

## Schedule:

7:30 am - 8:00 am	Registration and Continental Breakfast
8:00 am - 8:10 am	Welcome, David Hafler, CMPE, President OMGMA
8:10 am - 8:15 am	Program Introduction, Krista Stock, CMPE, President Elect, OMGMA
8:15 am - 10:00 am	<b>Benchmarking - Patient Surveys and what to do with the results</b> <i>Presented by Kevin Sullivan</i>
10:00 am - 10:30 am	Morning Break
10:30 am - 11:30 pm	<b>Star Studded Service - What the "Top 10%" are doing about it</b> <i>Presented by Kevin Sullivan</i>
11:30 pm - 12:15 pm	OMGMA Business Meeting, Election of 2007 Officers, and Legislative Update
12:15 pm - 1:00 pm	Lunch
1:00 pm - 1:15 pm	Vendor Time
1:15 pm - 2:30 pm	<b>Benchmarking Successful Medical Groups to Improve Your Practice's Performance</b> <i>Presented by David Gans</i>
2:30 pm - 3:00 pm	Break
3:00 pm - 4:00 pm	<b>Panel Discussion: Ohio's Better Performers</b> <i>Moderated by David Gans</i> Panelists: <i>Cheryl Hanlon, Practice Manager, Family Physicians, Inc.</i> <i>Frederick Hennis, Practice Administrator, Tri-County Family Physicians Inc.</i> <i>George Nyktas, Executive Directors, Reconstructive Orthopaedics &amp; Sports Medicine, Inc.</i>
4:00 pm	Awards & Adjournment

**Conference Evaluation and Drawing for \$100 CASH**  
**(You must be present to win)**

## 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.....\$75.                      Non-Member or Guest.....\$100.  
Full Time Health Care Student       .....No Charge!

Make checks payable to OMGMA and mail it along with the completed registration form to:

**OMGMA.**  
**PO Box 14882**  
**Columbus, OH 43214**

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

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# Ohio Medical Group Management Association 2006 Fall Educational Conference

Friday - September 29, 2006

*Northpointe Conference Center, Lewis Center, Ohio*

## **Benchmarking - Patient Surveys and What to do With the Results**

*Presented by Kevin Sullivan, Sullivan-Luallin Consulting*

## **Star Studded Service - What the Top 10% are doing about it**

*Presented by Kevin Sullivan, Sullivan-Luallin Consulting*

## **Benchmarking Successful Medical Groups to Improve Your Practice's Performance**

*Presented by David Gans, MSHA, FACMPE,  
Vice President, Practice Management Resources, MGMA*



Ohio  
A State Affiliate



## 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 spacious two room suites feature a living room with a queen-size sofa bed plus a private bedroom. You will also enjoy the convenience of a microwave oven, coffee maker, refrigerator and wet bar. What a perfect environment to have your own mini-conference the night before OMGMA's educational meeting. 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. Room reservations must be made by September 8, 2006, after that date rooms will be on a space available basis. Call Northpointe directly for reservations.

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

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## September 29, 2006 Fall Educational Meeting Agenda:

*This is going to be a great meeting with nationally known speakers presenting their best material*

### Here's what's planned.....

#### The Morning Session is entitled:

#### **“Benchmarking- Patient Surveys and what to do with the results”**

*Presented by Kevin Sullivan*

There's only one place you'll find people who don't know their strengths and weaknesses — at the back of the line, behind all those who do. The first step toward protecting your existing revenue base and generating new patient volume is to know where you stand. In this session we'll discuss:

- What makes a good patient survey
- Which distribution method makes the most sense for your practice
- How to organize the data for your physicians and staff
- How to analyze the findings and set improvement priorities

#### **“Star Studded Service-What the Top 10% are doing about it”**

*Presented by Kevin Sullivan*

In the race for market share, referrals and pay-for-performance incentives, there are two kinds of practices - the winners, and those who wish they were. Top performers don't waste time with motivational pep talks that produce momentary enthusiasm but no lasting results. In this session we'll review a proven six-step process:

- 1) How to conduct a service assessment for your practice
- 2) How to involve your physicians and managers in building an action plan
- 3) Why service standards should be clearly defined, and how to do it
- 4) Strategies for improving service skills for physicians and staff
- 5) Using tracking mechanisms to measure your progress
- 6) Maintaining the service momentum by recognizing top performers

Kevin's company has a national reputation as “the first name in patient satisfaction.” Since the mid-1980s, small and large practices and provider networks have come to Sullivan/Luallin for effective Customer Service initiatives that produce immediate improvement and ongoing results.

He directs the PATIENT SURVEY NETWORK™ which serves more than 400 clients each year, and maintains the largest ambulatory database in healthcare. Today's presentation is based on his new book — Star Studded Service — to be published by MGMA later this year.

### **“Benchmarking Successful Medical Groups to Improve Your Practice's Performance”**

*Presented by: David N. Gans, MSHA, FACMPE*

Benchmarking can be the most effective tool you can use to improve your practice's performance, as it enables you to identify areas where your medical group is doing well as well as where you need to devote attention. This session will instruct how to benchmark and how to assess and apply best business practices to enhance your medical group's economic performance and patient service.

By measuring your medical group's productivity, cost efficiency and business office operations and comparing your performance to other medical groups, you can objectively evaluate your practice and understand its strengths and weaknesses.

Following the initial lecture and demonstration, a panel of practice managers from “better performing medical groups” will make individual presentations to reinforce the program's learning objectives. These administrators will describe the management processes and organization structures that led to their superior performance.

#### **Learning Objectives:**

1. Understand the concept of benchmarking and how benchmarking utilizes standards from both internal and external sources as well as learning from non-industry activities
2. Describe how to measure the profitability, productivity, and accounts receivable performance of your practice
3. Demonstrate how to use benchmarking to identify areas for operational and organizational improvement
4. Identify improvement strategies drawn from the processes use by better performing medical groups to:
  - Improve accounts receivable
  - Improve provider and staff productivity
  - Manage costs

David. Gans administers research and development at the Medical Group Management Association (MGMA) and its research affiliate, the MGMA Center for Research. In addition to his management responsibilities, Mr. Gans serves as the association's staff resource on medical group practice management. He is an educational speaker, author of a monthly column in *MGMA Connexion*, and provides technical assistance to the association's members in all areas of practice management.

Mr. Gans received his Bachelor of Arts degree in Government from the University of Notre Dame, a Masters of Science degree in Education from the University of Southern California, and a Master of Science in Health Administration degree from the University of Colorado. Mr. Gans is retired from the United States Army Medical Service Corps in the grade of Colonel, U.S. Army Reserve. He is a Certified Medical Practice Executive and a Fellow in the American College of Medical Practice Executives.

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