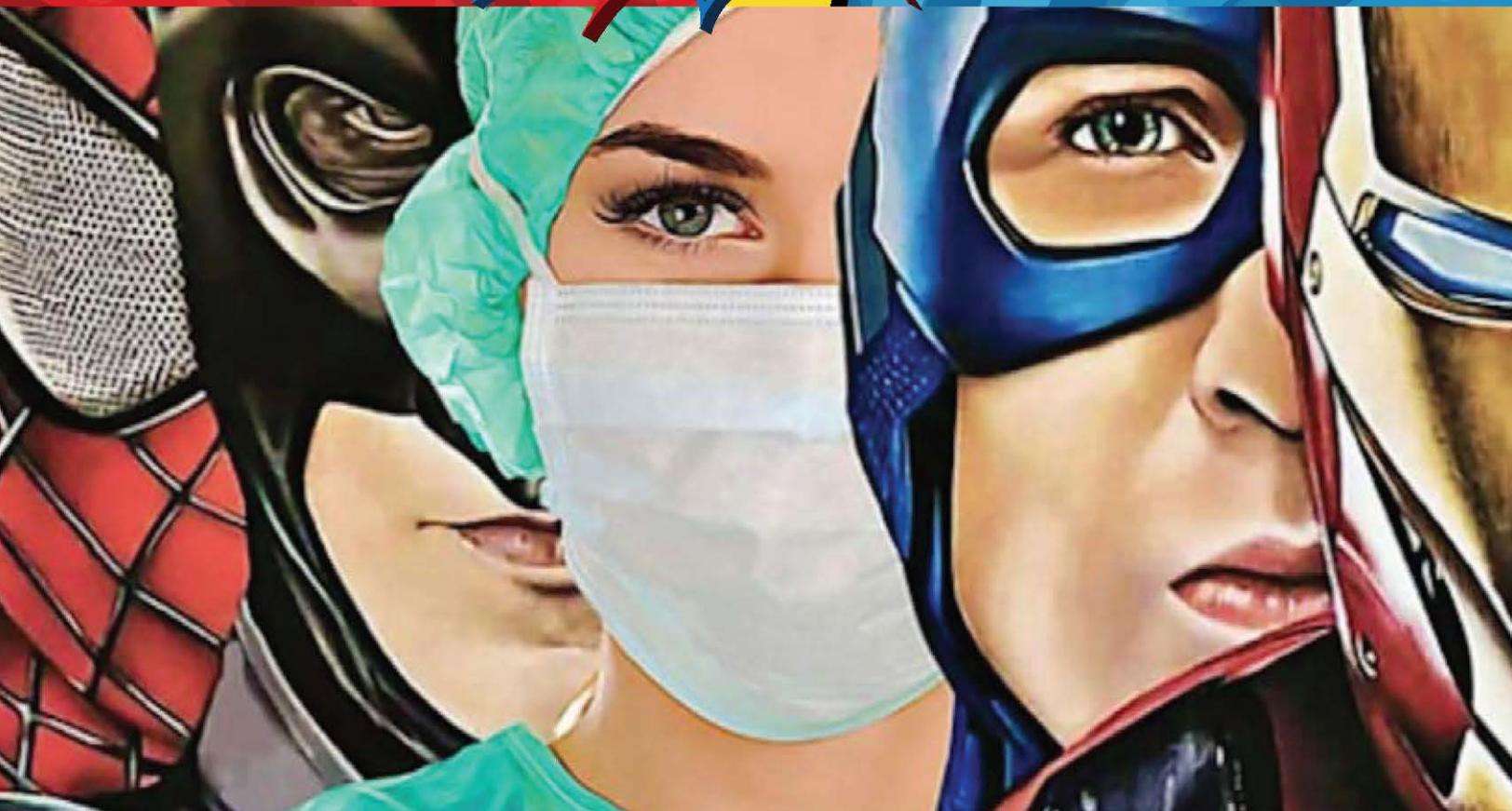


HEALTHCARE

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GOING ABOVE AND BEYOND  
THE CALL OF DUTY

**MOMENTUM 2021**

Southern Summer Conference

August 11-13 | Golden Nugget, Biloxi

**MCMA**  
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# MOMENTUM 2021

Louisiana MGMA / MGMA Mississippi Southern Summer Conference

August 11-13 | Golden Nugget, Biloxi

## Wednesday, August 11

- 1:00-5:00 pm Pre-Conference Workshop  
**A: ACMPE Prep Course Workshop - Christian Lieneck, FACMPE**  
**B: Building a High Performance Culture - Matt Griswold and Don Harkey**
- 5:00 pm Kickoff Reception in Exhibit Hall

