

JANUARY 2019

# Magnolia minutes



A PUBLICATION OF MGMA OF MISSISSIPPI



## A Word From Our *President*



*President*  
**Jeremy Pittman,**  
**CMPE**

Administrator  
Westridge Family Clinic  
Laurel, MS

Happy new year. I hope that 2018 was a good year for everyone. Last year was full of challenges and blessings. Sometimes it is hard to remember to focus on the blessings during difficult times, but I encourage you to take a moment to look back at the year as a whole. We had some very challenging times at work, but we got through them. But both of my daughters were baptized and we added a new member to our family. When I look back at 2018, I would have to say it was a great year.

We began 2019 last week with our annual MGMA leadership meeting. We welcomed Trevor Wigley to the board, and had the opportunity to meet with several past presidents as well. I would like to thank everyone for donating their time and input as we plan for 2019.

Our first meeting of the year is the Insurance Forum. It will be held on Friday, February 22<sup>nd</sup>. Harold Ingram will facilitate this meeting for us. This is usually a well-attended meeting, so please get your reservations as soon as you can. For those not familiar with the insurance forum, representatives from most of the insurance companies come to provide us with information on any upcoming changes for the year and let us know of any issues they are having. Between meetings, the representatives are available to talk to about issues your practice may be having. Insurance Commissioner Mike Chaney will kick us off and provide us with valuable information. This meeting will be held at the Belhaven in Jackson.

Our summer meeting will be held jointly with Louisiana MGMA again this year. It will be held in New Orleans at the Roosevelt Hotel. The meeting will be held August 21-23. Please mark your calendars to attend the meeting this year. We will have some great speakers, as well as the

opportunity to network with other managers from Mississippi and Louisiana.

I know that November is a long way away, but please go ahead and mark your calendars for Thursday, November 7<sup>th</sup>. We will be holding our annual fall meeting at the Clyde Muse Center. I know that directions are a little tricky, so I am proposing that we have board members with signs stand by the road to help everyone get there. Last year, my GPS told me to pull over on I-20 and walk to my destination (not joking)!

Janet Benzing has agreed to be our ACMPE representative. Harold Ingram will continue as the Legislative Liaison as well. Judy Stevens has agreed to be our Outreach Chairperson this year. And, Mechelle Duckworth has volunteered to serve on the Claims Advocacy for Physicians Committee (CAP).

I would like to thank everyone for volunteering their time and knowledge to these positions.

**We are looking for a volunteer** to serve on the Medicare Administrative Contractor Advisory Committee (CAC). If anyone is interested in serving on this committee, please contact Kristina or myself.

Thank you for your continued support of MGMA of Mississippi. If there is anything we can do for you, if you have suggestions to make something better, or if you would like to become more involved, please let us know.

I look forward to seeing everyone at the next meeting,

Jeremy Pittman

**SAVE THE DATE**  
**2019 Summer**  
**Conference**  
**August 21-23, 2019**  
**The Roosevelt**  
**New Orleans**

# ACMPE Update from your Forum Rep



MGMA of MS ACMPE  
Forum Representative  
& MGMA MS Treasurer

**Janet Benzing,  
CMPE**

jbenzing@deltaregional.com  
(662) 725-2768

## How are you demonstrating your value to your organization?

Your professional success requires keeping abreast of rapidly changing technology, legislation and management techniques. Board Certification through ACMPE demonstrates that you have a deep understanding and knowledge of the principles of medical practice administration and that you understand how to apply that knowledge to real-life scenarios and situations in healthcare.

Certification is a way for you to:

- ✓ Stand out in your profession
- ✓ Gain a competitive advantage
- ✓ Establish your competence
- ✓ Continue to enrich and supplement your knowledge through learning opportunities
- ✓ Elevate your career
- ✓ Increase your professional creditability
- ✓ Improve practice Performance

Certification is something that each of you can achieve! The process is self-paced so you can set a completion goal that fits your needs. To give you a reference point, most ACMPE nominees earn the professional designation of CMPE in 9-12 months. Remember, you're not in this alone! ACMPE provides many resources, support and camaraderie along the way. The MGMA website has numerous resources at <https://www.mgma.com/career-pathways/career-advancement/acmpe>

There are two pathways available as of January 1, 2019 as highlighted below.

