

# 2021 SPRING CONFERENCE

March 23 - 24, 2021

## AGENDA

### Tuesday, March 23

Times are Eastern Daylight Time

8:00 - 9:00 A	Coffee & Conversation With Our Vendors
9:00 - 10:00 A	<b>President's Address</b> - Maribeth Culbertson, VMGMA President <b>Commonwealth of Virginia / National Legislative Updates</b> Gerard Filicko, VMGMA Legislative Liaison / Matt Devino, MGMA
10:00 - 11:15 A	<b>Get PSST: How To Get Personal, Strength-Based, Social &amp; Targeted With Your Colleagues</b> - Scott Carbonara, Spiritus Communications
11:15 - 12:15 P	<b>Knowledge is Power: How to Help EVERYONE in Your Practice Become a Patient Educator</b> - Carol Hayes, Virginia Creative Group
12:15 - 1:15 P	Lunch Break
1:15 - 2:15 P	<b>Top 5 Most Effective Ways to Handle Aging Accounts Internally</b> Nhon Nguyen, Nguyen   Ballato
2:15 - 3:15 P	<b>Connect to Lead: Caring For Yourself and Others During the COVID-19 Pandemic</b> - Jason Horay, Curi
3:15 - 4:15 P	<b>The Intersection of HIPAA, Patient Privacy and a Nosy Employee</b> Heman Marshall / Liz Heddleston / King Tower Woods Rogers Attorneys at Law
4:15 - 5:15 P	<b>Employee Mental Wellness in the Workplace</b> Dr. LaKesha Roney, Inner Self Counseling and Consultation
6:30 - 7:30 P	Join us for an informal networking event

### Wednesday, March 24

Times are Eastern Daylight Time

8:00 - 9:00 A	Coffee & Conversation With Our Vendors
9:00 - 10:00 A	<b>6-5-7: 6 Stages of Crisis, 5 Techniques to PIVOT Out of a Crisis and 7 Ways to Lead Through a Crisis</b> - Mary Kelly, Productive Leaders
10:00 - 11:00 A	<b>Diversity Training in the Workplace</b> Mauricio Velesquez, Diversity Training Group
11:00 - 12:00 P	<b>Telemedicine in the New Normal: Best Practices in Coding &amp; Reimbursement</b> - Elizabeth Woodcock, Woodcock & Associates
12:00 - 1:00 P	Lunch Break
1:00 - 2:00 P	<b>COVID-19 Vaccine, State Law and OSHA</b> Karen Gregory, Total Medical Compliance
2:00 - 3:00 P	<b>"It's My License and You Can't Have It": Things Not to Say to a Board of Medicine Investigator</b> Michael Goodman / Eileen Talimante, Goodman   Allen   Donnelly
3:00 - 4:00 P	<b>Strengthen Your Team In Less Than 10 Minutes a Day: Actionable Team Development Strategies You Can Start Using Today</b> Carol Hayes, Virginia Creative Group
4:00 - 5:00 P	<b>Managing Angry and Disruptive Patients</b> Clarence Fisher, Medical Service Training Group

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Registration Closes  
Friday,  
March 19, 2021  
5:00 PM  
[www.vmgma.org](http://www.vmgma.org)

## KEYNOTE SPEAKER

### **Get PSST: How To Get Personal, Strength Based, Social & Targeted With Your Colleagues**

*Scott Carbonara, Speaker, Author, Consultant  
Spiritus Communications | Hillsborough, NC*

Today's healthcare teams are desperate to do more with less amidst change and uncertainty. Engaged teams translate into loyal and satisfied patients—a crucial piece in today's complex healthcare marketplace puzzle. If you can't reduce your workload or increase your staffing budget, your most assured tool for maximizing performance and productivity is through tapping into your teams' discretionary efforts. Once you have applied Scott's WHIP principle (What you Have In your Possession), it's time to Get PSST... That is, it's time to get Personal, Strength-based, Social and Targeted with each employee to maximize engagement and performance! Learn how to inspire your team to want to give their best, through the practical and often fun principles in Scott's book *A Manager's Guide to Employee Engagement*.

- Learn ways to tap into each individuals' personal strengths;
- Discover how to position people into their areas of strength for maximum performance;
- Become equipped with tools for getting targeted with employees' passions and interests.



