CONFERENCE SITE
We are proud to designate the Hilton Riverside as the site of this year’s conference. The address is: #2 Poydras at the River New Orleans, LA 70140

RESERVE YOUR HOTEL ROOM EARLY!
Make your reservations by July 1, 2017 to receive the special rate of $159/night plus tax and parking. Call (504)584-3999 and refer to group code LMM to receive special rate. If you have problems with your registration, please email Kristina at: admin@lmgma.org or info@mgmams.com

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. The content of the sessions will cover the issues and topics found in all domains of MGMA’s Body of Knowledge.

EXHIBIT HALL
Representatives from a variety of industry related vendors will be on site to discuss their products and services with you. This is the ideal venue to locate specific answers and problem-solving solutions to the most challenging issues in your practice.

REGISTRATION HOURS:
Wednesday, August 16 12:00pm-6:00pm
Thursday, August 17 7:30am

WHAT TO WEAR
Attire at this conference ranges from business casual to totally casual. Be sure to dress in layers since meeting room temperatures may vary, and be sure to bring a light jacket.

MEETING HASH TAG
Join in on the conversation! Include #MGMALAMS17 on any meeting related posts on Facebook or Twitter.

GRAND PRIZE DRAWING
Be sure to stay through the last session of the conference to be eligible to win a CASH prize! Amount to be announced!
THE 2017 MGMA-LOUISIANA/MGMA MISSISSIPPI SOUTHERN SUMMER CONFERENCE is the first annual collaborative event bringing healthcare professionals from Mississippi and Louisiana together. It features top notch speakers, presentations and materials along with valuable networking opportunities.

THE EVENT WILL FEATURE
- Outstanding speakers on timely topics targeted to medical group administrators, executives, managers, health administration students and faculty.
- Networking events, meals and social functions to facilitate discussion and relationship building.
- Valuable continuing education credits
- Exhibit Hall featuring providers of the industry’s most sought-after products and services

WHO SHOULD ATTEND
Medical group managers and administrators of all practice specialties who are interested in learning the practical health care solutions. Professionals encouraged to attend are medical group administrators, executives, managers, coders, billers, health administration students and faculty.

OBJECTIVES AND LEARNING METHODS
The MGMA- Louisiana MGMA Mississippi Southern Summer Conference is designed for health care professionals engaged in managing the business of medicine. This program will help you advance your professional knowledge, create collegial connections through networking and acquire up-to-date information on the latest issues affecting your practice. You’ll leave this meeting with practical solutions.

CONTINUING EDUCATION
This program is approved for:
8 AAPC CEUs
10 ACMPE CEUs
8 MS State Board of Public Accountancy CPEs
8 LA State Board of Public Accountancy CPEs

*an additional 4 CEUs are available if attending the preconference session
## 2017 Conference Schedule

### Wednesday | August 16, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 pm</td>
<td>Registration Opens</td>
</tr>
<tr>
<td>1-5:00 pm</td>
<td><strong>PRE CONFERENCE WORKSHOP:</strong> Why Can’t You Do What I’m Thinking? Building Skills in Leadership, Management, and Coaching – Julie Laperouse</td>
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</tbody>
</table>

