2015 ANNUAL MEETING
MAY 6-8, 2015 | PORTLAND, OR

RUSH HOUR
RECALCULATING YOUR COURSE
Our own proprietary research indicates that, depending on your specialty, you have an **18-41%** chance of that claim turning into a lawsuit.*

Most physicians can expect to face at least one malpractice claim over a 30-year career. According to a report by the RAND Corporation, by 65 years of age, 75 percent of physicians in low-risk specialties and 99 percent of those in high-risk ones will likely have had at least one malpractice claim.

* For a full list of specialties included in our study, and a link to the RAND report, visit [www.phyins.com/howlikely](http://www.phyins.com/howlikely).

How likely are you to get sued?

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<th>Specialty</th>
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<tr>
<td>PLASTIC SURGERY</td>
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<td>PHYSICAL MEDICINE &amp; REHAB.</td>
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Rush Hour: Recalculating Your Course

2015 OR/WA MGMA Annual Meeting | May 6-8 | Portland, OR

It’s not a secret that the world of health care practice management, like the rest of the health care environment, has experienced numerous, varied and overwhelming changes these last few years. Practice managers have endured countless hours implementing and managing requirements related to meaningful use measures, the Affordable Care Act, and much, much more.

It is time to step away for a few days to refocus on you—so you can connect with your practice management peers and see what’s new.

This conference is the perfect time for you to become acclimated to the latest round of information that will help you successfully manage your practice, and learn about new trends. Take this time to align your goals, and recalculate your priorities so you can go back to your practice inspired for year ahead. In addition, this conference is a great resource for students studying health care administration to dive in and learn more about the world of leading a medical practice.

The varied education and networking sessions of this conference are structured to meet the needs of health care executives, practice professionals, managers of all levels, physicians, nurses, and other business professionals. Attendance by administrator-physician teams, including mid-level managers, is highly encouraged to cover all the educational offerings and to support one another in undertaking the challenges of today’s health care organizations.

This highly interactive meeting will provide you with valuable knowledge and tools to improve your core competencies, professional skills, and help you improve your organization’s performance. Please join us in Portland!
Portland—Find Yourself Here!

In addition to its green culture and majestic settings, Portland boasts a vibrant and dynamic art scene and has an ever-growing list of galleries, public art pieces, and venues. Old Town, the Pearl District, and downtown Portland are just a few places where you can find this artistic culture thriving. Whether exploring the downtown heart of Portland, or discovering the parks and trails, you’ll quickly find the qualities that make this an exciting place to be.

From gardens to museums, Portland’s sights will stimulate all of your senses. Explore the great outdoors, go for a breathtaking scenic drive, or indulge in tax-free shopping.


The Hilton Portland & Executive Tower lies in the heart of downtown Portland’s financial and entertainment districts. It is within blocks of Portland’s hippest restaurants, upscale shopping and major attractions - the Portland Art Museum, Pioneer Courthouse Square, the Moda Center, PGE Park, Oregon Zoo, OMSI, Oregon Convention Center and Portland State University. The Hilton is one short block from the MAX Light Rail line, which connects to Portland International Airport as well as points east, west and north of downtown.

Guest Room Reservations

A block of guest rooms is being held for the OR/WA MGMA conference until April 5, or until the guest room block is full. Don’t delay, make your reservation today.

Call the Hilton Portland & Executive Tower at 503-226-1611 and ask for the MGMA Meeting Special Guest Room Rate: $159.00 or make your reservations online by visiting www.wsmgma.org/2015 for the hotel reservation link. You can request to stay in the Main Tower or the Executive Tower.

Your guest room reservation includes these amenities:
➤ 24-Hour Fitness Room
➤ Full Service Athletic Club
➤ Hot Tub and Sauna
➤ Indoor Waveless Lap Pool
➤ Indoor Waveless Pool
Driving Directions to the Hilton Portland

**Please Note:** The hotel has two buildings—Main & Executive Tower. Review your reservation for building assignment.

The Executive Tower entrance is located at 545 SW on Taylor between 5th and 6th Avenues.

From I-5 heading South

From Portland International Airport: Take I-205 SOUTH and exit onto I-84 WEST, then take I-5 South toward Salem. Follow the City Center signs, which will take you across the Morrison Bridge. Head through the light near the end of the bridge onto SW Washington St. Take Washington one block, then left onto 3rd Ave. Go four blocks and turn right onto SW Taylor St. Take Taylor three blocks and the Executive Tower will be on your right.

From Interstate 5 Northbound (Salem):

Take exit 299B from Interstate 5 toward I-405 N. Take exit 1-C (6th Avenue exit) and turn RIGHT onto 6th Avenue. Continue on 6th Avenue for approximately 12 blocks. Hotel is on your left hand side.

To arrive at the MAIN building, continue on SW Taylor one block, turn left on SW Broadway, left on Salmon Street, left on SW 6th Avenue, and the Main Building will be on your left.

To and From the Airport

The Portland International Airport is approximately 10 miles (30 minutes) from The Hilton Portland & Executive Tower hotel. TriMet MAX Light Rail offers a 40-minute trip from the Portland International Airport to the hotel (get off at the Pioneer Square stop) for only $2.50.

Taxi Service

Local taxi service is available and can be arranged upon arrival at the airport. Expect to pay $40 for a one-way fare.

Town Car Service

The concierge team at the Hilton can assist with scheduling a town car or private car service. Town car companies generally charge approximately $50 for a trip to the airport. Hourly rates are also available. Please call the concierge team for more details or to schedule a town car at 503-499-4278 (Main Building) or 503-944-1055 (Executive Tower).

Hotel Parking

Parking rates for meeting attendees are as follows: Overnight Parking—$35 for Valet; Event Day Parking—$15 (up to three hours), $5.00 more per hour after three hours with a maximum of $35.

Self-parking may be available at the hotel. Please contact the hotel at 503-226-1611 for details. Parking is available at nearby garages but you may find prices to be higher than special valet rates at the hotel.

Downtown Map with Max Lines, Hotel and Oregon Convention Center

About the Meeting

Who Should Attend

The varied education and networking sessions are structured to meet the needs of health care executives, practice professionals, managers of all levels, physicians, nurses, and other business professionals. Attendance by administrator-physician teams, including mid-level managers, is highly encouraged to cover all the educational offerings and to support one another in undertaking the challenges of today’s health care organizations.