## BREAKOUTS



### **Commonwealth of Virginia / National Legislative Updates**

*Gerard Filicko, CMPE*

*VMGMA Legislative Liaison / Richmond, VA*

*Matt Devino, MPH, Associate Director*

*MGMA Government Affairs / Washington, DC*

This update will provide timely information on the status of pertinent healthcare issues under consideration by the General Assembly, 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 2021 General Assembly legislative agenda and developments with MSV, potential COVID response efforts from VDH or the state, implementation details for the Medicare Quality Payment Program, payment policy changes finalized under the 2021 Medicare Physician Fee Schedule, and status updates on federal COVID-19 financial relief programs, like the Provider Relief Fund and Paycheck Protection Program.

## BREAKOUTS



### **Knowledge Is Power: How to Help EVERYONE in Your Practice Become a Rockstar Patient Educator**

*Carol Hayes, Owner*

*Virginia Creative Group / Newport News, VA*

Ever feel like when you verbally tell someone something, they don't remember? This can be inconvenient in daily conversations, but in a medical setting, that lost information can mean the difference between a successful outcome and an unsuccessful one. In this presentation, we will show you how to help your team educate your patients in a way that ensures the information sticks! Learn how to create visual content and resources your patients can refer back to, both digitally and in print. EVERYONE in your practice is an essential part of your patients' education team, and this presentation will give you ideas and resources to empower your whole team to educate patients!

### **Strengthen Your Team In Less Than 10 Minutes A Day: Actionable Team Development Strategies You Can Start Using Today!**

*Carol Hayes, Owner*

*Virginia Creative Group / Newport News, VA*

As a practice, the best investment you can make is to invest in your team. Like any business, medical practices rely on strong team communication and development to foster a healthy work environment and improve your bottom line. However, learning how to build and nurture a strong, dedicated team (when you have a million other things to do) can seem like a daunting task. With our proven techniques, you can foster an environment of engaged professionals, make your work life more enjoyable and positively affect patient experiences.

In this presentation, we will discuss and provide you with the resources you need for easy, actionable steps to bolster your team's communication, collaboration and conflict mitigation skills in quick, easy and often fun ways, all in under 10 minutes of your time a day!



### **Top 5 Most Effective Ways to Handle Aging Accounts Internally**

*Nhon Nguyen, Esq., MBA, Principal*

*Nguyen / Ballato / Richmond, VA*

Everyone loves a Top 5 list! The topic may sound like a title for a YouTube video but it's not! Given my firm's broad representation of medical practices, large and small, in the Commonwealth of Virginia, questions such as "Should we call? Can we call? Should we write off? When can we send it out for collections? Should we send a final letter? How many final letters should we send?" inevitably come up all the time.

This will be a discussion focused on the most effective ways a medical practice can handle their aging patient account balances from a legal, efficiency and costs standpoint. While admittedly, there are some factors that are beyond a medical practice's control when it comes to collections success, there are many, many more that are well within the control of the practice and it is those factors that will be the focus of this discussion. Further, we will also discuss litigation and billing issues related to COVID-19 as well as the new Balance Billing statute which became effective this year.

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## BREAKOUTS



### **Connect to Lead: Caring for Yourself and Others During the COVID-19 Pandemic**

*Jason Horay, MS, CHES, Manager, Health Strategy and Well-Being  
Curi | Raleigh, NC*

We tend to think of burnout as an individual problem, solvable by “learning to say no,” more yoga, better breathing techniques or practicing resilience. But evidence is mounting that applying personal, band-aid solutions to an epic and rapidly evolving workplace phenomenon may be harming, not helping, the battle.

Administrators and their practices are dealing with higher-than-normal levels of stress, anxiety, worry and emotional and physical exhaustion as the COVID-19 virus continues to spread. Understanding the issues of work-life balance, burnout and emotional health are critical to establishing a culture that supports

healthcare workers, to help them live with intention and purpose within a practice culture that puts emphasis on well-being.

#### Educational Objectives:

- Recognize major factors influencing work-life balance and the key drivers of burnout.
- Explain the relevance of addressing leadership, self-care, self-compassion, emotional disclosure and gratitude as predictors of burnout.
- Discover ways to address personal resilience, a culture of wellness, and practice efficiency using an innovative model created to promote fulfillment and decrease burnout.