### Thursday | August 17, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am</td>
<td>Conference Registration Opens</td>
</tr>
<tr>
<td>7-8:00 am</td>
<td>Continental Breakfast - Exhibit Hall Open</td>
</tr>
<tr>
<td>8-9:30 am</td>
<td><strong>GENERAL SESSION I</strong> Juggling Elephants: Getting Your Most Important Things Done! It's Time To Run YOUR Circus! – Jones Laughlin</td>
</tr>
<tr>
<td>9:30-10:00 am</td>
<td>Break in Exhibit Hall</td>
</tr>
<tr>
<td>10-11:00 am</td>
<td><strong>GENERAL SESSION II</strong> MACRA: Essential Strategies in Economic Reform – Justin Caudle</td>
</tr>
<tr>
<td>11-12:00 pm</td>
<td><strong>BREAKOUT I</strong> Breakout A: Connecting Workaholics, Whiners, and Slackers on Matters Of Productivity – Jones Laughlin</td>
</tr>
<tr>
<td>12-12:45 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>12:45-1:15 pm</td>
<td>Dessert in Exhibit Hall</td>
</tr>
<tr>
<td>1:15-2:30 pm</td>
<td>MGMA MS Business Meeting - MGMA-LA Business Meeting</td>
</tr>
</tbody>
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### Friday | August 18, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am</td>
<td>Continental breakfast in Exhibit Hall</td>
</tr>
<tr>
<td>8-9:00 am</td>
<td><strong>GENERAL SESSION IV</strong> Panel Discussion: Insight From Insiders; Learning from Leaders in Louisiana and Mississippi Medical Practices</td>
</tr>
<tr>
<td>9:00-10:00 am</td>
<td>Breakout Session III</td>
</tr>
<tr>
<td>10-10:45 am</td>
<td><strong>BREAKOUT II</strong> Breakout A: OSHA – Jennifer Thompson, MWG</td>
</tr>
<tr>
<td>10:45-12:00 pm</td>
<td>Washington Update – Suzanne Falk, MGMA Government Affairs Representative</td>
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<tr>
<td></td>
<td>HR Employment Law Update – Jennifer Thompson and Chris Hall, MGW</td>
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<tr>
<td></td>
<td><strong>BREAKOUT C:</strong> HR Employment Law Update – Jennifer Thompson and Chris Hall, MGW</td>
</tr>
<tr>
<td></td>
<td>Break and Prizes in the Exhibit Hall</td>
</tr>
<tr>
<td></td>
<td><strong>GENERAL SESSION V</strong> The Next Frontier – Cameron Cox</td>
</tr>
</tbody>
</table>
SESSION DETAILS AND SPEAKERS

WEDNESDAY

PRE-CONFERENCE (please note the pre-conference workshop is an additional fee of $75. Workshop will be eligible for 4 CEUs)

JULIE LAPEROUSE is an expert trainer and facilitator with an impressive track record of training high-performing professionals. In her role as Emergent Method’s director of training, Julie leads efforts to grow the firm’s suite of training and development services, particularly those involving leadership development, supervisory skills, soft skills, and team building.

Julie joined Emergent Method in 2015 after serving as director of talent development for the Baton Rouge Area Chamber (BRAC), where she oversaw the creation of their highly successful talent program focused attracting and retaining human capital in the Baton Rouge area. Prior to joining BRAC, she and her husband operated Bancroft Paper Company in Jackson, Mississippi — she is happy to discuss surviving business ownership with your spouse if you’d like to buy her a beer or three.

In addition, in 2008, Julie founded Screaming Peacock, a motivational speaking firm, and is author of the book “Are you a Screaming Peacock?” which complements her public speaking engagements. Through Screaming Peacock, Julie has worked with organizations ranging from Nissan North America to the Louisiana Funeral Directors Association.

Julie is a Louisiana native and alumnae of Louisiana State University. She is married and has four daughters under age seven.

Why Can’t You Do What I’m Thinking?
Building Skills in Leadership, Management, and Coaching Leading a visionary team, managing workflows, and coaching employees all utilize very different skills. Successful executives understand the difference. Through introspection, group activities, and interactive discussion this workshop will help you identify strengths and skill build (or learn to fake it!) in areas of weakness.

THURSDAY

JONES LOFLIN has made it his life’s work to deliver powerful ideas and practical solutions to individuals around the world so they can achieve more of what is most important to them. His books are described as “illuminating” and his presentations as “unforgettable.” In his 21 years as a speaker and trainer he has helped countless people regain confidence in their ability to achieve greater success in work and life.

Jones’ “3P Approach” of Powerful Ideas connected to Practical Solutions delivered with a Personal Approach has attracted the attention of organizations around the world. His client list includes Federal Express, Wal-Mart, Choice Hotels, Volkswagen, Bridgestone, Saudi Aramco and State Farm, as well as the United States Navy and Air Force.

Juggling Elephants: Getting Your Most Important Things Done! It’s Time To Run YOUR Circus!
In your roles of managing your medical practice and your life, how do you handle the struggle of “too much to do?” Do you make a list of 37 things each morning and hope you don’t run out of day before you get them all done? Are you finding that the staff seems to be out of sync with you, causing you to spend more time trying just to keep things straight? The whole scenario can cause you to feel like you’re juggling elephants... and that’s not good for the patients, the staff, or you. What to do? Today’s speaker says the solution lies in running off and joining the circus... at least mentally.

