

PEOPLE. PROGRAMS. PASSION.



Resolutions for Business Success

Success and Work-Life Balance: Follow These Resolutions to Have It All

The end of the year is a good time to reflect on your business's progress over the past year and plan how you want your business to develop. Do you want increased success in the coming year or more chances to enjoy the success you've achieved? These top New Year's resolutions are designed to help you do both: strike a better work-life balance and increase your business success in the new year.

1. Learn to Delegate and Do More of It: Let someone else do some of the tasks for a change. Delegation is the key to a healthy work-life balance.

2. Promote Your Practice Regularly and Consistently: A top New Year's resolution: Hire a marketing expert or create a marketing plan on your own and follow through. Try some of these low-cost ways to promote your business to get started.

3. Make Business Planning a Weekly Event: Set aside time each week to review, adjust, and look forward—or make business planning a part of each day. This will help you avoid costly mistakes and stay on track feeling focused and relaxed.

4. Learn Something New: Business consultants, coaches, trainers, can help set you on a path to adopting new skills. Depending on how you choose to learn, you may meet new and interesting people, who may become customers, colleagues, or friends.

5. Get Engaged in an Organization or Networking Group (like GKC!): Talking to other business people sparks new ideas, refines old ones, and makes contacts. Whether it's a group specifically designed for networking or an organization dedicated to a particular type of business, in person/on internet, making the effort to be a part of a group will revitalize you and your business.

6. Give Back to Your Community: Many worthy organizations make a difference. Those who give get. Nothing will seed and grow goodwill better than giving back to your community. A top New Year's resolution: Find a cause that matters to you and give what you can. Serve on a committee, be a mentor, volunteer, or make regular donations to groups in your community that make the place you live better.

7. Put Time for Yourself on the Calendar: It's so important to take the time to recharge and refresh yourself; a healthy work-life balance and your small business's success demand time out.

**HAVE YOU
MADE YOUR
NEW YEAR'S
RESOLUTION?**

All work and no play is a recipe for mental and physical disaster. Write time regularly into your schedule to "meet with yourself" and stick to that commitment. If you won't invest in yourself, who will?

8. Set Realistic Goals: Goal setting is a valuable habit if the goals lead to success rather than distress. Resolve that the goals you set will be achievable, rather than unrealistic pipe dreams that are so far out of reach they only lead to frustration. If you have trouble setting realistic goals, there are ways to map out a formula that makes sense for you.

9. Don't Just Make Do; Get a New One: Is there a piece of equipment in your office that's interfering with your success or something that you lack that's making your working life harder? Stop putting off getting what you need. The irritation of making do just isn't worth it.

10. Drop What's Not Working and Move On: All products aren't going to be super sellers, all sales methods aren't going to work for everyone, and all suppliers or contractors aren't going to be ideally suited to your business. If a technique, product, or business relationship isn't working for you, stop using it. Don't invest a lot of energy into trying to make the unworkable workable. Move on. Something better will turn up.

••• Adapted from Susan Ward
The Balance Small Business

Highlighting Our Business Partners



The Highland Group, LLC



It Takes EDUCATION & COMPASSION

JANUARY MEETING



Randal Schultz is the leader of Lathrop Gage's Healthcare Practice. He works with clients to maximize the value of their organizations for long-term success. He has counseled health care organizations of all types across the country for the development of business/financial structures, entity formation, program/product creation and regulatory compliance. As a seasoned healthcare industry lawyer, his thirty years of experience include: healthcare law, insurance/employee benefit law, and corporate compliance. Mr. Schultz was an adjunct professor at Rockhurst University, teaching Corporate Law in its MBA program. He is a Certified Public Accountant (CPA). He gives speeches locally and nationally on health care regulatory issues, employee benefits, compensation and insurance issues and has been quoted and/or featured in articles discussing insurance-related issues in The Kansas City Star, The Kansas City Business Journal, MD News and The Wall Street Journal. Additionally, Mr. Schultz was the featured health care attorney for a nationally syndicated radio program on the economics of medicine, as well as a local talk radio show.

