_____ Applying for **ACTIVE Membership** - Annual Dues are \$75.00 (upon payment through 12/31/10)
To be eligible as an ACTIVE member of the Ohio MGMA, a person shall be the full-time employee of a medical group practice located within the boundaries of the State of Ohio. The person must perform permanent, day-to-day managerial duties in multiple areas, administrative tasks in single areas, or perform patient care and significant managerial or administrative functions within the practice.

_____ Applying for **BUSINESS ASSOCIATE Membership** - Annual Dues are \$175.00 (upon payment through 12/31/10)
To be eligible as a BUSINESS ASSOCIATE member of the Ohio MGMA, a person must be an employee, owner or partner of an organization involved in the supply of products, services or education to ambulatory health care professionals within the boundaries of the State of Ohio.

BUSINESS ASSOCIATES, Please indicate a brief description of your company's product/service:

_____ Applying for **STUDENT Membership** - Annual Dues are FREE (through 12/31/10)
To be eligible as a STUDENT member of the Ohio MGMA, a person must be a FULL TIME college or university student pursuing a degree within the boundaries of the State of Ohio.

Thank you for your interest in Ohio MGMA! Your member benefits begin when your application is processed and payment has been received. Please submit completed application and payment by check to:

Ohio MGMA
P.O. Box 1460
Woodstock, GA 30188-1460

No one may be denied membership because of race, sex, religion, color or creed.

Membership renewal is effective on January 1st of each year. First year members pay the full membership dues, which also covers the cost of initial processing. If you have any questions about joining Ohio MGMA e-mail main@ohiomgma.com or call our office at (330)621-4353.

Ohio Medical Group Management Association (Ohio MGMA) is an affiliate chapter of MGMA, the leading professional association representing medical group practice management.

Fine Tune Your Practice

September 17, 2010

The Conference Center at NorthPointe
Lewis Center, OH

We hope you will make plans to join us on September 17, 2010 for Ohio MGMA's Fall Educational Conference and Annual Business Meeting.

Come spend the day networking with your peers from around the State.

Listen as our speakers give you valuable insight and tools you can take back and use to "fine tune your practice".

Browse our exhibit hall and explore cutting edge technology, services and information for business solutions that will help you save time, money and resources.

Participate in the Ohio MGMA Annual Business Meeting and Update. Hear about Legislative issues affecting your practice, what's new with Ohio MGMA, what to expect in 2011 and vote on Ohio MGMA's future leadership.

REGISTER BY SEPTEMBER 1, 2010 AND RECEIVE A DISCOUNTED CONFERENCE RATE!



Medical Group
Management
Association

Ohio
A State Affiliate

P.O. Box 1460
Woodstock, GA 30188-1460

www.ohiomgma.com
(330) 621-4353

You don't want to miss
hearing from national
speaker,



Frank Cohen, MPA

Frank Cohen, MPA

Evaluation Comment on Frank Cohen's sessions from State MGMA members around the country:

- *"Bring him back again. Very knowledgeable"*
- *"Informative on process, realistic on expectations, attention delivery"*
- *"Good ideas to organize & analyze"*
- *"Very intelligent person"*
- *"Excellent illustration of fee schedule and analysis"*
- *"Used a very learner friendly tone, vocabulary and gave great analogies to put our situation into perspective, especially since I don't deal with payers on a daily basis."*
- *"Bring him back!"*