Only members of the OMGMA and MGMA Washington State, along with full time employees or principals of the same medical group practice may register for this meeting at the member rate.

Independent consultants may register at the non-member rate. (An independent consultant is self-employed and offers a broad range of expertise and counsel to medical groups, and does not represent, sell or advise clients on any one particular product or service.)

Vendors, suppliers, and all other consultants are not eligible to register, and are encouraged to contact the MGMA Washington State office for information on exhibit opportunities.

Venues

Arrangements for this conference take place at the Oregon Convention Center and The Hilton Portland. It is a pleasant 1.2 mile walk to the Oregon Convention Center from The Hilton Hotel. Or, hop aboard the MAX Light Rail Red or Blue lines that conveniently run between the Oregon Convention Center and The Hilton.

TriMet: MAX Light Rail Service

TriMet: MAX Light Rail service connects the Hilton Portland with the Oregon Convention Center. MAX Red and Blue lines run approximately every 15 minutes or less for most of the day. Either line services both the Hilton Portland and the Oregon Convention Center. Catch the MAX train in front of the Hilton Portland Executive Tower (6th and Taylor) and get off at the Convention Center/Rose Quarter stop.

Note: All registered meeting attendees receive free MAX Light Rail passes to be used during the course of the meeting.

e-Syllabus

Prior to the meeting, you will receive an e-syllabus via email. It will include all the details about the meeting, including an up-to-date schedule and speaker handouts. The e-syllabus is in a mobile-friendly format and will be viewable on your laptop, tablet, or phone.

Special Activities

Opening Night Reception

Wednesday, May 6
5:00–7:00pm
Hilton Portland, Main Tower, Pavilion Ballroom
921 SW 6th Avenue, Portland, OR
Enjoy hosted hors d’oeuvres and refreshments while you reacquaint yourself with old friends and introduce yourself to new colleagues. The year’s opening night reception will be held at the Hilton Main Tower, Pavilion Ballroom, immediately following the Opening General Session presentation by Quint Studer.

Networking Reception

Thursday, May 7
6:00–8:30pm
Portland Art Museum–Fields Sunken Ballroom
1119 SW Park Avenue, Portland, OR
New this year, enjoy another opportunity to expand your networking to meet new colleagues and catch up with friends. Gone is the sit down banquet dinner. In its place is another gala reception held at the Portland Art Museum, featuring hosted appetizers and refreshments. The reception takes place in the Fields Sunken Ballroom, and the Portland Art Museum is conveniently located just a quick five-minute walk from the Hilton Portland.

Sponsored by PAML/PACLAB/TCL

Exhibit Marketplace

Maximize your time at the conference. Visit the more than 100 exhibitors offering programs, demonstrations and information on the latest products, services and educational opportunities all in one place. This is a perfect venue to view and explore some of the industry’s most advanced products and services, while obtaining ideas that can help your practice succeed in today’s challenging environment. Also, be sure to bring plenty of business cards for your chance to win many of the valuable door prizes offered by exhibitors during this show.
Complimentary Wi-Fi
To access your e-syllabus during the meeting, complimentary Wi-Fi is available throughout the Hilton Portland and Oregon Convention Center.

Upon Registering
All meeting registrations will be done online. Once you register you will receive a confirmation email and receipt confirming your registration. If you don’t receive this, or have questions about your registration, please contact Rachel Perkins at the MGMA Washington State office at rep@wsma.org or by calling 206-956-3646.

On-Site Check-in
Upon arrival at the meeting on Wednesday, please check in at the registration desk which will be located at the Hilton Portland Main Tower. If arriving on Thursday, check-in at the registration desk located at the Oregon Convention Center. Name badges will be issued at the time of check-in and are required for access to all educational sessions and networking activities. See the online registration form to order tickets to the evening networking activities for your spouse or guest, who will need a name badge to access networking events.

Meeting Notebook
Upon check-in, you will also be provided with a handy meeting notebook that includes an updated schedule, room locator maps, and other need-to-know information.

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.

Specialty Networking
Networking is essential to your overall success as a practice manager. We all learn something from each other. In order to facilitate more opportunities for practice leaders from specialties to connect, come to the Exhibit Marketplace during breakfast on both Thursday and Friday mornings. Tables will be set up in the hall with signs indicating different specialties. Here, you can connect and collaborate with others in similar practices. Make the most of this conference to grow your base resources and opportunities for informational exchange.

Meeting Hashtag
Join in on the conversation! Include #ORWAMGMA15 on any meeting related posts on Facebook, Instagram or Twitter.

Door Prize Drawing - Including a $1,000 Cash Prize!
Be sure to be present during the final break on Friday when door prize drawings will be given away on the Exhibit Floor, including a $1,000 Cash Prize. To enter the drawings, just leave your business card at the participating exhibits at anytime during the Exhibitor Show. During the last break on Friday, check each exhibit to see if your name is posted as a winner.

$1,000 Cash Prize Sponsored by HealthCo Information Systems

Oregon Trail Map – Win additional prizes!
Back by popular demand, attendees will have the option to win even more prizes by visiting all of the sponsors identified on the Oregon Trail-themed exhibit hall map. The map will be included in registration materials and distributed at meeting check-in. Follow instructions for turning in the completed map to make sure you are entered for the prize drawings!

ACMPE Credit Hours
This program is eligible for American College of Medical Practice Executive (ACMPE) credit hours. To apply this program toward your ACMPE continuing education requirement, simply calculate the total number of clock hours you spent in educational sessions and enter your hours online in the My Transcript area of www.mgma.com. Please note that OR and WA MGMA staff do not keep track of your hours.

While no other accredited CME or CE hours have been arranged for this meeting, a general certificate of attendance will be available for you on the meeting e-syllabus to download and self-apply for credit with your professional organizations.

Services for People with Disabilities
If under the Americans with Disabilities Act you require specific aids or services during the conference, please contact the WSMGMA office at 206-956-3643, or by email sent to pam@wsmgma.org. Please provide adequate time for arrangements to be made.

www.wsmgma.org/2015
Keynotes

Opening General Session
Hilton Portland Pavilion Ballroom
Wednesday, May 6
3:00–5:00pm

Quint Studer—CEO and Leadership Expert
Culture of High Performance

Our industry has always dealt with change. But the environment we’re navigating now requires change at a whole different level. We’ve moved from experiencing episodic change to continuous change and as John Kotter has famously noted, that requires a whole different set of skills and a whole different level of urgency.