JANUARY - BUSINESS PARTNER SHOWCASE:

- The Highland Group - Carolyn and Jeff Baruch
- IMA Corp. - Tracy Apperson
- Medi-Waste Disposal - Ken Mickey

Date: Wednesday, January 16, 2019
Time: Starts 3:30 pm - Closure 5:00 pm
Location: Holiday Inn & Suites
8787 Reeder Road, Overland Park, KS 66214

Cost: (Please pay online at time of registration)

GKC Members - \$25.00

Guest - \$45.00

Topic: "Strategic Planning Opportunities For the New Year"

Speaker: Randal Schultz, Lathrop Gage

Selected among The Best Lawyers in America®, 2018

We will look at the current legal landscape, new legal requirements affecting medical practices and opportunities created by the changes. We will focus on federal regulations (understanding the basic laws affecting the practice of medicine) and how they impact business ownership and contracting. We will look at tax and employee benefit planning developments that impact decision making and drive new thinking. Finally, we look forward into how practices should position themselves to address the changing objectives of both younger and older physicians,

RSVP for the January meeting by Friday, January 11 at

<https://gkcmgma.wildapricot.org/event-3014025>



OUR 2019 CHARITY

The Board of Directors has named our 2019 Charity. They unanimously decided to continue supporting Rose Brooks because of the much needed services they provide to the Kansas City community.

Keeping Families Safe

- EMERGENCY SHELTER
- ON-SITE PET SHELTER
- 24-HOUR CRISIS LINE
- FACILITIES &
- FOOD SERVICES

A Safer Community

- COURT ADVOCACY
- HOSPITAL BRIDGE PROGRAM™
- COUNSELING SUPPORT
- LETHALITY ASSESSMENT
- PROGRAM WITH KCPD

Ending The Cycle

- CHILDREN'S PROGRAM
- SCHOOL-BASED PROJECT SAFE®
- HOUSING AND ECONOMIC
- EMPOWERMENT
- ON-SITE HEALTH CLINIC
- COMMUNITY EDUCATION

To donate: <https://gkcmgma.wildapricot.org/Our-Charity/>

It Takes ORGANIZATION

Year 2018 In Review . . .

To recap the year, we made headway on developing some new advertising promotions like this newsletter, the new video posted on our website Home page, and inroads into a new social media face. It's coming along.

We've been processing new/returning members since June. Management has all policies, procedures and bylaws back into alignment with the focus of GKC's board.

We contracted with Holiday Inn & Suites in Overland Park to host our meetings, now a monthly event again.

Our programs are set for the year as well.

All in all, the board is moving forward with care and a broad flexible agenda.

2019 BOARD OFFICERS

- PRESIDENT - Jennifer Caswell
- PRESIDENT ELECT - Kory Barrett
- PAST PRESIDENT - Megan Turner
- TREASURER - Chris Smith
- SECRETARY - Jeanna Patton
- AT LARGE - Rebecca Allison

BUSINESS PARTNERS

- AT LARGE - Andrew Crotty
- AT LARGE - Karen Eldridge
- ACMPE FORUM REP - Tracy Bird
- Executive Director - Jessica Palmer



Executive Director



ACMPE Forum Rep.



VISION STATEMENT

Partnering business excellence with clinical excellence to redirect healthcare toward the goal of patient advocacy. Enabling members to be a proactive, empowered force in directing the business of medicine, embracing current technology in pursuit of this vision.

MISSION STATEMENT

Greater Kansas City MGMA will provide education and assistance to its membership, fostering collaboration with all stakeholders in the healthcare system to influence the direction of healthcare.

OUR GOAL

The goal of the GKC chapter is to provide networking and continuing educational opportunities, which supports our mission and vision statements. We continually strive to increase our benefits to our members and provide a valuable service to the healthcare community of Kansas City.

It Takes **PASSION.**

BUSINESS PARTNERS:
Market your business! Take part in the special "Thank You" offer, just as these 3 partners have on this page.

Let's highlight your business up to three times in 2019. See page 5 for details and how to sign up!

