

"Caring for the Kingdom"



*A Kansas City Healthcare
Community Education Touchdown
September 22, 2021*



Event Co-Sponsors

Greater Kansas City MGMA

KCMPA

AAPC of Kansas City



Holiday Inn Airport

KCI Expo Center

11730 NW. Ambassador Drive
Kansas City, MO 64153

To assist practice managers, coders and their staff with quality education to keep them abreast of the latest technology and information.

Everything you need at this link!

<https://gkcmgma.org/2021-Caring-for-the-Kingdom>

CARING FOR THE KINGDOM - DAY'S AGENDA

SEPTEMBER 22, 2021

MORNING

7:30 – 8:00 am Pre-Game Registration
Breakfast in Exhibition Hall - Dance Cards

8:00 – 8:15 am Kick-off Welcome Main Hall
Event Co-Sponsors

8:15 – 9:15 am (1.0) (All Attendees) Main Hall

KEYNOTE SPEAKER
"Tackling Health Care Affordability:
Success Takes a Team Effort"
Jill Watson, MBA

9:15 – 10:00 am Exhibitor Time Out (Complete Dance Card)

10:00 – 11:00 (1.0)

TRACK I - MANAGERS Main Hall
"What's In a Word: Sharpening
Your Communication Skills"
Tracy Bird, FACMPE CPC CPMA CEMC CPC-I
Sarah Reed, BSE CPC CPC-I

TRACK II - CODERS Ambassador
"Technology & It's Impact on Coding & Billing"
Angela Jordan, CPC COBGC CPMS

11:00 - 12:00 (1.0)

TRACK I - MANAGERS Main Hall
"Effectively Managing Third Party
Payor Audits"
Richelle Marting, JD MHSA RHIA

TRACK II - CODERS Ambassador
"Time Documentation: Do You Know
the Time to Bill By Time?"
Sherry Wright-Fontenot, CPC CPCO CPMA CEDC

AFTERNOON

12:00– 1:00 pm Half-Time Luncheon Main Hall
with Exhibitors

1:00 - 2:00 pm (1.0)

TRACK I - MANAGERS Main Hall
"Team Based Care"
Susan Kimble, DNP APRN ANP-BC FAANP
National Speaker and UMKC Instructor

TRACK II - CODERS Ambassador
"Welcome to the Dark Side: A Day in the SIU"
Barbara Hays, CPC CRAC CPCO CFPC CPMA
CEMC ICD-10 Trainer and CPC-I

2:00 – 2:30pm Time Out Main Hall
Chief's Winners

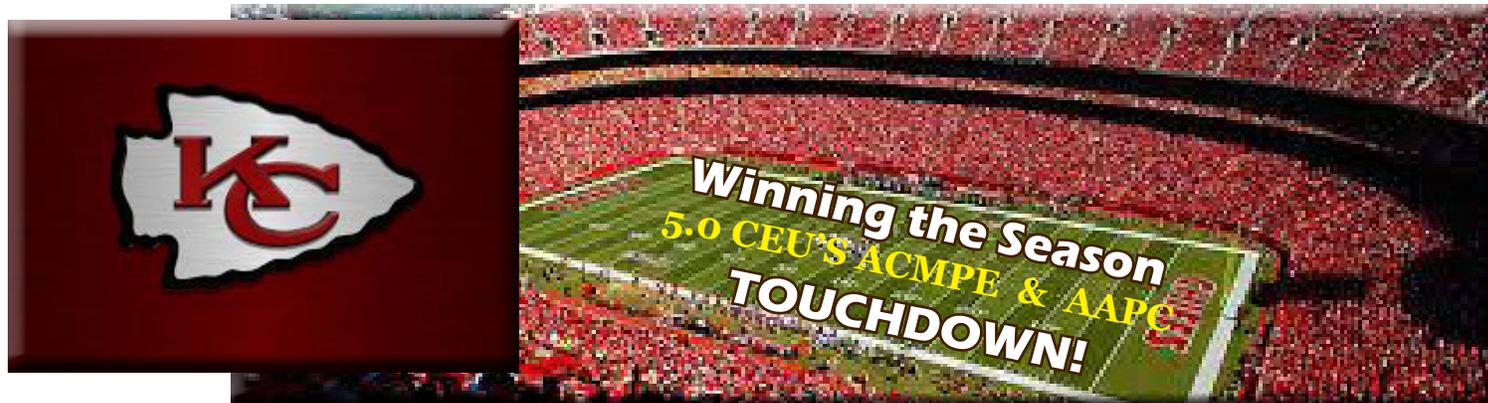
2:30 - 3:30pm (1.0)

MANAGER/CODERS/EXHIBITORS Main Hall
"Locker Room Huddle Game Plans"
Moderators: Brad Carney FACMPE CPC
and Laurie Atwood

Group sharing challenges experienced during pandemic.
Develop some ideas and a game plan for the future.