Thought leader Quint Studer explains how to leverage the powerful values that have always defined “healthcare people”—passion, fortitude, willingness-to learn to meet the challenges of our disruptive external environment.

Quint Studer is the Founder of Studer Group and a proponent of Evidence-Based Leadership (EBL). EBL creates a culture of execution that empowers organizations to move quickly and effectively. Not only does Studer talk about it, but he has done it—working with healthcare organizations nationwide who have won multiple performance awards.

Studer was the forerunner in connecting employee engagement, leadership development, the use of analytics and strong accountability to demonstrate how each builds a sustainable culture of high performance. He currently is part of the 21st Healthcare Leadership Curriculum Task Force at Harvard Business School.

Studer’s first book, Hardwiring Excellence, is still one of the most widely read books in the history of healthcare leaders, has sold over 700,000 copies and is published in four different languages. He has written five other books with a focus on leadership, how to be a great employee and patient care. His webinars, videos, presentations and onsite training sessions have led to his being named, numerous times, as one of the most powerful people in healthcare.

Quint’s healthcare career began in a 35 bed specialty hospital and has now spanned over 29 years. He has worked as a supervisor, manager, department director, vice president, senior vice president, chief operating officer and president of a large hospital. This provided a wide array of experience in physician integration, managed care, patient care and overall operational experience in four different organizations.

Quint has always looked for better and new ways to approach problems and his research with over 31,000 healthcare leaders has led to new learning’s on how to identify gaps on performance in alignment, consistency, accountability and urgency. He has been called a ‘fire starter’ for igniting the flame in each of us to be the best that we can be and to “always” connect back to purpose.

Luncheon General Session
Oregon Convention Center
Thursday, May 7
11:30–1:00pm

Mary Kelly, Ph.D., CDR, USN
Executive Strategies to Improve Productivity and Lead Change

Change is difficult and most people don’t like it. How can you effectively lead the changes in the health care world? What is working? What can you do to help your peers and office cope with this changing environment? In this highly-interactive and humorous session, Mary shares three core principles that every leader must know, and 7 techniques that will work immediately at home and at work.

Commander Mary Kelly, PhD is a nationally recognized and renowned economist and leadership expert specializing in improving business efficiency. A graduate of the U.S. Naval Academy Mary served 21 years on active duty in the Navy, stationed mostly in Japan, Hawaii, and the Philippines. Mary’s passion is helping people excel. Mary is the author of several best-selling books, which is helpful because her dogs enjoy organic kibble and Mary likes any wine from the Willamette Valley. Mary is cited in hundreds of publications worldwide every month, which makes her dad proud and forces her siblings to buy periodicals. Mary started writing orders at trade shows with her family’s sales business at age ten, and she has been employed (and paying taxes) since she was twelve. A frustrated comedian, Mary would like to be as funny as her friends claim she is. Mary coaches the U.S. Air Force Academy’s Equestrian
Team, and she and her therapy dogs make routine visits to local hospitals and retirement homes.

Luncheon Presentation
Oregon Convention Center
Friday, May 8
11:30–12:00pm

Debra Wiggs, FACMPE, MGMA Board Chair
MGMA National Update

During this session, MGMA Board Chair Debra Wiggs will share updates from MGMA National, including addressing the important relationship between MGMA National and the MGMA state affiliates. She will also bring her inspiration and positive energy to share with the group. Join us for this valuable lunch session with the current leader of our national organization, who was previously board president of MGMA Washington State.

Debra Wiggs, FACMPE, MGMA Board Chair
Debra has a passion for helping medical practices be effective businesses. She is currently serving as the vice president of Physician Services for St. Joseph Regional Medical Center in Lewiston, ID, a ministry of the Ascension Health System. Through her 30+ year career, she has gained a wide array of medical group administration experience in large and small organizations, private, public and hospital based in both rural and metropolitan medical settings.

In addition, she serves as the vice chair of the board for MGMA; a Denver based 22,000 member professional practice management organization representing over 500,000 physicians across the US. She has a BSc degree in Healthcare Administration and is a board certified Fellow in the American College of Medical Practice Executives. She is also a certified facilitator for strategic planning and workflow design.

Debra enjoys speaking with physicians and administrators regarding the many challenges of the current health care business environment, sharing insights, tools and resources garnered throughout her career. She has presented workshops at local, state, regional and national MGMA conferences, local medical societies, and software application user group meetings on a broad range of practice management topics.

Luncheon General Session and Closing Presentation
Oregon Convention Center
Friday, May 8
12:00–1:30pm

Dr. Steven Eastaugh
The Straight Truth on Health Care Reform

Steven Eastaugh, former health policy advisor to President Obama, will close the conference by asking and answering the following questions:

➤ What is really going on in the reformation of the health-care marketplace?
➤ What is coming next?
➤ What is next with Obamacare 2.0?

He will discuss what is coming next in the national quality strategy, getting paid for improving service quality, and the ever-evolving nature of healthcare reform. He will also discuss the “Triple Aim”-the framework developed by the Institute for Healthcare Improvement that describes an approach to optimizing health system performance.

➤ Improving the patient experience of care (including quality and satisfaction)
➤ Improving the health of populations; and
➤ Reducing the per capita cost of health care.

More than 4,100 healthcare managers and leaders in the United States and around the world have had their careers shaped in part by Steven R. Eastaugh, who was a professor of health economics, finance and health care management for 37 years at Cornell University and George Washington University. The author of nine books and more than 90 journal articles, Dr. Eastaugh is a nationally acclaimed speaker, consultant and agent of change who has traveled to some 36 countries as part of his health services research. From 2008 to 2009, he was health policy advisor to President Barack Obama.

Dr. Eastaugh currently is a consultant and speaker based in Washington DC. His main research interests include health finance and economics, capital budgeting, financial ratio analysis, profitability and liquidity, cost benefit and cost effectiveness, and technology assessment.

