

2022 OKLAHOMA MGMA ANNUAL CONFERENCE

# RINGMASTERS

OF HEALTHCARE

LEGISLATIVE  
UPDATES  
Employment  
LAW  
PAC  
PE  
PATIENT  
ENGAGEMENT

HIRING  
RIGHT  
TALENT  
LEADERSHIP

TELEMEDICINE  
STRATEGIC  
PLANNING  
EMOTIONAL  
INTELLIGENCE



APRIL 6-8, 2022  
RIVER SPIRIT CASINO  
TULSA, OKLAHOMA

**MGMA**<sup>®</sup>  
OKLAHOMA

2022 Oklahoma MGMA Annual Conference Agenda

# RINGMASTERS OF HEALTHCARE

APRIL 6-8, 2022

RIVER SPIRIT CASINO • TULSA, OKLAHOMA

## Thursday, April 7, 2022

- 8:00 – 9:30am Keynote Speaker: *Remarkable Leadership* – Arthur Greeno
- 9:30 – 10:00am Exhibit Hall
- 10:00 – 11:00am General Session: *Hiring and Retaining the “Right” Talent*  
Don Harkey, People Centric Consulting Group
- 11:00 – 12:00pm Breakouts:  
A: *Communication In the Workplace* – Don Harkey  
B: Oklahoma Legislative Update – Jessica Quinam
- 12:00 – 1:00pm Lunch and OKMGMA Update
- 1:00 – 1:30pm Dessert In Exhibit Hall
- 1:30 – 2:30pm Breakouts:  
A: *Jigsaw, Networking and Problem-Solving* – Adele Allison  
B: *Marketing to the Next Generations* – Michael Cash, MHSA, FACMPE
- 2:30 – 3:30pm General Session: *CMS QPP: Learning to Drive a 5-Gear Stick Shift for VBC* – Adele Allison
- 3:30 – 4:00pm Break in Exhibit Hall
- 4:00 – 5:00pm General Session: *Employee Burnout* – Melony Hilton
- 5:00pm Networking Reception in Exhibit Hall



## Friday, April 8, 2022

- 8:00 – 9:00pm General Session: *The 10¢ Decision®: small change pays off big* – Laurie Guest
- 9:00 – 10:00am Breakouts:  
A: *Courageous Conversations: Saying what needs to be said* – Laurie Guest  
B: *Succession Planning: Who's Next?* – Leslie Snider
- 10:00 – 10:45am Break and Prizes in Exhibit Hall
- 10:45 – 12:00pm General Session: *Creating a Strategic Plan to Revive Revenue for Practices as Healthcare Pivots to the New Normal* – Dr. Ken Persaud

# 2022 Oklahoma MGMA Annual Conference

## SESSION INFORMATION



**Remarkable Leadership – Arthur Greeno**  
Leading people at high levels is never easy. Sure, some companies make it look easy, but more often than not it can be long and difficult journey.

Arthur has a proven record of leading others to their potential. He will share with you in a very real way what he has done to develop his team to perform at a high level, taking his store from almost last in the chain to being the only multi-restaurant Chick-fil-A owner in Oklahoma.



**Hiring and Retaining the “Right” Talent – Don Harkey, People Centric Consulting Group**

Medical practice all over the country are looking to address the next big crisis: Talent attraction and retention.

With nursing shortages, a more mobile workforce, high retirement rates, and highly competitive compensation packages at all levels, how can healthcare facilities attract and retain the talent that is needed while ensuring high patient satisfaction scores and safety standards? This workshop will highlight the ways successful healthcare facilities are using their vision, mission, and values to attract the right applicants, and how the right systems will retain that talent. In this session you will discover the importance of vision, mission, values on candidates and how to effectively use this to attract and screen candidates. You will understand how to build a process that supports integration into the organization and we will discuss the systems that influence employee satisfaction and retention.

**Communication In the Workplace – Don Harkey**

Communication is hard. There are so many different methods to communicate and it is easy for messages, both critical and non-critical to slip through the cracks. Our people may hear messages, but the way we communicate oftentimes determines whether our people are listening.

Learning Objectives

- Analyze the four main communication styles and understand your own style

- Illustrate the different types of communicators and determine how to quickly identify which type of communicator a person is
- Establish ways that each attendee can improve their own communication



**Oklahoma Legislative Update  
Jessica Quinam**

- Updates from Washington D.C.; pending legislation and MGMA’s position
- Oklahoma specific legislation review
- Telehealth Update
- No Surprises Act Implementation



**Jigsaw, Networking and Problem-Solving – Adele Allison**

This session is an attendee-driven, wholly interactive session for problem-solving and/or prioritizing actions for a customer-selected topic. Professional, live facilitation of a large audience will deliver insights to participant priorities.



**Marketing to the Next Generations – Michael Cash, MHSA, FACMPE**

As our population changes, so do the wants and needs of our patients. In this presentation we will discuss the challenges of marketing in healthcare, define the next generation’s patient, their expectations and influences, and discuss marketing techniques for targeting the next generations.