## Thursday, August 12

- 7:00 am Registration Opens
- 7:00 - 8:00 am Breakfast in the Exhibit Hall
- 8:00 - 9:30 am Opening General Session  
**Ding Happens! How to Improvise, Adapt, and Innovate in an Ever-Changing World! - Avish Parashar, CSP**
- 9:30 - 10:00 am Break with Exhibitors
- 10:00 - 11:00 am **Strategies for Proactive Revenue Cycle Management - David Brewer**
- 11:00 - 12:00 pm BREAKOUT SESSIONS  
**A: Presenting Financial Information to Physicians- Maddox Casey, CPA**  
**B: Legislative Update**
- 12:00 - 1:00 pm Lunch
- 1:00 - 1:30 pm LMGMA Business Meeting / MGMA MS Business Meeting
- 1:30 - 2:30 pm **Effective Listening and Your Personal Brand: How to Build and Enhance It - Maddox Casey, CPA**
- 2:30 - 3:30 pm BREAKOUT SESSIONS  
**A: The Power of Social Media - Jamie Ziglar, FOGO Solutions**  
**B: Small Group or Individual Policies: What's Best for Your (under 50 employee) Workforce? - Michael Bertaut, MBA, CHC, PAHM**
- 3:30 - 4:00 pm Break with Exhibitors
- 4:00 - 5:00 pm **Breaking Down the Silos - Matt Griswold**
- 5:00 - 6:30 pm Game Night in the Exhibit Hall with Rob Ferre!

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## Friday, August 13

7:00 - 8:00 am	Breakfast in the Exhibit Hall
8:00 - 9:00 am	<b>Leadership Is A Choice: Have You Made Yours? - Stephen A. Dickens JD, FACMPE</b>
9:00 - 10:00 am	BREAKOUT SESSIONS
	<b>A: Emerging Risk in the Louisiana Medical Office- LAMMICO</b>
	<b>B: MS Risk Management 2021: This Is How We Do It, Y'all - MACM</b>
10:00 - 10:45 am	Break and Prizes in Exhibit Hall
10:45 - 12:00 pm	<b>Be the First One on the Dance Floor: How to Create a Movement - Rob Ferre</b>
12:00 - 12:15 pm	Closing Remarks, Adjourn

## Continuing Education:

This program is eligible for up to 13 continuing education units.



## Registration Fees:

Active Member (no pre-conference)	\$250
Active Member with Pre-Conference (A or B)	\$300
Non- Member	\$350
Non-Member with Pre-Conference (A or B)	\$400
Vendor/ Business Partner not exhibiting	\$650

**Register Today at**  
**[www.LMGMA.org](http://www.LMGMA.org)**

**or**

**[www.MGMAMS.com](http://www.MGMAMS.com)**



We are pleased to designate the  
**Golden Nugget, Biloxi**  
as the MOMENTUM 2021 conference venue.  
Take advantage of our discounted room  
block and reserve your room today for only  
**\$69!**

# SESSION SYNOPSIS

## Wednesday, August 11

### PRE CONFERENCE WORKSHOPS

(additional registration fee of \$50 for the workshop of your choice)

#### ***Building a High Performance Culture***



**Don Harkey, CEO**  
People Centric



**Matt Griswold**  
People Centric

Why is culture so important and how does it impact an organization's performance? This workshop will discuss the positive impact of a high-performance culture and introduce ways that leaders can drive this culture throughout the organization.



**Christian Lieneck, PhD, FACMPE,  
FACHE, FAHM, CPHIMS**

#### ***Let's Get Certified!***

This session will briefly review CMPE/FACMPE eligibility criteria, timelines, fees and preparation/best-practice study tips for the Certified Medical Practice Executive (CMPE) exam. Participants will then take a full multiple-choice and scenario-based mock exam to serve as an initial benchmark for an individual, self-scored, knowledge-level assessment.

## Thursday, August 12



#### ***Ding Happens! How to Improve, Adapt, and Innovate in an Ever-Changing World!***

Anyone can perform well when everything goes right. The real test of you and your organization is how you react when things go wrong - and they will! These make-or-break moments are the "Dings!" of life. Handle them well and you come out looking like a rock star. Handle them poorly and you can end up adding unnecessary stress, difficulty, and complication to your life.

This hilarious and energetic program will show you how to stop fearing and hating change and how to use the power of improv comedy to improvise, adapt, and innovate - no matter what happens! If things go 100% as planned for you every time, then you can skip this session; otherwise, attend and learn how to reflexively respond to the unexpected in a way that reduces stress, improves productivity, and gives you the skills to manage change.

By the end of this session, attendees will be able to:

- Reduce stress and increase productivity by focusing on what they can control and letting go of the rest
- Find opportunities within unexpected setbacks to get ahead, rather than behind, when things change or go wrong.
- Become leaders and innovators by creating meaningful change instead of just responding to it.

# SESSION SYNOPSIS



**David Brewer**

## ***Strategies for Proactive Revenue Cycle Management***

Join David Brewer as he explores key strategies for a proactive approach to efficient revenue cycle management. The strategies he will explore will help organizations overcome common revenue cycle challenges and drive improved financial and operational outcomes.