Steven Eastaugh received his BA and MA from Harvard, and a doctorate in public health from the Johns Hopkins School of Public Health.
Pre-Conference Workshops
(Concurrent Programs)

Wednesday, May 6
10:00–2:30pm (lunch included)

I. Mastering Excel: Tips and Tricks for Medical Practice Managers

Microsoft Excel has lots of functions to help practice managers quickly and efficiently analyze practice data. This workshop will use sample medical data to demonstrate Excel features including VLOOKUP, Conditional Formatting, and Tables. VLOOKUP is a powerful way to rapidly combine data from multiple sources, such as payer contracted rates, into one spreadsheet for analysis. It’s easy to use Conditional Formatting to change the way a cell is formatted based on the contents of a cell, a great trick for dashboards. Tables are an incredible way to sort, filter, and manage large amounts of detailed information, like accounts receivable.

This workshop will be a hands-on demonstration using Excel 2013.

Note: Participants are invited to bring laptops with Excel 2013, 2010, or 2007 to follow along with sample practice data used during the presentation. The class will assume an intermediate level of Excel experience.

Nate Moore, CPA, MBA, FAC-MPE speaks, consults, records, and writes about business intelligence in medical practices throughout the country. His presentations consistently receive top marks as powerful, entertaining tools that can be used in the clinic immediately. Nate’s first book, Better Data, Better Decisions: Using Business Intelligence in the Medical Practice, co-written with Mona Reimers, was recently published by MGMA. Nate’s consulting focuses on using SQL to mine and leverage medical practice data into actionable knowledge. Nate creates a series of powerful Excel Videos at mooresolutionsinc.com demonstrating how to use Excel in a medical practice. Excel Videos have been viewed thousands and thousands of times by practice managers across America. Nate also moderates the Excel Users MGMA Community, the online resource for practice administrators to collaborate about Excel.

II. Lean Six Sigma White Belt Certification

Improve patient flow, financial performance, customer service and other practice processes with the structured approach of Lean Six Sigma. Gain an understanding of these best-in-class management principles and how to implement them in your medical practice. Join Owen Dahl, MBA, FACHE, LSSMBB, independent MGMA consultant and author of Think Business and Lean Six Sigma, to earn your White Belt Certificate in Lean Six Sigma Management. Following this course, you will be able to:

➤ Explain the fundamentals of Lean Management and Six Sigma Management
➤ Identify new processes for improvement in patient flow and overall practice systems
➤ Bring a structured approach to improving your practice’s customer relationships and financial performance
➤ Immediately implement practical applications for improvement in your practice

Using actual medical practice case studies and a combination of small group exercises, lecture and group discussion, you will cover the key concepts and skills of:

➤ Reducing waste
➤ Reviewing the value stream of a process to eliminate steps that don’t provide value
➤ Shortening the improvement cycle
➤ Reducing expenses associated with service delivery
➤ Reducing the number of resources and variability within a process
➤ Determining the necessary actions, best practices and processes to implement

Registration and participation includes:

➤ Lean Six Sigma Program—MGMA-ACMPE White Belt Certificate
➤ ACMPE continuing education credit

Owen Dahl is a principal of Owen Dahl Consulting, in The Woodlands, Texas and the author of Think Business – Medical practice quality, efficiency and profit – a guide to applying business fundamentals to the practice of medicine. His second book is an eBook complete with template, Medical Practice Disaster Planning Guide. He also is the contributing author of the popular book Lean Six Sigma for the Medical Practice. Owen has 47 years experience...
in consulting, running a medical billing service and managing medical practices. He is also an independent consultant with the Medical Group Management Association, MGMA. He often speaks on issues related to the entire revenue cycle. Prior to establishing his independent consulting firm, Owen was a hospital administrator. More recently, he was the Chief Executive Officer of SALCO management, a New Orleans, LA company that grew from one oncology client to over 11 clients with 65 physicians directly managed by the firm. SALCO was selected as one of the top 10 places of employment in New Orleans in 2003-04. Owen’s passion for education inspired him to become an adjunct professor at the University of New Orleans and the University of Houston. Owen received his Bachelor’s degree in Hospital Administration at Concordia College, Moorhead, MN and his Master’s from the University of Northern Colorado. He recently achieved his Lean Six Sigma Master Black Belt through Villanova University.

III. ABCs for New Practice Managers

Running a medical practice today is more complex than ever before. For those newer to medical practice management, we will cover all the basics in this course. Course components will include a Compliance and Regulatory Overview; Understanding RVUs, WRVUs and Payer Methodologies; Practice Fee Schedule Basics; How to Benchmark and Interpret Revenue Cycle, Productivity and other essential Financial Metrics; Understanding Budgeting; and the Basics of Physician Compensation Planning. Tools and other spreadsheets used during this course will be provided to those in attendance.

Lisa Marsh is the founder of Sound Medical Consulting, a consulting firm that helps medical practices, community health centers, and hospitals address the challenges of decreasing revenue, practice management issues and growth. Lisa brings to her clients 27 years of experience in the healthcare industry. Her honest and direct approach in addressing client needs has helped Lisa gain wide recognition as a skillful designer of medical practice management solutions. Lisa draws on her understanding of organizational dynamics, medical/legal issues, accounting procedures, and medical culture to build customized, results-oriented action plans. Her experience working with groups and organizations of varying size and complexity has demonstrated the key role that effective communication plays in improving outcomes for medical practices.

IV. ACMPE Workshop

The American College of Medical Practice Executives (ACMPE) is the standard-setting and certification body of MGMA. Earning board certification and Fellowship through ACMPE is one of the best professional decisions you can make as a group practice administrator. The Certified Medical Practice Executive (CMPE) credential validates and verifies your expertise and experience in medical practice management and reflects the knowledge and skills necessary for success. This workshop provides an in-depth understanding of the ACMPE board certification requirements, process, study methods, and preparation for the examination along with materials to assist you in the process. This will include sample questions from the objective and essay exams along with study techniques and tips for the certification exam. Fellow status (FACMPE) is the highest level of distinction you can earn in the medical practice management profession through MGMA. The professional papers portion of this presentation will include instruction and handouts on how to complete your professional paper or case studies for your Fellowship. You will leave the workshop with tools and hopefully a topic in mind for either a Fellowship paper or case studies. Connecting with mentors and other attendees in this workshop will give you readily accessible resources and assistance in this journey.