3:30 - 4:00 pm (open to 4:30pm) Main Hall

VICTORY PARTY - with Exhibitors
- Best Decorated Booth Award
- Exhibitor Drawings
- Grand Prize Awards



“Tackling Health Care Affordability: Success Takes a Team Effort”

Jill Watson, MBA Centrus Health

Health care is expensive. In many ways, health care is the most important part of the United States economy. The Brookings Institute released a report in March 2020 examining the economics of the U.S. health care system. The report notes health care is a fundamental part of people’s lives by supporting their health and well-being. Health care also matters because of its economic size. According to the Bureau of Labor Statistics, health care employed 11 percent of American workers prior to the Covid-19 pandemic. Health care accounts for 24 percent of government spending according to the Centers for Medicare and Medicaid Services. Health insurance is the largest component (26 percent) of nonwage compensation and one of the largest categories of consumer spending.

Suffice it to say a well-functioning health care sector is a requirement for a well-functioning, sustainable economy. Recent growth in health care as a share of the economy and government budgets appear unsustainable. Continued growth in the same magnitude will eventually necessitate tax increases or reduced spending on other important government functions like public safety, education, and infrastructure. When you think about it that way, it feels almost like our national duty as a health care industry to get it right.

Health care is expensive for families, for businesses, and for governments. There are a lot of good reasons why health care costs so much in America. Most people in health care can also agree there are many ways health care could be less expensive. Value-based care is a team sport, for sure, with a healthy amount of old-fashioned blocking and tackling. All the parts need to work together, or efforts will not reach the end zone.

Learning Objectives

- Understand how value-based care supports affordability.
- Examine how payers, employers, and providers collaborate to improve affordability.
- Learn what every practice should do to support value-based care.



Jill Watson is the executive director of Centrus Health of Kansas City, a clinically integrated network in Kansas City. Centrus Health Kansas City is comprised of three health systems and their employed physicians and more than 30 independent physician practices. Previously Jill was CEO of Kansas City Metropolitan Physician Association, LLC, a large association for independent physicians in the Kansas City area.

Jill’s experience is in health care policy, understanding best practices in medical care, and identifying barriers that keep physicians from achieving them. Prior to KCMPA, Jill was executive director of the Metropolitan Medical Society of Greater Kansas City, a large multi-specialty professional association for physicians in the Kansas City area.

Jill began her career in Washington, DC in public policy for the American Association of Homes and Services for the Aging, and the American College of Obstetricians & Gynecologists. She earned a Bachelor of Arts degree in Political Science from Hofstra University in New York and an Executive MBA from Washington University in St. Louis. She is a Kansas City native, a wife, and mother of three children.

TRACK I - MANAGERS

“What’s In a Word: Sharpening Your Communication Skills”

*Tracy Bird, FACMPE, CPC, CPMA CEMC, CPC-I
with Sarah Reed, BSE, CPC, CPC-I*

Effective communication between patients, staff, and providers is crucial to operations, quality care, and success of practice operations. Poor communication can lead to inefficiencies, lost revenue, and safety concerns. Communication involves speaking, active listening, body language, communication styles, and understanding personality types. This session is designed to help staff and physicians communicate more effectively with one another and to transfer those skills for effective communication with patients.

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|--|--|
| <p>1. Introduction to communication</p> <ul style="list-style-type: none"> a. Healthcare landscape and why communication is so important <p>2. Communication facts</p> <ul style="list-style-type: none"> a. Becoming a skilled communicator <ul style="list-style-type: none"> i. Barriers to good communication ii. Effective communication skills iii. Non-verbal communication <p>3. Learning your own communication style</p> <ul style="list-style-type: none"> a. Communication Quiz b. Scoring the quiz c. Adapting your style to others | <p>4. Providers communication styles</p> <ul style="list-style-type: none"> a. Understanding the way providers think b. How to adapt out style to effectively communicate with providers <p>5. Difficult conversations</p> <ul style="list-style-type: none"> a. Initiating a difficult conversation b. Diffusing verbal attacks |
|--|--|