In this keynote session packed with practical ideas, expect to:
• Create a concrete plan to better manage your professional workload and personal responsibilities
• Develop a process to be more strategic in your daily activities instead of always being held hostage by the urgent
• Identify steps you can take to better maintain your physical, mental, and emotional energy so you can stay focused on what’s most important
Connecting Workaholics, Whiners, and Slackers on Matters Of Productivity

Program Description:
While much time is spent on understanding the different generations in the workplace, little attention is often given to how work can best get done with so many different backgrounds and perspectives in an organization. Failing to address these productivity preferences only serves to limit team results and increase animosity between team members with different views on how work gets done.

In this powerfully practical presentation you will discover how to better leverage the productivity potential offered by different populations in the workplace, so that the most important work of your practice gets done effectively and efficiently.

Key Objectives
• Understand the danger in trying to “fix” those who productivity preference is different, and instead start looking at the work to be done from their perspective
• Develop a plan to get the different generations constructively talking about their differences
• Determine the difference between business requirements and generational preferences in how work gets done
• Use the ABC technique to resolve issues between generations related to how work gets done

Glenn Eiserloh, CHSP
Sr. Risk Consultant, LHA Trust Funds
Glenn has more than 15 years’ experience in loss prevention and risk management in Workers Compensation and General Liability exposures. He joined the Louisiana Hospital Association Trust Funds in June 2012 as Senior Risk Consultant. In his position, he works directly with the members of the LHATF to reduce injuries to employees, visitors and patients by providing on-site risk consulting and education. He conducts on-site risk and safety audits for clients ranging from small medical practices to large hospital systems. He provides consultation services relative to workplace loss prevention, safety training, general liability risk reduction, worksite safety inspections and trend analysis.

Workplace Violence Prevention
Workplace violence is a very real issue with reports such as the Joint Commission Sentinel Event Alert on health care settings indicating that workplaces are now confronted with increasing rates of violence and crime. Mr. Eiserloh brings a wealth of knowledge to audiences by providing tools and proven methods to help manage disruptive and aggressive behavior and prevent workplace violence. This session will cover the nuances of what constitutes workplace violence and the many avenues it can take to reach the organization. Together, we will work to identify what to look for and how early intervention can diffuse a situation and possibly keep it from causing harm to employees, patients and visitors. By having a heightened awareness and reporting of violent behavior, workplaces can de-escalate situations. The discussion will include what are, “behaviors of concern” and how “awareness + action = prevention”.

Objectives:
At the conclusion of the presentation, the participant will be able to:
1. Identify what constitutes workplace violence and the many avenues it can take to reach the organization.
2. Know what to look for and how early intervention can diffuse a situation
3. Possess a greater knowledge on “behaviors of concern”
4. Know that Awareness + Action = Prevention

MACRA
We will have a discussion on the MACRA Final Rule as well as possible changes to the ACA.

Learning objectives:
1. Understand the replacement of the SGR and what that means moving forward.
2. Understand the importance of the QRUR.
3. Understand MIPS Track 1 on how to comply
4. Understand MIPS Track 2 and how to comply
5. Understand alternative payment models
6. Understand a Track 2 eligible alternative payment model.
Jennifer Thompson is the Human Resource Consultant for MWG Employer Services, a division of Morgan White Group (MWG). MWG is comprised of several entities which offer a wide range of insurance products and administrative services for individuals and employers in the U.S and Latin America. MWG Employer Services provides direct and indirect support to employers for payroll, human resources, benefit administration, consulting, and assistance with the life cycle of an employee.

Chris Hall is the Gulf South Benefits Consultant in Madisonville, LA for MWG Employer Services, a division of Morgan White Group (MWG), headquartered in Jackson, MS. MWG is comprised of several entities which offer a wide range of insurance products and administrative services for individuals and employers in the U.S, Latin America, and the Caribbean. MWG Employer Services provides direct and indirect support to employers for payroll, human resources, benefit administration, consulting, and assistance with the life cycle of an employee.