ACMP Workshop Leaders:

Susan Curtis, FACMPE (left) and Lauren Harris, FACMPE (right) are the ACMPE Forum Representatives for Oregon MGMA, and MGMA Washington State respectively.
Breakout Sessions

This year, the conference features four tracks of similarly grouped topics. Although attendees are not in any way required to stick with one track, it can give attendees a better idea of certain types of presentations or topics they would like to focus on. The four tracks are as follows:

**Breakout Presenters**

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<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
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<tr>
<td>Gary Alton</td>
<td>Managing Partner, Employee Benefits Division, The Partners Group</td>
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<tr>
<td>Courtni Dresser</td>
<td>Assoc. Dir, Government Relations, Oregon Medical Association</td>
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<tr>
<td>Philip E. Dyer, CIC</td>
<td>Senior VP, Healthcare Mgmt Services, Kitble and Prentice</td>
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<tr>
<td>Ron Hofeldt</td>
<td>Director of Physician Affairs, Physicians Insurance</td>
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<tr>
<td>Warren Johnson</td>
<td>ScribeX</td>
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<tr>
<td>Kathryn Kolan, Esq.</td>
<td>Director of Legislative, Regulatory and Legal Affairs, WSMA</td>
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<tr>
<td>Lori Laubach, CPC</td>
<td>Principal, Moss Adams LLP</td>
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<tr>
<td>Patti Lind, MA</td>
<td>Communications Consultant, Lind Consulting Group</td>
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<tr>
<td>Lisa Marsh</td>
<td>President, Sound Medical Consulting LLC</td>
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<tr>
<td>Tracy Maxwell</td>
<td>President, Maxwell IT Company</td>
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<td>Curtis Mayes</td>
<td>Principal, CliftonLarsonAllen</td>
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<tr>
<td>Jennifer McLaughlin</td>
<td>Government Affairs Representative, Eastern and Western Sections, MGMA</td>
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<tr>
<td>Kim McNeish, CPC, CHC</td>
<td>Senior Manager, Moss Adams</td>
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<tr>
<td>Laurie Morgan</td>
<td>Consultant/Partner, Capko &amp; Morgan</td>
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<tr>
<td>Melissa Parkerton</td>
<td>Director, Early Discussion and Resolution, Oregon Patient Safety Commission</td>
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<tr>
<td>Jaqueline Reece, RN, BSN</td>
<td>President, Sound Medical Consulting LLC</td>
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<tr>
<td>Martie Ross</td>
<td>Principal, PYA</td>
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<tr>
<td>Leslie Ruminiski, MSW</td>
<td>Organizational Readiness, Providence Health &amp; Services, OR</td>
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<tr>
<td>Robin Shapiro</td>
<td>President and COO, Allied Health Advocates LLC</td>
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<tr>
<td>Randy Sutton</td>
<td>Partner, Saalfeld Griggs Law</td>
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<tr>
<td>Jaime Verkamp</td>
<td>Managing Partner, (e)Merge</td>
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<tr>
<td>Debra Wiggs, FACMPE</td>
<td>Board Chair, MGMA</td>
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</table>

**Breakout Sessions IA–D**

**Thursday, May 7, 8:00–9:00am**

**IA ICD-10 Panel Discussion**

Lori Laubach, moderator

As we design our auditing and monitoring program of our health care providers, we must develop an approach that meets basic OIG requirements but also helps us manage risk and changes behavior. Often an organization completes audits of health care providers and the accuracy standard is not met or behaviors have not changed. Our session will discuss elements to include in the audit plan, considerations in selecting samples, and how to report and achieve results.

**IB Legislative Update-Oregon**

Courtni Dresser

This presentation will provide an overview of current legislative issues in the state of Oregon, as well as the services provided to Oregonians and how the medical community can become involved in education and outreach.

**IC Accomplish More and Gain Time: Improving Productivity When You Are Already Juggling a Million Tasks**

Mary Kelly

Is your answer “I am crazy busy!” when people ask how you are doing? Are you tired of doing more with less? Are you just tired? Learn how to reclaim time and improve productivity with Mary’s Accomplish More program. Fun, funny, and helpful right away, participants leave with great ideas and Mary’s productivity system.
What if something goes wrong? Resolution after an Adverse Healthcare Incident

Melissa Parkerton

Communication and resolution programs provide a principled, compassionate, effective approach for responding to patients who have been harmed during their healthcare. Many organizations around the country have successfully implemented these programs and shown positive outcomes for patients, providers, and healthcare organizations. This session will focus on programs in Washington and Oregon to support communication and resolution, providing information about Washington’s Communication and Resolution Certification Program and Oregon’s Early Discussion and Resolution.

Breakout Sessions 2A–2D
Thursday, May 7, 9:15–10:15am

2A Value to Volume: Navigating the Evolution from Fee for Service to Value Based Payments
Martie Ross

The redefinition of your practice in terms of how you are paid will be one of the most difficult transitions in the coming years. This process is already underway with CMS and other innovators redefining health care value, putting patients first, and paying for outcomes instead of procedures. The coming period of intense change will produce more losers and winners than any industry transformation of recent memory. Use this session to ensure your practice is prepared and ahead of the curve in the transition from volume to value.

2B Employment Law Compliance Essentials–The Five Steps Every Practice Needs to Take
Randy Sutton

The success of a medical practice depends on effective management of employee relations issues. Employment law rewards preventive steps. Sound policies and practices can help avoid most claims, and prevention is far less costly than cure. Because employment law is complex, small mistakes can lead to big liability, for even the most well-intentioned medical practices. This interactive session covers: 1) key challenges in wage & hour compliance; 2) essential updates to your practice personnel policies; 3) the importance of up-to-date employment agreements, including enforceable noncompetition and nonpiracy restrictions; 4) training that every practice should obtain; and 5) how to make documentation/discharge practices more bulletproof.

2C Leadership vs. Management–Two Distinctive and Complementary Systems of Actions
Curtis Mayes

Many practice managers are caught in the vortex of chaos in their practices and rarely have time to catch their breath, much less concentrate on the core tactics of daily leading and managing. This session will focus on leadership and management, defined and contrasted; How to provide the culture for leadership opportunities; Elements of an enduring organization; and Traits of a leader.