Learning Objectives

- Identify communication obstacles, strengths, and weaknesses & potential risk areas
- Understand the different personality and style types of communication
- Utilize effective responses to facilitate “communication that works”



TRACK II - CODERS

“Technology and It’s Impact on Coding & Billing”

*Angela Jordan, CPC COBGC CPMS
Senior CDI Consultant*

Providers do not want to be coders. Providers already feel overworked, overwhelmed, and underappreciated. While CMS and the AMA have recognized this by reducing documentation burden, change is slow. But as the documentation may lessen, it seems to come at a cost: increased scrutiny of claims by CMS and other payers. If the documentation doesn’t fully support the service according to the payer, repayments can escalate and be devastating to the organization.

Technology using AI and NLP can support coders and billers in the burdensome task of submitting clean claims amidst all the ever-changing rules. We will look at the types of technology and how they are used in revenue cycle management.

Learning Objectives

- Learn the difference between AI and NLP
- What areas benefit from the use of technology



TRACK I - MANAGERS

***“Effective Managing
Third Party Payor Audits”***

Richelle Marting, JD MHA RHIA

What at first glance may appear to be a benign, routine medical record review can quickly and unexpectedly escalate to a refund demand of thousands, tens of thousands, even hundreds of thousands of dollars.

This session will describe a typical commercial third party payor audit, why they should be taken seriously from the earliest warning signs or notice letters of an impending audit, and how to effectively manage the audit process to increase your provider’s likelihood of a favorable outcome.

Attendees will learn several key contract and statutory provisions to consider when undergoing an audit by a third party payor to help position themselves more favorably early on in the audit process.

The session will emphasize one of the most common mistakes a physician practice makes in the audit process, and will include specific strategies for handling an unfavorable audit finding.

Learning Objectives

- Understand the importance of taking a proactive posture early in the audit process
- Recognize/be able to identify legal and contractual issues that affect audit performance and structure
- Learn specific strategies for reviewing a proposed/in process audit and findings
- Understand effective responses to payors’ audit findings

TRACK II - CODERS

***“Time Documentation: Do You Know
The Time To Bill By Time?”***

*Sherry Wright-Fontenot, CPC CPCO CPMA CEDC
Revenue Integrity Analyst*

Time based billing can be confusing for you don’t know the guidelines. In this presentation we will take a look at the current guidelines and the changes for 2021. We will review our credible resources and tips for teaching time based billing to our providers.

Sherry will present the documentation guidelines for time-based billing in Out Patient and In Patient Settings. We will walk thru best practices for ensuring clear, concise documentation.

Attendees are invited to bring a redacted documentation example for group review and advice on documentation education for providers.



Learning Objective

- Leave with a firm grasp of time-based billing for evaluation and management services for common settings.

TRACK I - MANAGERS

“Team Based Care”

Susan Kimble, DNP APRN FAANP, UMKC Faculty, TeamSTEPPS Master Trainer

Teamwork plays a critical role in providing quality health care, essential for safe, patient-centered care. Outcomes of a high-performing team are adaptability, accuracy, productivity, efficiency, and safety.

In effective teams, mistakes are caught, addressed, and resolved before they compromise patient safety. TeamSTEPPS provides specific tools and strategies for improving communication and teamwork, reducing chance of error, enhancing patient safety, while facilitating a coordinated, adaptive performance in support of one’s teammates, objectives, and mission.

Effective teamwork depends on each team member being able to anticipate the needs of others; adjust to each other’s actions and the changing environment; providing the ability to identify when errors occur, and how to correct for these errors. Components of Team Strategies and Tools to Enhance Performance and Patient Safety (TeamSTEPPS®) will be presented, providing tools to guide patient-centered, team process improvements.



Learning Objectives

- Need to Know basic information on SIU
- How to handle audit requests. Who to forward to.
- What to do if a SIU investigator shows up at your office.
- Should you provide access to your electronic records or files?



Learning Objectives

- Recall the components of Team-STEPPS® tools that assist clinic staff to improve teamwork and productivity.
- Identify barriers to effective team performance, reflecting on your organization.
- Apply one or two strategies from Team-STEPPS® when implementing improved team-based care in your organization.

TRACK II - CODERS

“Welcome to the Dark Side: A Day in the SIU”

*Barbie Hays, CPC CRAC CPCO CFPC CPMA CEMC
CPC-I, ICD-10 Trainer*

Barbie will explain the ins and outs of the Special Investigative Unit (SIU), a department within an insurance company with a targeted focus on recovering payments from medical providers that appear to be the product of fraud; and the ins and outs of how it affects your practice.