**Maddox Casey, CPA**

## ***Effective Listening and Your Personal Brand: How to Build and Enhance It***

Refining listening skills at work increases benefits such as increased productivity, faster progress toward goals and more congenial relationships between employees. This session will outline steps and techniques to going beyond good to effective listening. Each day your conduct has an impact on your individual brand. What are the behaviors which enhance and expand your influence? How can you avoid things which undermine your brand? Let's begin today building a powerful personal brand.

## ***Presenting Financial Information to Physicians***

**Maddox Casey, CPA**

Understanding and delivery of financial information is only one aspect of managing your practice. But done well, it offers you a significant advantage and the ability to command the respect of your physicians. This session will illustrate how to tailor financial information to the interests of your doctors and how best to communicate it.



**Jamie Ziglar**

## ***The Power of Social Media***

Jamie Ziglar, Chief Revenue Officer of Fogo Solutions, has been presenting digital marketing strategies and best practices for the past 8 years. As a Business owner and supporter of multiple Southern Louisiana and Mississippi Chamber of Commerce as well as being a long time Ambassador for the New Orleans Chamber of Commerce, Jamie routinely gives presentations on different marketing topics including social media, search engine marketing (SEM), search engine optimization(SEO), and website design. Jamie and his team educate businesses on marketing best practices and how to leverage the power of social media and effective website design to connect with more customers.

# SESSION SYNOPSIS



Michael Bertaut, MBA, CHC,  
PAHM

## ***What's Best for Your (under 50 employee) Workforce?***

Decision-making about health benefits for your employees has never been more challenging. Into the mix now comes the American Rescue Plan Act of 2021, which pours \$Billions into Individual Plans that workers in small companies may find a Much more valuable alternative than their employer's plan. Let's explore those options,



Matt Griswold

## ***Breaking Down the Silos***

How many silos exist within our organization? How often do we deal with miscommunication between departments? Successful organizations know that these departments and teams must become cross-functional and work together to improve business.

### Learning Objectives

- Learn about the concept of organizational design and how an organization is designed to work
- Determine where and how organizational silos exist
- Examine the impact of silos on an organization
- Review best practices to eliminate silos

## Friday, August 13



Stephen A. Dickens JD,  
FACMPE

## ***Leadership Is A Choice: Have You Made Yours?***

Healthcare continues to face new and unparalleled challenges. Whether it is burgeoning regulations, evolving payment models, physician and staff recruitment or even a pandemic, our medical practices – patients, staff and physicians alike – need leaders who can confront the obstacles while seizing the opportunities. Challenging times call for solid management and great leadership. Management is the easy part. Good organizational skills will carry you much of the way, but what about leadership? What sets a leader apart from a manager? What makes a great leader? Are they born or do they develop over time? If the obstacles of 2020 made you question your skills, this is the session to help you hone them.

During this interactive presentation using polling technology, the speaker will differentiate the choices that transform one from a manager to a leader while outlining the essential elements to successfully demonstrate those choices. Both those seeking to expand or enhance their leadership skills will gain insight into the techniques and communication skills necessary to succeed. At the conclusion of the session, attendees will comprehend the personal choices leaders must make as well as have the

# SESSION SYNOPSIS

knowledge to apply practical skills and techniques to transform their organizations and themselves, both professionally and personally. Takeaways include an organizational survey to facilitate discussion during the strategic planning process and leadership checklist to keep you on track.

## Objectives:

- Identify the four choices essential to transition from a manager to a great leader
- Define the components of each choice along with the key factors that underpin their realization from a conscious decision to an action
- Outline practical skills including strategic planning, change management and effective communication while providing tips and techniques to support their successful execution

## ***Emerging Risk in the Louisiana Medical Office***



**Geri F. Cook,**  
**RHIA, CPHRM**



**Joseph T. D. Tran,**  
**CIPP/US**

The presenters will provide practical tips to address present-day risk issues facing a medical practice. Among the topics covered are: ADA-related issues (such as service animals and deaf and hard of hearing), cybersecurity, and telehealth.



Judy Cleveland, BSN, RN

## ***Mississippi Risk Management 2021: This Is How We Do It, Y'all***

In the last couple of years, we have witnessed a lot of changes and they have affected everything from grocery shopping to holiday celebrations. But what about healthcare? In this presentation we will look at the current state of things regarding issues such as telemedicine, nurse practitioners, physician assistants, gender preferences, medical records, COVID-19 liability, among others, and we will look at how they can impact your practice.



**Rob Ferre**

## ***Be the First One on the Dance Floor: How to Create a Movement***

Rob presents an interactive keynote that is entertaining, educational and engaging. Participants will deep dive into the three core principles of creating a movement through initiative, guidance, and ownership in your organization.

By the end of the keynote participants will;

- Empowering your people to be team leaders
- Have new tools to guide their teams
- Learn to techniques of scaling their business
- Knowing various methods of bringing more attention to their brand
- And some might be on the dance floor

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