2D Go Slow to Go Fast
Leslie Ruminski

Employee resistance and communications breakdown account for over 76% of all failed initiatives in the workplace. Leaders are able to move their organizations through change more rapidly, on time and on budget when an investment of time and energy in their employees is made at the beginning of an initiative. This up-front time is used not only to set clear objectives, roles and responsibilities, but also to create alignment, accountability and adoption of future state behaviors with their employees. Alignment, accountability & adoption of employee behaviors, are statistically the most impactful measures of success. Dialog with an experienced change management practitioner about how to “merge” change management principles successfully into your practice.

Breakout Sessions 3A–3D
Thursday, May 7, 1:45–2:45pm

3A HIPAA Security Compliance–Best Practice Tips and Tools for Developing Successful Policies
Tracy Maxwell

Is your practice fully HIPAA compliant? Do you have documented policies and procedures and regularly scheduled audit checks to prevent non-compliance penalties? Learn best practice tips and tools in this one-hour session for successful HIPAA compliance. Topics covered will include:
➤ Risk Assessments
➤ Disaster Recovery Plans
➤ Audit Checklists for Physical, Technical and Administrative Safeguards
➤ Sample policies and procedures
**3B Legislative Update–Washington State**

Katie Kolan

Katie Kolan, Director of Legislative, Regulatory and Legal Affairs for the Washington State Medical Association, will provide an update on policies and provisions that will impact your practice such as Grace Period legislation, health care reform, network adequacy and budget provisions. She will also provide an update on Washington Health Benefit Exchange activities as well as what to look for in the coming months.

**3C Conflict Resolution: From Personal to Productive**

Patti Lind

More often than not, conflict feels personal. Taking things personally makes conflicts seem worse than they are and feeling less empowered to do anything about it. It takes a certain amount of skill and courage to step away from the feeling of “It’s personal” to “How do I solve this problem?” This workshop will discuss the personal side of conflict, what keeps people stuck there and how to help them move forward towards resolving their differences in the medical setting.

**3D What Patient Advocacy Means for Your Business**

Robin Shapiro

What is patient advocacy? Will it be good or bad for your business? Robin Shapiro will provide an overview of the emerging field of patient advocacy and what it might mean for practice managers, the health care system and patients. As patients demand greater choice and control in health care decision-making, innovative planning and action will be required in our future health care system of the future.

Join this session to explore what answers health advocacy may provide.

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**Enhancing the Health of Your Community**

LabCorp provides physicians and hospitals with access to a broad portfolio of tests, ranging from diabetes and cholesterol screening tests to highly specialized gene-based procedures. Through this relationship, patients can feel confident in knowing they are benefiting from the latest in technology and receiving quality results.

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**Breakout Sessions 4A–4D**

**Thursday, May 7, 3:00–4:30pm**

**Note:** The following four sessions are extended 90-minute breakout sessions.

**4A Are Medical Scribes Right for your Practice?**

Warren Johnson

Medical scribes are the best lever to improve physician efficiency and clinic performance, patient satisfaction, physician
retention and recruitment, and clinic revenue. Scribes perform EMR documentation and other clerical tasks for the physician. Delegating these tasks to appropriately trained scribes frees doctors to perform higher-level tasks, making them more efficient and improving their job satisfaction. When clinics implement scribe programs, doctors see dramatic reduction in time spent performing documentation and other non-medical tasks, reduced wait times for patient appointments, improved documentation quality, and better relationships with patients. This presentation will review the costs and benefits of implementing a scribe program, real-world results of case studies in which scribes have been deployed, the differences between in-house and outsourced solutions, and a review of pertinent literature.

4B Capture Every Dime: Finding and Plugging Revenue Leaks
Laurie Morgan
Today’s reimbursement environment makes it tougher than ever to build and maintain practice profitability—but practices can still prosper by taking control. The keys to maintaining revenue flow lie in fully utilizing your team, attracting the right patient base, and collecting every dollar your practice earns. Virtually every practice has a leak somewhere that is cutting into profitability. Using examples from her consulting experience, Laurie Morgan of Capko & Company will help you capture and retain every dollar your practice has earned.

4C Finding Hidden Opportunities in Workflow Analysis
Tracy Maxwell and Deb Wiggs, FACMPE
Workflow is a term bandied about to describe many different aspects of the inner works of day to day practice operations. Did you know that by redesigning paper forms to follow the flow of data entry process can significantly improve productivity and reduce errors? If you spend a few hours doing a spaghetti gram exercise you can identify people flow bottle necks and possible solutions to ameliorate them. In this workshop, two seasoned veterans will walk through various ways to use technology, assessments, and practical tools to evaluate and improve day-to-day operations. This presentation will help you recognize workflow improvement challenges, provide resources to help change workflow and present various way to consider ROI on workflow improvements.

4D Face Time or FaceTime®? Effectively Communicating Across the Four Generations
Leslie Ruminski, MSW and Jacqueline Reece, RN, BSN
Are you annoyed with your co-workers? Frustrated with your employees or your boss? Can’t figure out how to tell them? Often find yourself at work shaking your head and muttering under your breath “What were they thinking?” Well, us too!

Join Leslie Ruminski, MSW and Jacqueline Reece, RN, BSN, aunt and niece healthcare duo from Providence Health & Services, as they tell it like it is—or text it like it is! In this session, you will gain:
➤ A greater understanding of workplace loyalties, values, learning styles and communication preferences of the generations.
➤ An enhanced appreciation of how your generation reflects your workplace attitudes approaches, learning styles, communication, challenges and frustrations.
➤ Walk away with tips, tools & techniques that you can apply in the workplace to create a multigenerational medley!

Breakout Sessions 5A–5D
Friday, May 8, 8:00–9:00am

5A Assessing your Practice Liabilities in a Post-Reform Environment
Phil Dyer
This session will explore the dramatic changes in liabilities and exposures to the healthcare delivery system (Physicians and Facilities) that have emerged as a result of healthcare reform. Professional liability, healthcare records and privacy, Management Liability and Employment Practices Liability have all seen significant shifts in both trends and scope of these exposures. The presentation will include recommendations on how to recognize the changes in your practice and suggestions on avoidance and insurance issues.