### **The Intersection of HIPAA, Patient Privacy and a Nosy Employee**

*Heman A. Marshall III, Health Law Practice Team Leader  
Elizabeth (Liz) Barry Heddleston, Health Law Practice Team  
King F. Tower, Labor and Employment Practice Team  
Woods Rogers Attorneys at Law | Roanoke, VA*



Patient privacy in any healthcare setting—a physician’s practice, clinic, community services board, FQHC or hospital—is a serious matter. A violation of the HIPAA Privacy Rule can carry substantial monetary as well as other penalties. If an employee accesses patient medical files when they have no direct business purpose, is this considered employee misconduct? Can you fire them? How does Virginia’s new whistleblower protection law come into focus here?

This session will present a refresher on HIPAA, an update on the proposed changes to the Privacy Rule. It also includes a discussion of why improper disclosure of Protected Health Information (PHI) poses a significant risk. It also outlines standard steps to take in any review of the employee’s behavior as well as procedures for terminating the employee if a violation occurs. Practice managers, privacy officers and HR professionals will find valuable hypothetical examples included in this session that demonstrate real and relevant HIPAA violations.



## BREAKOUTS



### **Employee Mental Wellness in the Workplace**

*Dr. Lakesha Roney, Ed.D., LPC, Owner  
Inner Self Counseling and Consultation, LLC | Richmond, VA*

This session will focus on exploring reasons why employee mental wellness matters by defining what mental wellness is, while addressing 8 dimensions of wellness and how they contribute to greater workplace outcomes. The facilitator will identify a variety of mental health issues such as substance use issues, depression, anxiety, stress and cognitive difficulties. Key elements of workplace mental wellness will be discussed which include Employee Assistance Program (EAP), coverage and support for employees that seek treatment, practices that support employee wellness, trainings for managers and supervisors, also communication to employee about wellness. One of the major key elements include creating a supportive work culture that values diversity, provides

standards and aligns with company values. Finally, the session will explore resources and tools to improve employee mental wellness.

#### Learning Objectives:

- Explore reasons why employee mental wellness matters;
- Identify a variety of mental health issues in the workplace;
- Discuss key elements of workplace mental wellness and a supportive work culture;
- Explore resources and tools to improve employee mental wellness.



### **6-5-7: 6 Stages of a Crisis, 5 Techniques to PIVOT Out of a Crisis and 7 Ways to Lead Through a Crisis**

*Mary Kelly, PhD, CSP, CDR, US Navy (retired)  
Leadership Expert, Economist, Author  
Productive Leaders | Dallas, TX*

Do your healthcare people understand the six stages of a crisis? Do your leaders recognize the stage their people are in, and do they react appropriately? Are your leaders leading, or just hoping for the right outcomes? In order to successfully lead people through and out of a crisis, first, we have to understand the 6 stages of the crisis. Based on her Navy experiences during the first and second Gulf Wars and 9-11, Commander Mary Kelly articulates the reactions of people in various stages of crisis. As effective leaders, we have to be able to help our people

P.I.V.O.T. through the crisis, by renewing their sense of purpose, influencing and inspiring others to take the right action, assessing the volatility levels, seeing the opportunities and providing the right tools, techniques, and technology that allow people to succeed. Then we can apply Mary's seven leadership reminders, using the acronym C.L.A.M.P.E.R. So that we are providing the right response to the right people at the right time to achieve the right outcomes. Participants can incorporate Mary's materials by visiting [www.kiwilive.com](http://www.kiwilive.com) keyword dog for additional resources.

## BREAKOUTS



### **Diversity Training in the Workplace**

*Mauricio Velasquez, MBA, President, CEO  
Diversity Training Group | Herndon, VA*

Given current events – more than ever, defining diversity today in the workplace, understanding bias and hate and what to do about it – being a change agent – is more important than ever. We will give you a framework for understanding all bias and prejudice. We will build a tool kit, skill kit for how to address diversity and inclusion issues in the workplace. These skills and tools are powerful, effective in all situations (even at home, church, school) and will help you become more skilled and confident in becoming the change agent we all need to become.



### **Telemedicine in the New Normal: Best Practices in Coding & Reimbursement**

*Elizabeth Woodcock, Founder & Principal  
Woodcock & Associates | Atlanta, GA*

In this fast-paced, content-rich session, we'll spotlight the pandemic-driven dive into telemedicine and the ever-present challenges of getting paid for those who took the plunge. The rules and regulations about coding for telemedicine and other virtual services changed as rapidly as the spread of the disease. Join nationally recognized practice management expert Elizabeth Woodcock, MBA, FACMPE, CPC, to review the coding for all non-face-to-face services: telemedicine, eVisits, virtual services, remote patient monitoring and more! Correct coding is a wonderful achievement, but it doesn't necessarily mean money in the bank. This session will also discuss best practices in getting paid.