She’ll describe the many aspects of this process and how it can benefit your office. For two decades, campaigns have intensified to curb fraud and abuse in healthcare. Investigators utilize data analytics and other methods to flag providers for claims that fall outside of the “normal range” for the type of health care provider under review.

Barbie will detail the major aspects of the SIU “audit” and how to handle requests for information about the practice. This should be taken seriously, taken to the top of your organization, and know how it relates to medical practices.

“Locker Room Huddle Game Plans”

“Developing a Game Plan for Healthcare’s Future”

Discussion Moderators: Brad Carney and Laurie Atwood

In this wrap-up session moderators Brad Carney and Laurie Atwood will lead attendees through a process to develop a game plan to help navigate a future after the pandemic.

After a brief description of the process, attendees will break into small groups to discuss the challenges experienced during the pandemic, brainstorm ways to deal with issues that surface during the discussion, and then develop a game plan for the future. Sharing each groups’ plans with the entire group will end the session.



We invite everyone to participate in this collaboration!

Attendees - Exhibitors - Sponsors

Small group leaders will review their suggestions and game plan strategies they created with the entire group.

This collective sharing will develop an overall game plan (a list of suggested ideas) that can be shared within the healthcare industry.

These suggestions can make a huge difference for the future of healthcare in Kansas City. This information will be compiled and forwarded to each attendee to share with their business.

Brad Carney
FACMPE, CPC, CPCO

Bradford Carney is an experienced Practice Manager. Skilled in healthcare management his background includes Business Process Improvement, Training, and Invoicing. Brad is the practice manager of Northland Family Care in Liberty, Missouri. He is involved in the national MGMA, Missouri MGMA, and GKC MGMA local chapters. Brad has a Bachelor of Arts degree focused in Business Administration from Grandview College. He has many years’ experience in healthcare, 10 years in retail management and 10 years in non-profit accounting. He recently lead Missouri MGMA and NWMO MGMA chapters as President and currently serves on the Greater Kansas City MGMA Board as Past President after helping orchestrate the merger of NWMO into GKC recently.



Laurie Atwood

Laurie Atwood is the Administrator of Barry Pointe Family Care, a Division of Signature Medical Group of KC for the past six years. Barry Pointe Family Care, an independently owned physician practice, has been the only practice to hold the “Blue Cross Blue Shield Total Care Distinction” recognition for the past 3 years in a row! It recognizes Resource Utilization & Clinical Quality Evaluation scores above the 70th percentile. Laurie was past President of Northwest Missouri MGMA and currently holds the Secretary position on the state Missouri MGMA Board of Directors. She is also on the Board of Directors for Signature Healthcare Foundation’s “Operation Family Help” which helps provide financial assistance for needs not covered by health insurance for families in crisis in the Kansas City Metro area. She is a wife, and mother of 3 children, and has 5 grandchildren.



VICTORY PARTY w/ EXHIBITORS 3:30 – 4:00 PMish



Celebrating KC Chiefs & Return to New Normal!

Drawings:

- Best Decorated Booth
- Exhibit Prizes
- Grand Prizes

ADJOURN - THANKS FOR ATTENDING!

WHERE

Holiday Inn Airport KCI EXPO CENTER

11730 NW Ambassador Drive
Kansas City, MO 64153

Phone: 816-891-7694

Fax: 816-891-7696

<https://kciexpo.com/>

SYMPOSIUM CONTACT

Greater Kansas City MGMA Central Office
1105 NE Westwind Drive
Lee's Summit, MO 64086
816-806-1838
info@gkcmgma.org

WHEN



September 22, 2021

7:30am Registration - Breakfast w/exhibitors

8:00am KICK-OFF Welcome

4:00pm Adjournment

ATTENDEE INFO

Attendee registration form on last page.
Online option on GKC, AAPC of KC, KCMPPA websites.
Breakfast, lunch, breaks included in registration fee.