5B Washington Update–MGMA National
Jennifer McLaughlin
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, gaining a deeper understanding of these changes and their impact on the day-to-day activities of medical group practices. Additionally, attendees will learn what resources are available to clarify these federal initiatives. This presentation will help you identify how legislative and regulatory initiatives affect your daily work, learn about new or pending policy changes, and describe the resources available to assist you.
signed to ease the traumatic effects of poor outcomes, enabling clinicians and/or organizations to address the needs of patients, families, caregivers, and facilities. You’ll learn how to enable a culture of support and team resiliency in your practice that fosters patient safety and team wellness.

5D Advancing Your Social Media Strategy
Jamie Verkamp
Healthcare organizations, professionals and patients alike are embracing the social media movement with vigor as online communities like Facebook, Twitter and YouTube grow in popularity. As a practice administrator, how do you lead your office to capitalize on the social media wave effectively and efficiently utilizing these tools to continue to build strong relationships with existing patients and attract new patients? How do you address the concerns of your physicians and your responsibilities to protect your patients privacy, while being “open” online? You’ll know the answer to these questions and more after this interactive session. During this session, we will provide you with examples of healthcare organizations who are “doing it right” and teach you the tactical skills you need to implement your social media accounts; You’ll learn how to jumpstart your social media presence and use these new media outlets to strengthen your marketing strategy, while remaining professional and HIPAA compliant. Be ready to walk away challenged and armed with the knowledge you need to implement your own social networking strategy and see patient volumes increase as a result!

Breakout Sessions 6A–6D
Friday, May 8
9:15–10:15am

6A EM Audits
Lori Laubach and Kim McNeish
As we design our auditing and monitoring program of our health care providers, we must develop an approach that meets basic OIG requirements but also helps us manage risk and changes behavior. Often an organization completes audits of health care providers and the accuracy standard is not met or behaviors have not changed. Our session will discuss elements to include in the audit plan, considerations in selecting samples, and how to report and achieve results.
**6B Affordable Care Act—2015 Update**  
Gary Alton  
This presentation is meant to provide a better understanding of the ACA for 2015 and beyond for all size medical groups.  
1) Determination of large group or small group using FTEE calculations; 2) ACA reporting requirements: Which employers are required to report, and when? 3) Marketplace Trends Related to ACA requirements -Understanding small group vs. large group in the eyes of the ACA. Note: The description for this session will likely change before the conference, as there are several Supreme Court cases pending that may impact the content of the presentation.

**6C Dealing with Difficult Physicians: The Importance of not negotiating the non-negotiable**  
Patti Lind  
There is a saying in communications: “It’s not the act, it’s the interact.” Many of the problems in clinics are the failures to establish reasonable boundaries around certain physician behaviors. Without those boundaries, the occasional physician will decide to do whatever he or she likes regardless of the impact on their partners and staff. This workshop will help you learn what needs to be in place to clarify reasonable, non-negotiable elements and what to do when those expectations are consistently violated. Because your resolve will be tested, there will also be focus on how to stay with your plan over the long haul.

**6D Creating Personal Health Experiences that Increase Patient Loyalty**  
Jamie Verkamp  
Why are loyal patients worth more to your practice than satisfied patients? Join in for a lively discussion on the importance of going beyond satisfaction to create personal, memorable health experience for each of your patients. You will hear how simple it can be to shift the attitude in your organization to better understand your patients and what they want out of their experience with you. Specific examples will be shared to demonstrate how to implement simple strategies that will turn the heat up on your traditional standards of customer service and develop loyal, referring patients. Be ready to shift your thinking and see your patient referral volumes increase by implementing these strategies to break free from the “sea of sameness” in today’s medical office.

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**Many Thanks to Our Sponsors (As of January 15, 2015)**

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**USI**

Please contact the MGMA Washington State office at 206-956-3643 or wsmgma@wsmgma.org for additional sponsorship options.
**WEDNESDAY May 6**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
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</table>
| 10:00am – 2:30pm | Pre-Conference Workshop 1  
                           Pre-Conference Workshop 2  
                           Pre-Conference Workshop 3  
                           ACMPE Workshop             |
| 3:00 – 5:00pm  | General Session/Opening Keynote: Speaker: Quint Studer  
                           Topic: Culture of High Performance |
| 5:00 – 7:00pm  | Opening Night Reception Hilton Portland, Pavilion Ballroom |