New Members W • E • L • C • O • M • E

DECEMBER

Andrea Wyatt, Mid America Heart & Lung Surgeons
Lisa Schwerzler, Mid America Heart & Lung Surgeons
Ann Yokley, Credentialing Experts. Inc.
Marissa Freise, JC Consulting, managers

NOVEMBER

Lisa Krehbiel, FirstCross Bank
Ken Mickey, Medi-Waste Disposal
Sandra Soerries, The SCBI

OCTOBER

Carolyn Baruch, The Highland Group
Carolyn Rogers, ARC Physical Therapy Plus
Evelyn Nwaomah, Leawood Family Care
Brad Boulliar, Pay Junction & Data Edge

AUGUST

Tammy Rogers, ARC Physical Therapy Plus
Connie Hart, Encompass Med (Hickman Mills Clinic)
Cheryl Parnau, Information Communication Group
Jim Nichols, Blue Cross Blue Shield of KC

JULY

Connor Newth, IMA Select
Lana Hutchens, PDS MED

This Month's Partners

The Highland Group, LLC

"The Highland Group specializes in medical and dental website design and can work with you to rebuild your current site into a more modern, mobile friendly and compliant site! And we'll handle all of your updates forever as part of our low monthly hosting fee!"

- Carolyn and Jeff Baruch



6 Reasons More People Choose



KEN MICKEY
913-469-6334

1. **Competitive Pricing**
2. **No Hidden Charges**
3. **Kansas Based For Fast Response**
4. **Flexible Pickup Schedules**
5. **Pharma Disposal Available**
6. **Compliance Training Options**

<https://medimidwest.com/>
ken.mickey@medimidwest.com



TRACY APPERSON
RN, BSN

Tracy.Apperson@imacorp.com

- **Analytics**
- **Risk Management**
- **Claims Advocacy**
- **Contract Management**

At IMA Healthcare, our objective is to assist our healthcare clients to turn risk into a competitive advantage that protects, strengthens and secures the balance sheet while positively impacting the bottom line.

Our role as risk management mentors is to consult with healthcare clients to make facilities, patients and providers safer, making a more cost-effective environment. The industry exists to provide quality care for patients and residents.

It Takes Our BUSINESS PARTNERS



SHOWCASE YOUR BUSINESS & YOU!

MEETING *FUN!*

By January 31 if at all possible, send your chosen three months for 2019 to share a helpful tip and give a door prize. We'll try to accommodate your first choices. We'll contact you via email if you need to choose another month (first come, first served).

info@gkcmgma.org

Provide 3 "Helpful Tips" a year

This can be a blurb, ad, photo, etc., about yourself or your business. Your logo will be displayed beside your tip on a PowerPoint slide and in the monthly newsletter (example on page 8).

We'll place your logo, your photo, and your quote about your business in our PowerPoint slides for the meeting.

Also will need:

- Your color photo headshot in jpeg or png
- Your logo in jpeg and eps format
- Three (3) "Helpful Tips" to share about your business, service or product. One or two sentences only please (one for each month you choose).



Offer a \$25 door prize

- Your logo will appear on the meeting PowerPoint slides
- 5 minutes to describe an aspect of your business during meeting announcements

(Maximum of 3 partners per monthly meeting)

TO OUR BUSINESS PARTNERS:

I want to reach out and thank each of you personally for being a part of our organization. As many of you know, earlier this year we were fortunate to bring back Jess Palmer as our Executive Director. She, along with our Board, are working hard to help our organization grow and thrive. We have already set up our programming for 2019 at a new location, and are excited about the opportunities that we have for this next year. With the changes that we have for next year, we want to re-engage our membership, and we realize that our Business Partners continue to play a great role in helping us meet our goals for 2019.

We'd like to give our Partners the opportunity to share and be a part of our growth. We are looking for two to three business partners to sponsor each of our 2019 monthly educational events. We are requesting that you share a bit about your business for a few minutes and then provide a \$25 gift for one of our manager attendees. With this sponsorship, we will share your information on our website (logo and a bit about your services/product), in our newsletter for that month and with emails to our members. We thank you for everything that you've done to help our organization and in this small way, we are hoping to give back to you.