ATTENDEE INFO: Online registration available at:

<https://gkcmgma.org/2021-Caring-for-the-Kingdom>

EXHIBITOR INFO: Online registration/packet at:

<https://gkcmgma.org/2021-Caring-for-the-Kingdom>

SESSION SPEAKERS BIOGRAPHIES

Tracy Bird, FACMPE CPC CPMA CEMC CPC-I President/CEO Medical Practice Advisors, LLC

Tracy's long career in healthcare includes management experience in various specialties in the areas of practice operations, revenue cycle management, coding, documentation, staff training, communications, policy and procedure development, and workflow redesign around value based reimbursement. Her background includes work with private practices, hospital based practices, rural health clinics, and FQHC's. She is an ACMPE Fellow with MGMA, a Certified Professional Coder (CPC), a Certified Professional Medical Auditor (CPMA), a Certified Evaluation and Management Auditor (CEMC) a Certified Professional Medical Coding Curriculum instructor (CPC-I). Tracy is co-founder and past president of the NE Kansas Chapter of AAPC, a past president of MGMA-GKC, is the ACMPE Forum Rep for Kansas, Northwest Missouri and Greater Kansas City MGMA chapters, and is currently serving as the Chair of the Certification Commission for National MGMA.

Richelle Marting, JD MHSA RHIA

Richelle Marting is an attorney, registered health information administrator, and certified coder who focuses on healthcare coding, billing, and reimbursement issues. She has practical, in-the-trenches experience with coding and billing issues. She has served as an outpatient multi-specialty surgery coder, hospital-based outpatient coder and a compliance coordinator for a large multi-specialty medical group. As an attorney she advises clients proactively on complex reimbursement questions and has guided multiple clients through extensive Medicare and OIG audits and investigations. Important to today's topic, Richelle successfully assists providers with third party commercial payor audits and has a strong track record of drastic reductions in alleged overpayments.

Susan Kimble, DNP APRN FAANP

Susan Kimble, DNP, APRN, FAANP, has been in clinical practice with Northland Family Care since 1995. She previously was the Program Director for the Nurse Practitioner programs and is an Associate Professor at the University of Missouri, Kansas City School of Nursing. Dr. Kimble has taught a variety of courses in the Master of Science in Nursing and the Doctor of Nursing Practice programs. Susan served as lead faculty on several Inter-professional Education grant projects at UMKC, guiding student groups in rural, urban, and VA health clinics. As a TeamSTEPS® master trainer Susan provided guidance on TeamSTEPS® implementation to providers, staff, and students based in regional primary care clinics. Dr. Kimble is a Fellow of the American Association of Nurse Practitioners (FAANP). She has presented at national and international conferences on inter-professional practice as well as clinical topics. Her areas of clinical expertise include acute and chronic illness, along with assisting patients to reach their diabetes and hypertension health goals.

Angela Jordan, CPC, CPMS COBGC

Angela has a long history of experience with private practices, hospitals, radiology, multifaceted IPA/Revenue Cycle Solutions companies. Her passion is coding, compliance and EMR implementation. She has served AAPC of KC chapter since 2000 and as President. She is a member of AAPC National, GKC MGMA, and AMBA. She is now a Senior CDI Consultant at Trusted10, an abeo Technology Solution. Angela is a recognized speaker for various event such as conferences, education meetings, and webinars. She is a sought-after presenter and has spoken at AAPC National & Regional conference, AAPC Local Chapters in AR, MO, KS and NE and on a number of webinars during the pandemic. She hopes to share her knowledge with others to create opportunities for growth.

Sherry Wright- Fontenot, CPC CPCO CPMA CEDC, Revenue Integrity Analyst

Sherry started her journey to a career in medical coding and billing a little over thirty years ago by being sent as a temp to answer phones for a family practice clinic. She temped for that office for several months in all positions; front desk, checkout and typing claims. She was hooked in the game of posting charges and medical billing. Over the years, she continued to pick up more skills, always learning everything she can from anyone she can. She joined AAPC-KC in 1998 and received her CPC in 2004. She currently is a Revenue Integrity Analyst, reviewing documentation and providing education to physicians and non-physician providers for Saint Luke's Health System. She enjoys sharing coding knowledge with chapter members and teaching just about anyone to document and code. She is a frequent speaker at the local universities on documentation for nurse practitioners and medical staff. She has held the offices of President, Education Officer and Secretary with the AAPC Kansas City chapter.

Barbara Hays, CPC CRAC CPCO CFPC CPMA CEMC CPC-I ICD-10 Trainer

Barbie specializes in Family Medicine and Family Practice. She currently is Supervisor of Special Investigations Unit, Medical Review at GEHA Health in Kansas City. Barbie has a long history as a coding and compliance strategist for the American Academy of Family Physicians, coder Manager/Physician Educator for HCA, and Business Office Coordinator for NRMCC. Barbie attended Stephens College from 2011 - 2015 and has a AA in General Studies from Indian Hills Community College. She is a Certified Risk Adjustment Coder, Certified Professional Compliance Officer, and Certified Family Practice Coder.

