

HEALTHCARE

Superheroes



GOING ABOVE AND BEYOND
THE CALL OF DUTY

MAY 3-4, 2021
RIVER SPIRIT CASINO, TULSA

MGMA[®]
OKLAHOMA

HEALTHCARE

superheroes

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OKLAHOMA MGMA CONFERENCE AGENDA

MONDAY, MAY 3, 2021

- 7:30 – 5:00 pm Registration Desk Open
- 7:30 am Breakfast in the Exhibit Hall
- 8:15 – 8:30 am **Welcome and Opening Remarks** – Trae Rahill, President
- 8:30 – 9:30 am **General Session: It Takes 4 To Tango** – Candy Whirley
- 9:30 – 10:00am Break in the Exhibit Hall
- 10:00 – 11:00 am **General Session: Oklahoma Medicaid Expansion and Managed Care** – Kevin Corbett, Chief Executive Officer of the Oklahoma Health Care Authority (OHCA), Secretary of Health and Mental Health for the State of Oklahoma
- 11:00 – 12:00pm **Breakout Sessions:**
- A: **Can I Stay Independent? Yes! MAKE It Happen** – Cameron Cox III, MBA, FACMPE
 - B: **Breaking Down the Silos** – Matt Griswold
- 12:00 – 1:00 pm Lunch and OKMGMA Update
- 1:00 – 1:30 pm Break and Dessert in the Exhibit Hall
- 1:30 – 2:30 pm **Breakout Sessions:**
- A: **Health Literacy: Your Patients Are Counting on You** – Leslie Snider MS, CMPE, RT(R)
 - B: **Presenting Financial Information to Physicians** – Maddox Casey, CPA
- 2:30 – 3:30 pm **General Session: Strategic Planning for Practice Administrators** – Maddox Casey, CPA
- 3:30 – 4:00 pm Break in Exhibit Hall
- 4:00 – 5:00 pm **General Session: What's Your Culture Club?** – Cameron Cox III, MBA, FACMPE
- 5:00 – 6:30 pm Hors d'oeuvres, Drinks, and Entertainment in the Exhibit Hall

TUESDAY, MAY 4, 2021

- 7:30 – 11:00 am Registration Desk Open
- 7:30 – 8:30 am Breakfast in the Exhibit Hall
- 8:30 – 9:30 am **General Session: I'm Not Biased, So Why Are We Talking About Diversity Again?** – Ticity Medley, PhD and Christine Kalish, MBA, CMPE
- 9:30 – 10:30 am **Breakout Sessions:**
- A: **You Can't Make this Stuff Up: Basic Ethics and Your Practice** – Penny M. Crow, MS, SHRM-SCP, RHIA
 - B: **How To Terminate an Employee** – Stephen A. Dickens, JD, FACMPE
- 10:30 – 11:15 am Break and Prizes in Exhibit Hall
- 11:15 – 12:30 pm **General Session: Delivering Exceptional Patient Experience** – Stephen A. Dickens, JD, FACMPE
- 12:30 pm Closing Remarks, Adjourn

SESSION DESCRIPTIONS



It Takes 4 To Tango...these People Are Not Difficult, They Are Just Different!

– **Candy Whirley**

International Speaker, Author, and former NFL Cheerleader, Candy Whirley is well known for leading and cheering audiences around the world to live and work better together and to stop driving each other CRAZY! In *It Takes 4 To Tango*, Candy will take you through a brilliant exploration of behavioral styles that will make you think, laugh, even dance...and recognize your true self and others. You'll also learn how to be more flexible about the personality differences and understand what leads to problems like communication breakdown, negotiation let-down, and delegation fall-down by learning the secrets to connecting and partnering with other personality styles.



Oklahoma Medicaid Expansion and Managed Care – **Kevin Corbett, Chief Executive Officer of the Oklahoma Health Care Authority (OHCA), Secretary of Health and Mental Health for the State of Oklahoma**



Can I Stay Independent? Yes, MAKE It Happen – **Cameron Cox, FACMPE**

The current healthcare environment certainly makes it challenging for providers to answer this question. There have been many changes in healthcare both clinically and administratively over the years, and there are new players every day that seem to have the answer to all the “problems” we have in healthcare. Although many physicians may dislike it, if they are independent then they own a business. This session will highlight four areas that are essential in running a business and focus on the necessary combinations of both subjective and objective considerations when being a business owner of a healthcare practice. The competition for daily success has never been more difficult and more complicated, but we can MAKE it happen.