The sponsorships come on a first come, first served basis. Please see our programming schedule for 2019. Reach out to Jess to let her know your top couple of choices and we will get you on our schedule (info@gkcmgma.org). Thanks again for all you do for GKC MGMA. We appreciate you.

Jennifer Caswell, President



It Takes PLANNING

Greater Kansas City Confirmed Programs

2019

- January 16 **“Strategic Planning Opportunities for the New Year”**— Randy Schultz, JD, Lathrop Gage
- February 20 **“Payor Panel”**— BCBS KC, Aetna/Coventry, United Healthcare, Humana
- March 20 **“TOS Collections: Learn to Capture Patient Responsibility at Time of Service, or Before”**
—Scott Miles, Central States Recovery
- April 17 **“Billing Office Efficiencies & Fraud Prevention”**— Katie Hammons, Commerce Bank
- May 15 **“Elements of Great Managers & Assessment”** — Manager Panel
- June 19 **“Connected in a Compliant World”** — Jamie Verkamp, (e)Merge
- July 17 **“Active Shooter Preparedness Training”** — Danny Schavez, Lenexa Police Dept.
- August 21 **“MIPS & CMS Update”** — Michelle Wineinger, CMS
- September 18 **“Moving Toward Changing Work Flow for Value-Based Reimbursement”**—
Tracy Bird, Medical Practice Advisors, LLC / with Annual Business Meeting
- October 16 **“Minimizing Risk in Your Medical Practice”** — Traci Poore, MMIC Insurance
- November 20 **“ID Theft & Your Business: Awareness”** — Cathy Lucas, LegalShield
- December 18 **“Annual Charity/Holiday Networking Event”** — Charity Speaker

Light hors d’oeuvres with tea, water, wine & beer (also cash bar- 1 per attendee)
Members \$25.00 Nonmembers and Guests \$45.00

RSVP: Events Page at <https://gkcmgma.wildapricot.org>

MONTHLY AFTERNOON MEETINGS Starting January 2019

Holiday Inn & Suites
8787 Reeder Road
Overland Park, KS 66214
3:30pm—5:00pm

2019
KANSAS CITY
HEALTHCARE
COMMUNITY SYMPOSIUM

September 25, 2019
Holiday Inn Airport
KCI Expo Center

Mark your calendars!
**UPCOMING
EVENTS**

STAY ON TOP OF IT ALL!

McMA NORTHWEST MISSOURI AAPC KCMIPA McMA GREATER KANSAS CITY

5 Simple Rules for Social Media Success

How do you use Social Media? Are you confident you get it right? Is your current approach worth the effort? I absolutely do not have all the answers, but here are some pointers to help you get the most from your on-line presence.

Start small. Spend as little as 30 minutes a week searching for share-worthy content. Consider industry-specific websites, colleagues and competitors-especially on the platform you intend to use. If Twitter is your muse it's easier to share Twitter content on Twitter. If you prefer LinkedIn then share content you find on LinkedIn. As a mortgage lender I'll search terms like, "real estate news" or "custom home builders" and share content that fits with my personal and company brand.

I typically do my research on Monday and paste article links into a Word document with a brief description of what's in there. Then I refer back a couple of times every week so I always have something meaningful to share. My current list includes interior design trends for 2019, remodel projects for every season and common myths holding potential home buyers back. Notice there isn't a product description or discount offer coming up because my goal is to add value for you and earn your trust/business over time.

Pick a platform. Don't let the fear of getting Social Media wrong keep you from attempting to do it right. Pick a platform you're comfortable with and stick with it. According to the National Association of Realtors' 2018 Home Buyer and Seller Generational Trends Report 44% of eventual home buyers looked online for properties for sale before contacting a realtor or lender. If you don't have a strong online presence how will clients, prospects and referral sources find you rather than your competitor?