HOLIDAY INN AIRPORT - KCI EXPO CENTER



Block of Rooms at Holiday Inn Airport

A block of rooms has been reserved for the night of **Tuesday, September 21, 2021** at **Holiday Inn Kansas City Airport** for: \$99.00 per night: King Room - NS, \$99 2 Queens - NS.

Deadline to reserve a room is Friday, August 20, 2021 with base room rates after that date.

Holiday Inn Airport: 11728 N. Ambassador Drive, Kansas City, MO

Booking Code Link listed under name: **Greater Kansas City MGMA**

The Group Code: M21

Group Link: [MGMA](#)

The above link takes you to the HI website. The block will be established for individual guest call in.

Or call in to the reservations department directly at 1-800-957-4654. Identify yourself with the

“Greater Kansas City MGMA Block”.

Reservations cannot be accepted without a credit card or advanced deposit.

HIKCA does its best to accommodate room requests, but cannot guarantee specific room numbers or floors. Should anyone fail to show for their reservation, or not cancel 48 hours prior to scheduled day of arrival, first night's room and tax will be posted to their credit card on registration.

Room available at 4:00pm arrival day; departure day exit room by 11:00am.

Reserve your hotel room & exhibit booth by the dates indicated below.

HOTEL ROOM: Reserve before August 20, 2021

**HALF PRICE
THIS YEAR
ONLY**

**DRESS
CASUAL FOOTBALL
ATTIRE**



**ALL LOCAL
SPEAKERS**

**MEAL PACKAGE
INCLUDED
Breakfast, Lunch
& Breaks**

"Caring for the Kingdom"

Online Registration: <https://gkcmgma.org/2021-Caring-for-the-Kingdom>

Payment online preferred. For payment by check, complete this form and send with check made payable ONLY to "Greater Kansas City MGMA". Mail to GKC MGMA Office, 1105 NE Westwind Drive, Lee's Summit, MO 64086-6709.

If you have questions concerning your registration, please contact the Central Office at info@gkcmgma.org

**** REGISTER INDIVIDUALLY. ONE PERSON PER FORM. ONLINE REGISTRATION PREFERRED. ****

First Name _____ Last Name _____
Title _____ Degree/ACMPE _____
Practice/Organization _____
Street Address _____ Suite _____
City _____ State _____ Zip _____
Phone (_____) _____ E-mail _____
Mobile (_____) _____ Website _____

DISCOUNTED RATES: All attendee rates for this Event are HALF the regular price structure.

_____ \$75	EARLY BIRD RATE - MEMBERS of MGMA/AAPC/KCMPA Only	from May 1 to August 22, 2021
_____ \$95	EARLY BIRD RATE - NONMEMBER	from May 1 to August 22, 2021
_____ \$95	REGULAR RATE - MEMBERS of MGMA/AAPC/KCMPA Only	from August 23 to September 22, 2021
_____ \$115	REGULAR RATE - NONMEMBER	from August 23 to September 22, 2021
_____ \$75	ADDITIONAL ATTENDEES from same practice, Member/Nonmember	from May 1 to September 22, 2021
_____ \$50	STUDENT RATE (healthcare graduate/undergraduate)	from May 1 to September 22, 2021
_____ \$75	SPECIAL OPTION: For Managers/Leadership Staff not members of GKC MGMA: Join GKC MGMA for a 1-year discount rate (\$75) when registering for symposium using the member rate. Fill out the membership application online at the discounted 1-year rate both on same day please.	

PREFERRED: Payment Online go to: <https://gkcmgma.org/2021-Caring-for-the-Kingdom>

***** Required:** List your Affiliations: GKC KCMPE AAPC OTHER

CANCELLATION POLICY

Refunds made for cancellations requested after Friday, September 3 will be subject to a \$50 cancellation fee.

PAYMENT BY CHECK

Return the original application to the below address with your check.

Make a copy of all forms for your records.

For each person registering, send a signed registration form with your check made payable ONLY to "Greater Kansas City MGMA".

MAIL TO:

GKC MGMA Office, Symposium Registration
1105 NE Westwind Drive
Lee's Summit, MO 64086-6709

TOTAL ENCLOSED: \$ _____



EARLY BIRD DEADLINE: AUGUST 22, 2021