- Understand coding for telemedicine and virtual services;
- Implement best practices for billing and collecting from payers, as well as patients;
- Identify opportunities for ensuring patient financial responsibility is achieved.



### **“It’s My License and You Can’t Have It”: Things Not to Say to a Board of Medicine Investigator**

*Michael Goodman, Attorney-at-Law  
Eileen Talamante, Attorney-at-Law  
Goodman | Allen | Donnelly | Glen Allen, VA*

This session will focus on current trends in matters before the Virginia Department of Health Professions (Board of Medicine, Nursing, etc.). Topics will include: Laws, Regulations and Board Expectations; Investigative Process (Do I really need to get a lawyer involved?); Prescribing Laws and Regulations; Provider Substance Abuse and Mental Health Issues; and Boundary Issues.



## BREAKOUTS



### **COVID-19 Vaccine, State Law and OSHA**

*Karen Gregory, RN, Director of Compliance & Education  
Total Medical Compliance | Raleigh-Durham, NC*

We are well into the distribution of the COVID-19 vaccine. Perhaps you have received your first dose or even completed the series. After receiving the vaccine will the standards for employee protection change? Will the use of respirators during certain procedures still be the go-to option? Will patient screening still be a priority prior to entering your healthcare facility?

This session will review the different types of vaccines available, the projected immunity and any updates that may have been provided by OSHA or other standard making organization. The status of the Virginia Emergency Temporary Standard Infectious Disease Prevention will also be reviewed.

#### Topics Covered

- COVID-19 Vaccines;
- Current employee protection standards, focusing on respiratory protection;
- Update on the status of V16VAC25 -220 Emergency Temporary Standard to reduce the spread of the SARS-CoV02 virus.

At the end of this session the attendee will be able to:

- Discuss the different types of COVID-19 vaccines currently available;
- Describe any changes to direction for personal protection or patient management strategies based on vaccination status.



### **Managing Angry and Disruptive Patients**

*Clarence L. Fisher, Jr., Founder & President  
Medical Service Training Group | Gastonia, NC*

Reality Check: Healthcare staff members hate to be confronted by angry threatening patients!

Let's face it, nobody likes to be on the receiving end of an angry patient. Especially an angry patient that is disruptive and threatening. But today more staff members are being confronted by angry patients! And those confrontations have become more frequent and aggressive. Maybe it's the stress of COVID-19 or growing economic fears that is making Americans more irritable. Whatever the cause, more patients and their families are showing up at local practices angry and disruptive. Unfortunately, healthcare staff members have never been trained how to effectively deal with angry disruptive patients. And without effective

training, major problems can happen. This unique session teaches staff members how to "de-escalate" angry patients and gives them effective options for managing aggressive or threatening patients.

# 2021 SPRING CONFERENCE



## REGISTRATION

**VMGMA Spring Conference | March 23-24, 2021**

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Registration Fees: Members: \$250 Non-Members: \$350

Registration Closes Friday, March 19, 2021, 5:00 PM

*Register by March 12 and receive a conference attendee gift box!*

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Full payment may be made by credit card (AMEX, Discover, Mastercard, Visa) or check written to VMGMA, PO Box 263, Sandston VA 23150. **Access To Conference Platform Will Not Be Granted Until Payment Received.**

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Confirmation of registration will be sent via email from MemberClicks.

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No refunds will be given. All educational sessions are recorded and available for on-demand access for three (3) months post event.

### Conference Platform and Instructions

- GTR Virtual Platform will be used.
- Instructional email will be sent the week prior to the Virtual Event with details and final instructions.
- Use Google Chrome. Internet Explorer is not compatible.
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Potential  
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14.25  
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ACMPE participants may individually apply for continuing education credit for this program if the content relates to one or more of the six management domains in The Body of Knowledge for Medical Practice Management as determined by the member. ACMPE provides hour-per-hour credit (actual clock hours) subtracting time-spent for lunches and breaks.

**AAMA  
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Credits  
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This program has been granted prior approval by the American Association of Medical Assistants (AAMA)

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**AAPC  
Potential  
Credits  
14.0 Total**

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Approval Expiration Date: TBD



**SHRM  
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Credits  
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