- Motivation
- Anticipation
- Kinetic
- Earnest



Breaking Down Silos – **Matt Griswold**

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



Health Literacy: Your Patients Are Counting on You – **Leslie Snider MS, CMPE, RT(R)**

From reading the proper dosages on a medicine bottle or eating and exercising to promote a healthy lifestyle to deciding on life-saving surgical interventions or managing a chronic illness, health literacy impacts every life. As healthcare providers, it is imperative that we understand the importance of providing health and safety information that is accurate, accessible and actionable for patients. In this session, we will discuss the current state of health literacy in our nation and practical steps medical practices can take to support increased patient education and understanding, decrease healthcare costs and improve quality of life.



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.

Strategic Planning for Practice Administrators

– **Maddox Casey, CPA**

How good would it feel to anticipate and/or prevent problems rather than just react to them? Proactive behavior is a result of strategic planning. This session will address what strategic planning is, why it's important, and how it can strengthen your role in your practice.

What's Your Culture Club? – **Cameron Cox, FACMPE**

Culture matters. And it has never been more important than today. With the open and constant flow of information in our society, culture not only matters but a sincerely positive, uplifting culture can be instrumental in a business' success. A healthcare practice is no different. To quote a line from a great movie: “Attitude reflects leadership.” Establishing an effective culture within the organization establishes a firm foundation of success for many management areas such as customer service, marketing, recruitment and economic growth. This presentation will highlight multiple perspectives of what an effective organizational culture can mean to a truly successful healthcare practice.



I'm Not Biased, So Why Are We Talking About Diversity Again? – **Tically Medley, PhD and Christine Kalish, MBA, CMPE**

Diversity is not just about skin color. That's what we can see, but it's also about other factors such as gender, gender identity, and overall culture. We are going to discuss identity, socialization and bias starting from an individual approach to systemic or system levels. When we discuss the system, we mean your practice, your organization, and addressing

the approach as a team. We want to discuss how to create a culture of understanding and belonging and the challenges to creating these changes, beginning with the process of working with your staff, your patients and the community at large.

Objectives:

- Define identity, bias and socialization
- Discuss how these concepts lead to prejudice, discrimination, and inaccurate perceptions
- Determine how we might prevent discrimination and inaccurate perceptions from negatively affecting our interactions
- Provide ideas for addressing discrimination and inaccurate perceptions when they do occur



***You Can't Make this Stuff Up:
Basic Ethics and Your Practice –
Penny M. Crow, MS, SHRM-SCP, RHIA***

In years past, we could divide ethical dilemmas into three buckets: moral, amoral, and immoral. It isn't so cut and dry anymore, and each practice needs to understand where they draw a line in the sand. During the pandemic, you or your provider may have struggled over some of the ethical decisions you have faced. This session will discuss business ethics, medical ethics, social media, artificial intelligence, and medical economics. We will discuss what some of the "experts" have identified as the top ethical issues in 2020. Learn how to protect your patient and your practice during tough decisions when defining ethics can be subjective.

Objectives:

- Define and understand ethics.
- Understand the subjectivity of ethics.
- Review the top 7 ethical issues facing practices today.
- Identify an action plan for making ethical decisions under duress.



***How to Terminate an Employee –
Stephen J. Dickens, JD, FACMPE***

No one likes progressive discipline much less an employee termination, but it is a reality. Done correctly, progressive discipline puts employees on notice to improve or face the consequences. Done poorly, you may find yourself facing a claim of wrongful discharge. Using skits, this presentation demonstrates the best practices to implement a performance improvement plan and the least emotional way to terminate an employee.

Objectives:

- Recognize the importance of progressive discipline;
- Identify best practices for documentation; and
- Discover the simplest way to conduct a termination.

***Delivering Exceptional Patient Experience –
Stephen J. Dickens, JD, FACMPE***

Overview: As healthcare trends away from patient satisfaction toward the patient experience, it is important for physicians, practice executives and staff to understand how this shift in ideology will affect their practice. At the conclusion of this session, participants should be able to identify the components to patient engagement; recognize the need to transition from measuring patient satisfaction to patient experience; and understand the importance of patient experience to the practice's financial wellbeing.



1527 Gause Blvd #105
Slidell, LA 70458

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 \$109.

CONFERENCE REGISTRATION:

OKMGMA Active Members - \$250

Non-Members - \$380

Affiliate Members attending, not exhibiting - \$600

Please register at www.okmgma.com

Contact Kristina with any questions at kristina@m3solutionsllc.com

REFUND POLICY:

Cancellations received prior to May 1, 2021 are subject to a \$50.00 cancellation fee. Cancellations after May 1, 2021 and no-shows cannot be refunded. Substitutions from within the same group are acceptable. Cancellations must be submitted in writing to kristina@m3solutionsllc.com

CE CREDIT:

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