Objectives:

- Identify the challenges of marketing in healthcare
- Define the next generation’s patient, their expectations and influences
- Provide marketing techniques for targeting younger generations



### ***CMS QPP: Learning to Drive a 5-Gear Stick Shift for VBC – Adele Allison***

Have you ever driven a stick shift? There are many nuances such as coordination of the clutch and gas to avoid stalling out or stressing the engine, getting from first to the higher gears. Race car drivers want stick shifts because it gives greater control. This session breaks down the 2022 CMS QPP proposed rule into the 5 gears of value-based care: framework, data capture, interoperability, transparency, and harmonizing across your payers.



### ***Employee Burnout – Melony Hilton***

Employee burnout is reaching new heights and must be addressed before it creates the next crisis in the healthcare industry. This presentation gives an overview of the causes, consequences, and possible solutions for employee burnout. It addresses the impact on the physician, the organization, managers, staff and most importantly - the patient.

Objectives:

- Identify the warning signs of stress and burnout that affect the employee and the organization
- Discuss the impact of stress, burnout, and negative culture on personal and practice performance
- Outline communication and coping techniques to manage personal and organizational culture and influence others



### ***The 10¢ Decision®: small change pays off big – Laurie Guest***

Service is at the center of every business, whether you're making widgets, providing healthcare, or serving gourmet cuisine. From company culture to guest interactions, the choices we make day in and day out add up to create exceptional experiences for everyone involved. Sure, some decisions are big ones. But more often, it's the "10¢ decisions"—the ones that barely cost a barely cost a dime (literally or figuratively) but have a massive impact—that can transform customer service from so-so to stellar. With decades of firsthand experience to draw from, Laurie shares her insights into making smart, effective choices to improve guest encounters, staff satisfaction, and your business as a whole.

This program blends a variety of learning modalities to keep the event fun and fast-paced - even when attendees are gathered around a screen rather than a stage.

Attendees will discover:

- How to turn things around “on a dime”
- Ways to self-assess customer service levels
- High-impact opportunities to shine that the competition is most likely missing
- Ideas for improving the service level of every team member

Plus: Every attendee walks away with Laurie’s “Simple Six Pack,” a suite of exclusive resources designed to improve business interactions overnight.

### ***Courageous Conversations: Saying what needs to be said – Laurie Guest***

Do you ever wish you had just the right words to handle situations at work? Whether you need the perfect words to handle difficult clients, language to deal with challenging staff, or simply the guts to say what the boss needs to hear, this session can help.

Known as a courageous communicator, Laurie has spent more than 25 years teaching others how to use the right words and phrases to help achieve a desired result. During this highly interactive program, attendees will take common scenarios and learn how to phrase the communication in ways that increase their influence with others.

- How to swap words to create connection
- Ways to achieve desired results from others
- Practical approaches to deal with difficult people
- Secrets to making miserable moments tolerable



### ***Succession Planning: Who's Next? Leslie Snider***

Losing a key member in a critical role can create major disruption throughout your organization if you are not prepared. Unfortunately— whether by choice or by circumstance— this scenario is not a matter of if, but when. Strategic succession planning can help to protect against such disruption and ensure strong leadership for the future. This session will give you guidance on determining key roles in your organization, identifying potential leaders and ways to prepare them for them for the future.



***Practices as Healthcare Pivots to the New Normal – Dr. Ken Persaud***

Many practices have experienced challenges to their revenue in 2020 and 2021. Between delayed elective procedures, added cost due to increased utilization of PPE, and changes to healthcare delivery, many providers have found themselves struggling to make up shortfalls. In this talk, you will learn how to find revenue you may be missing by looking at your practice's operational processes and learn how to build a plan that enables you to find the hidden revenue you might be missing.

**Learning Objectives:**

- Identify the benefits of value-based care to add efficiency to your practice
- Improve quality reporting to ensure year-end bonuses
- Retool how you manage claims
- Empowering patients using technology to drive behavior change and improved outcomes



# CONFERENCE INFORMATION

## CONFERENCE VENUE:

**River Spirit Casino**  
8330 Riverside Parkway  
Tulsa, OK 74137

For room reservation, Guests may call Reservations Department directly 888-748-3731. Please reference OKMGMA to receive the discounted room rate of \$119.



## CONFERENCE REGISTRATION:

### Early Bird Pricing:

OKMGMA Active Members - \$250

Non-Members - \$380

Affiliate Members attending, not exhibiting - \$600

Register by March 7, 2022 to receive above discounted early bird rate. Prices increase by \$50 after March 7.

Please register at [www.okmgma.com](http://www.okmgma.com)

Contact Kristina with any questions at [kristina@m3solutionsllc.com](mailto:kristina@m3solutionsllc.com)

## REFUND POLICY:

Cancellations received prior to March 25, 2022 are subject to a \$50.00 cancellation fee. Cancellations after March 25, 2022 and no-shows cannot be refunded. Substitutions from within the same group are acceptable. Cancellations must be submitted in writing to [kristina@m3solutionsllc.com](mailto:kristina@m3solutionsllc.com)

## CE CREDIT:

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



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