Chris joined MWG Employer Services in 2015 as Consultant bringing 7 years of benefits and healthcare consulting experience. Chris previously served as a consultant, endorsed by the Louisiana State Bar and CPA Society, to manage the benefits of member firms. Since becoming a part of the MWG Employer Services team, Chris has developed a territory for MWG Employer Services in the Gulf South and continues to add clients who trust him as an advisor for their benefit needs and compliance. Chris is actively involved in local area chambers, young professional associations, and the Society for Human Resource Management (SHRM).

Chris, a native of the greater New Orleans area, found his way back home by marrying a New Orleans girl who refused to move away. Chris now lives in Madisonville, LA with his wife Chloe, 3 month old son, and a golden retriever named Axl.

HR Employment Law Update

HR Hot Topics for 2017

A general review of requirements and/or changes on the following topics:

- Fair Labor Standards Act (FLSA)
- I-9/e-Verify
- EEO Reporting
- ACA repeal update

OSHA

This session will review OSHA reports and requirements for 2017.

Clay Countryman is a partner in the Baton Rouge office of Breazeale, Sachse & Wilson, L.L.P. Mr. Countryman focuses his practice on healthcare business and regulatory matters, with a particular focus on matters related to fraud and abuse laws including the Stark Law, Federal Anti-kickback statute, and Medicare coverage and reimbursement.

Clay has served as legal counsel to several health care providers, ranging from national and regional hospital systems, physician group practices, hospitals, Louisiana Hospital Service Districts, rural hospitals and physician-owned specialty hospital, to diagnostic imaging facilities, ambulatory surgical centers, physical therapy providers, pharmacies, healthcare management companies, and healthcare trade associations.

Clay has assisted health care providers in structuring joint ventures and other transactions to promote business objectives while meeting compliance requirements of specific health care laws and regulations, such as the Stark Law, the Federal Anti-Kickback Statute, Medicare and Medicaid coverage and reimbursement requirements, licensure and accreditation requirements, and federal and state health information privacy and security requirements. Clay has also assisted providers in implementing and updating healthcare regulatory compliance programs.

Compliance Roundtable facilitated by Clay Countryman

A panel of government prosecutors and investigators, such as
an Assistant U.S. Attorney, the OIG and FBI will present a fraud and abuse round table discussion regarding recent cases, settlements, and focus areas for physician providers. This interactive session will allow attendees to ask questions and engage in discussion.

JANET BENZING
CMPE, MGMA MS ACMPE
Forum Representative

CRYSTAL WILLIAMS
FACMPE, MGMA-LA ACMPE
Forum Representative

ACMPE Certification and Fellow Update
Attendees will learn about the available resources for Nominees pursuing CMPE and current CMPEs pursuing FACMPE, as well as the new certification requirements that will be implemented in the near future.

STACIE JENKINS
RN, MSN Sr. Director of Quality & Patient Safety

Stacie Jenkins is a registered nurse with a master’s degree in nursing informatics. She has more than 20 years’ experience in healthcare, working in patient care and quality/performance improvement positions. As director of clinical risk management for the LHA Trust Funds, she works closely with hospital administrators, risk managers and nursing staff to improve patient safety and establish best practices. She conducts on-site assessments and gives presentations designed to help clients address their patient safety risk management challenges.

Jenkins’ clinical background gives her unique insight into the challenges and risks faced by nurses and other hospital staff. She is a certified MOAB® instructor/trainer and consults with hospitals across the state on how to address the increasing incidents of violence directed at nursing staff. In 2014, Jenkins was named to the American Nursing Association (ANA) Professional Issues Panel on Workplace Violence and Incivility, created to develop a position paper on the issue. She is responsible for developing patient safety and risk management education for the LHA Trust Funds and its member facilities.

The Core of Outpatient Antibiotic Stewardship
Attention to stewardship with antibiotics is very important in physician office practices since majority of antibiotics are prescribed in an outpatient setting. The CDC states that approximately 2 million infections and 23,000 deaths per year are attributable to antibiotic resistance. At least 30% of the antibiotics prescribed in outpatient settings are not necessary and approximately half of the antibiotic prescriptions contain errors in orders related to dose, duration, or selection. Therefore, in order for healthcare to gain ground in the appropriate use of antibiotics, to help suppress development of superbugs, control medication costs and reduce morbidity and mortality with patients, physician office practices should implement steps to develop a formal antibiotic stewardship program. The purpose of this presentation will be to discuss the Core Elements of Outpatient Antibiotic Stewardship and how to implement these elements in the office practice as well as create measures to track success with your program.