**THURSDAY May 7**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00am – 5:00pm</td>
<td>Registration and Exhibitor desk staffed</td>
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<tr>
<td>7:00 – 8:00am</td>
<td>BREAKFAST and Networking in Exhibit Hall</td>
</tr>
</tbody>
</table>
| 8:00 – 9:00am  | Breakout 1A  
                           ICD-10 Panel Discussion  
                           (Leading panel discussion)  
                           Lori Laubach, Moss Adams  |
| 9:15 – 10:15am | Breakout 2A  
                           Value-Based Payments  
                           Physicians Insurance  
                           Mary Kelly           |
| 1:00 – 1:45pm  | Break with Exhibitors                                  |
| 1:45 – 2:45pm  | Breakout 3A  
                           HIPAA Security Compliance—  
                           Best Practice Tips and Tools for  
                           Developing Successful Policies  
                           Tracy Maxwell       |
| 3:00 – 3:45pm  | Breakout 4A  
                           Are Medical Scribes Right for  
                           your Practice?  
                           Warren Johnson     |
| 3:00 – 4:30pm* | Breakout 3B  
                           Legislative Update—Washington  
                           State  
                           Katie Kolan        |
| 3:00 – 4:30pm* | Breakout 4B  
                           Capture Every Dime: Finding and  
                           Plugging Revenue Leaks  
                           Laurie Morgan      |
| 3:00 – 4:30pm* | Breakout 3C  
                           Conflict Resolution:  
                           From Personal to Productive  
                           Patti Lind         |
| 3:00 – 4:30pm* | Breakout 4C  
                           Finding Hidden Opportunities in  
                           Workflow Analysis  
                           Tracy Maxwell and Deb Wiggs |
| 3:00 – 4:30pm* | Breakout 3D  
                           What Patient Advocacy Means for  
                           Your Business  
                           Robin Shapiro      |
| 3:00 – 4:30pm* | Breakout 4D  
                           Face Time or FaceTime?  
                           Effectively Communicating Across  
                           the Four Generations  
                           Leslie Ruminski and Jacqueline Reece |
<p>| 4:30 – 4:45pm  | Break with Exhibitors–Prize drawings                    |
| 4:45 – 5:30pm  | OR and WA State Business Meetings                      |
|                | (Travel time–break between end of meetings and dinner)  |
| 6:00 – 8:00pm  | Networking reception: Portland Art Museum, Fields Sunken Ballroom |</p>
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<tr>
<th>Time</th>
<th>Session/Activity</th>
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<tr>
<td>7:00am–3:00pm</td>
<td>Registration Desk staffed at Oregon Convention Center</td>
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<tr>
<td>7:00–8:00am</td>
<td>BREAKFAST and Specialty Networking in Exhibit Hall</td>
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<tr>
<td>8:00–9:00am</td>
<td><strong>Practice &amp; Business Development</strong></td>
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<td><strong>Legislative</strong></td>
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<td><strong>Leadership Development</strong></td>
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<td><strong>Communications</strong></td>
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<td></td>
<td><strong>Breakout 5A</strong>                     Assessing your Business Liability</td>
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<td></td>
<td>Phil Dyer-Kibble &amp; Prentice</td>
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<td><strong>Breakout 5B</strong>                     Washington Update – MGMA National</td>
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<tr>
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<td>Jennifer McLaughlin, MGMA</td>
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<td><strong>Breakout 5C</strong>                     Avert Training—Help Your Team to Recover after an Adverse Event</td>
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<td>Ron Hofeldt</td>
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<td><strong>Breakout 5D</strong>                     Advancing Your Social Media Strategy</td>
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<td></td>
<td>Jamie Verkamp</td>
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<td>9:15–10:15am</td>
<td><strong>Breakout 6A</strong>                     EM Audits</td>
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<td>Lori Laubach and Moss Adams</td>
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<td><strong>Breakout 6B</strong>                     Affordable Care Act: 2015 Update</td>
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<td>Gary Alton</td>
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<td><strong>Breakout 6C</strong>                     Dealing with Difficult Physicians: The Importance of not negotiating the non-negotiable</td>
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<td>Patti Lind</td>
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<td><strong>Breakout 6D</strong>                     Creating Personal Health Experiences that Increase Patient Loyalty</td>
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<td>Jamie Verkamp</td>
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<tr>
<td>10:15–11:00am</td>
<td>Final break with exhibitors</td>
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<td>11:15–2:00am</td>
<td>LUNCH and Final General Session</td>
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<td></td>
<td>Speaker: Debra Wiggs, FACMPE–MGMA Board Chair (30 minutes)</td>
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<td>Topic: An Update from MGMA National</td>
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<td>Speaker: Dr. Steven Eastaugh</td>
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<td>Topic: The Straight Truth on Health Care Reform (90 minutes)</td>
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<td>Meeting Adjourns: 2:00 p.m.</td>
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New for 2015: Register online: www.wsmgma.org/2015

Once you register, you will have the option to pay online with a credit card, or select “Invoice Me” and pay by check.

Register before April 3 and save! Your username is your email address. All Oregon and Washington State MGMA members are in our system, so when you register, you will be registered at the member rate.

Questions about Oregon MGMA membership? Call Debbie Anderson at 971-373-1477.


Registration Guidelines

Only members of the Oregon MGMA and MGMA Washington State, along with full time employees or principals of the same medical group practice, may register for this meeting at the member rate.

Independent consultants may register at the non-member rate. (An independent consultant is self-employed and offers a broad range of expertise and counsel to medical groups, and does not represent, sell or advise clients on any one particular product or service.)

Vendors, suppliers, and all other consultants are not eligible to register, and are encouraged to contact the MGMA Washington State office for information on exhibit opportunities.

Annual Meeting registration includes tuition, e-syllabus, all general and breakout sessions, Wednesday night and Thursday night receptions, exhibit hall access, and the Thursday and Friday continental breakfasts and lunches. You must register and pay separately to attend a Pre-Conference workshop.

CONFERENCE REGISTRATION PRICING

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<thead>
<tr>
<th></th>
<th>Register by April 3, 2015</th>
<th>Register after April 4, 2015</th>
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<tbody>
<tr>
<td>Oregon or Washington MGMA Member</td>
<td>$395</td>
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<td>Employee or Principal of Member Group</td>
<td>$395</td>
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<tr>
<td>Non-Member</td>
<td>$550</td>
<td>$650</td>
</tr>
<tr>
<td>Student (must be enrolled in MHA program)</td>
<td>$125</td>
<td>$175</td>
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<tr>
<td>Not a member yet? Join today!</td>
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<td>Take advantage of the registration discount and all of our other valuable member benefits!</td>
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<td>Join MGMA Washington State—www.wsmgma.org</td>
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<td>Join Oregon MGMA—www.omgma.com</td>
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OPTIONAL ACTIVITIES/REGISTRATIONS:

Pre-Conference Workshops—Wednesday, May 6 10:00am–2:30pm (concurrent sessions—pick only one—lunch included)

- Mastering Excel: Tips and Tricks for Medical Practice Managers $100 $125
- LEAN Six Sigma: White Belt Certification $100 $125
- ABCs for New Practice Managers $100 $125
- ACMPE Workshop $35 $50

Spouse/Guest Registration

An individual accompanying an annual conference attendee. Includes name badge—required for access to each reception.

(Excludes exhibit hall, general and breakout sessions).

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<tr>
<th></th>
<th>Pre-register</th>
<th>On-site registration</th>
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<tbody>
<tr>
<td>Spouse Registration—May 6 Opening Night Reception (Hilton Portland)</td>
<td>$40</td>
<td>$60</td>
</tr>
<tr>
<td>Spouse Registration—May 7 Networking Reception (Portland Art Museum)</td>
<td>$75</td>
<td>$95</td>
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CANCELLATION POLICY: We must receive written notification of cancellation requests. A $50 processing fee will be deducted from the registration refund. No refunds issued after Friday, April 3, 2015.

INQUIRIES: Contact MGMA Washington State at 206-956-3646, or email wsmgma@wsmgma.org.