Less is more. If 50% or more of your content is promoting your business, product or service you're likely losing interest rather than building it. Features tell and benefits sell; right? So help me understand what really hurts before prescribing your product as the only solution.

Interact with content (and people) you appreciate. Algorithms change frequently but one basic principle holds true. When you interact with a post (positively or negatively) your feed will include more of it. So the next time your blood pressure spikes as you read Aunt Suzie's political post take a deep breath and look away. Don't click the angry emoji or share your counterargument. And when you read or view something you appreciate consider sharing it with your network. Give credit to the author and/or contact who shared it with you. As you appreciate others your value to them appreciates as well.

It Takes Social Media



Connect online and offline. When I meet someone new I swap business cards but also enter them in my phone with a reminder of what they do. John Smith the Realtor for example is in my phone as John Smith Realtor. I also have a contact record for myself labeled Richard March Lender. Once I've added a new contact in my phone I share my profile with them. This way if and when we refer each other we can quickly locate and share accurate contact information.

The moment I get back to the office I look for my new contacts on LinkedIn and send a connection request. This allows me to thank them for the introduction and stay top of mind with them. The same is true for potential clients. Once I've introduced myself in person, online or by phone I look for them online and offer to connect. As a mortgage lender I rarely close a deal on the very first conversation so it's imperative I follow up regularly and in a meaningful way. Sharing relevant, thought provoking content about personal finance, home ownership, etc is one way to stay in touch without nagging my potential clients and referral sources.

These are the simple steps that keep me on track from a Social Media perspective. What's your take and what would you do differently?

- Richard March, Published on LinkedIn, December 28, 2018

Healthcare data and insights at your fingertips!

Join MGMA Stat, MGMA's free weekly polling initiative, where real-time data is captured on issues currently affecting healthcare.

Text **MGMAMO** to **33550** to sign up!
Visit mgma.com/stat for details.

MGMA MISSOURI



To a Better Year

Achieving a healthy work-life balance is like maintaining a good relationship; you have to keep working on it.

But if you apply the top New Year's resolutions on page 1 throughout the year, you'll not only feel better but you'll have more energy to put into your business and make it the success you deserve.



2019 Spring Conference Date
April 10-12, 2019



Future Conference Dates
May 6-8, 2020 and May 5-7, 2021

New Year's Resolution - Consider ACMPE

by Tracy Bird, FACMPE, ACMPE Forum Representative

We all make New Years' Resolutions. Some resolve to invest in physical well-being, exercise more, eat healthier foods and engage in stress reduction activities.

Why not make a New Year Resolution to invest in your career? You may pursue an advanced degree, apply for your dream job, or develop an extensive network of professional colleagues. We all know that ongoing growth and development is good for our careers and professional satisfaction.

How about considering investing the time to become a Certified Medical Practice Executive or a Fellow in the American College of Medical Practice Executives? What is holding you back? Is it the tried and true lament of many procrastinators: WIIFM or "What's in It for Me?"

There actually is a demonstrated ROI (Return on Investment) for those individuals who pursue Certification and Fellowship status in ACMPE. MGMA's Management Compensation Survey: 2018 Report based on 2017 Data showed that administrators of medical groups with 7 to 25 physicians (Physician

owned groups) had significant differences in compensation, when looking at the ACMPE status of the respondents. Fellows earned \$132,365 on average in groups of that size, while Certified administrators of that same group size averaged earnings of \$115,025. Their peers who did not hold any ACMPE certification had an average compensation of \$105,287.

Some members earn Certification or Fellowship status because of their innate competitive nature. They want to prove to themselves (or their physicians and colleagues) that they stand out among the 45,000 MGMA members. Since there are only about 3200 Certified Members and 1000 Fellows, earning the advanced ACMPE credentials truly is noteworthy. Whatever your motivation may be, whether it may be increased compensation, increased self-esteem or any other rationale, I am available as your forum rep to help you achieve your goal of becoming a Certified Medical Practice Executive or Fellow.

Feel free to reach out to me with questions:

Tracy Bird, FACMPE 913-856-0181
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