Objectives:
At the conclusion of the presentation, the participant will be able to:
1. Discuss the CDC’s Core Elements of Outpatient Antibiotic Stewardship;
2. Identify at least one method, for each Core Element, that can be implemented in your office practice toward antibiotic stewardship;
3. Understand how to develop measures to track success.
Cameron Cox is President and CEO of MSOC Health. Recognizing the need for business expertise in small independent medical practices, Cam formed MSOC in 1997 as a means of assisting physicians as they adapt to the changing healthcare environment. Early in his career, Cam served as Practice Administrator for a radiology practice in Virginia. His role included all aspects of the revenue cycle, human resource management, strategic planning and business development, as well as daily operations. This experience provided an in-depth working knowledge of both the intricacies of start-up practices and the idiosyncrasies of mature practices. During his years as President of MSOC Health, Cam has had the opportunity to work with more than 200 medical practices ranging in size from one part-time physician to 20+ providers. MSOC has provided consulting and billing services to more than 300 individual providers in 20 medical specialties.

The Next Frontier
Medical practices today face dramatic and rapid change – health care reform, the evolving ACO and medical home concepts, use of mobile information technology, acquisition by health systems and hospitals (again). These are active shifts that will dramatically impact the future of your practice and your own personal career path. In this seminar, we discuss ways to position your practice to thrive in the changing health care landscape.

Taking Control of your Practice’s Online Presence - Cameron Cox
The source of all knowledge seems to be the internet. When in doubt, Google it! ... It’s the first place people go for information on medical conditions, treatment options and details about your medical practice. But it doesn’t stop there. Prospective patients also turn to the internet to find out how your current patients rate your practice and your individual physicians. Everything is fair game for discussion – your doctors’ bedside manner, the friendliness of your staff, the cleanliness of your waiting room, etc. Whether you know it or not, you have an online reputation. This presentation will focus on key steps for managing your online presence.

Washington Update
This update will provide timely information on the status of pertinent healthcare issues under consideration by Congress and federal regulatory agencies. Attendees will learn about recent legislative and regulatory developments affecting medical groups, gain a deeper understanding of these changes and their impact on the day-to-day activities of medical group practices, and be directed to clarifying resources. Specific topics include: the new Medicare Quality Payment Program, ACA repeal efforts, payment changes under the final 2017 Medicare Physician Fee Schedule, and key compliance updates, among others.

Topics Will Include:
• The new Quality Payment Program, which includes the Merit-Based Incentive Payment System (MIPS) and Advanced Alternative Payment Models (APMs)
• Medicare Physician Fee Schedule changes
• Medicare enrollment and other service updates
• Compliance related issues, including HIPAA

Insight From Insiders; Learning from Leaders in Louisiana and Mississippi Medical Practices
You do not want to miss this interactive panel discussion with healthcare professionals from Louisiana and Mississippi leading practices. Panelists will represent diverse practices and organizations from across both states. This session is designed to troubleshoot, problem solve and provide tools that the attendee will be able to implement in their office. This session will provide an opportunity to network with peers and collaborate with those who face the same daily challenges as you.
REGISTRATION

EARLY BIRD SPECIAL!
Register by June 15 to take advantage of our Early Bird Special and receive $100 off of your registration fee!

MGMA-LA OR MGMA MS ACTIVE MEMBERS $225 ($325 after 6/15)
NON-MEMBERS $325 ($425 after 6/15)
PRE CONFERENCE WORKSHOP $75
(this is an additional fee to conference registration- preconference workshop is eligible for 4 CEUs)
BUSINESS PARTNERS/AFFILIATES (not exhibiting) - $550

Registering 5 or more attendees?
Contact our office for organizational discount- info@mgmams.com or admin@lmgma.org

Register online at www.lmgma.org or www.mgmams.com
You will be able to pay via invoice or credit card. If you have any questions, please contact Kristina Romero at 985-290-8020.

Refund Policy
Cancellations received before August 1 are subject to a $100 cancellation fee. Cancellations after August 1, 2017 and no-shows cannot be refunded. Substitutions within the same group are acceptable.

Register Today
Visit www.lmgma.org or www.mgmams.com to register now!