Pathway One		Pathway Two	
Step 1	<b>APPLY*</b>	Step 1	<b>APPLY*</b>
	<ul style="list-style-type: none"> <li>Have two years of healthcare experience</li> <li>Hold a Bachelor's degree or 120 hours of college credit</li> <li>Be a current MGMA member</li> <li>Pay a one-time application fee</li> </ul>		<ul style="list-style-type: none"> <li>Be a current MGMA member</li> <li>Pay a one-time application fee</li> </ul>
	<b>BECOME BOARD CERTIFIED**</b>	Step 2	<b>BECOME BOARD ELIGIBLE</b>
Step 2	<ul style="list-style-type: none"> <li>Register and pass the multiple-choice exam</li> <li>Register and pass the scenario-based exam</li> <li>Earn 50 continuing education (CE) credit hours                             <ul style="list-style-type: none"> <li>30-hours from MGMA resources (12-hours required from MGMA national/ State face-to-face events)</li> <li>20 additional hours from qualified sources</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Register and pass the multiple-choice exam</li> </ul>	<b>NEW! Add ACMPE board eligible to your resume!</b>
	<b>BECOME BOARD CERTIFIED**</b>	Step 3	
Step 3	<b>MAINTAIN YOUR CMPE CREDENTIAL</b>	Step 4	<b>MAINTAIN YOUR CMPE CREDENTIAL</b>
	<ul style="list-style-type: none"> <li>Submit 50 CE hours every three years</li> <li>Remain an MGMA member</li> </ul>		<ul style="list-style-type: none"> <li>Earn a Bachelor's degree or 120 hours of college credit</li> <li>Obtain two years of healthcare experience</li> <li>Register and pass the scenario-based exam</li> <li>Earn 50 continuing education (CE) credit hours                             <ul style="list-style-type: none"> <li>30-hours from MGMA resources (12-hours required from MGMA national/state face-to-face events)</li> <li>20 additional hours from qualified sources</li> </ul> </li> </ul>

\* You will have **THREE years** from your application date to become certified  
 \*\* Pending board approval

There are four exam sessions to choose from for 2019!

### 2019 Exam Dates

Exam Registration	Exam Dates
Jan. 22-Feb. 7, 2019	Mar. 9-23, 2019
Apr. 22-May 6, 2019	June 8-22, 2019
July 22-Aug. 7, 2019	Sept 7-21, 2019
Oct. 21-Nov. 4, 2019	Dec. 7-21, 2019

**For those that have already achieved your CMPE, mark your calendar for attaining Fellowship in 2019.**

The ACMPE Fellowship Submission Committee accepts submissions for review throughout the year between January-October. However, to be recognized as a new Fellow at the Convocation held in conjunction with the MGMA Annual Conference, you must submit your final business plan for review no later than the deadline established each year.

Recommended business plan proposal submission date: **May 31, 2019**

Final business plan date to be recognized: **August 30, 2019**

New Fellow Recognition at MGMA Annual Conference: **October 13-16, 2019**

**The new fellowship criteria are outlined below.**

## Enhanced Program Criteria - Begins Jan 1, 2019

STEP 1	STEP 2	STEP 3
QUALIFY AND APPLY	PREPARE A BUSINESS PLAN	MAINTAIN YOUR FACMPE CREDENTIAL
<ul style="list-style-type: none"> <li>Earn the Certified Medical Practice Executive (CMPE) credential.</li> <li>Be a current MGMA member.</li> <li>Pay a one-time application fee.</li> <li>Submit your Fellowship program application</li> <li>Hold a Bachelor's degree with at least seven years of healthcare experience, including two years in a leadership role.</li> </ul> <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> <li>Hold a Master's degree with at least five years of healthcare experience, including two years in a leadership role.</li> </ul>	<ul style="list-style-type: none"> <li>Identify a relevant problem in healthcare which requires an innovative solution and is tied to the <i>Body of Knowledge for Medical Practice Management</i>.</li> <li>Develop a strategic business plan for implementing an innovative solution to the chosen problem or issue. Business plan must meet approved format.</li> <li>Complete six volunteer hours.</li> </ul> <p><b>NOTE:</b> All tasks must be completed <b>within TWO years</b> of your program acceptance date.</p>	<ul style="list-style-type: none"> <li>Submit 50 continuing education (CE) hours every three years.                             <ul style="list-style-type: none"> <li>- 30-hour minimum from MGMA resources (12 hours required from MGMA national/state face-to-face events)</li> <li>- 20 additional hours from qualified outside sources</li> </ul> </li> <li>Complete six volunteer hours.</li> <li>Remain an MGMA member.</li> </ul>

Plan now to earn your certification or fellowship in 2019! I am here to help.

Janet C. Benzing, CMPE  
 ACMPE Forum Representative, Mississippi MGMA  
 jbenzing@deltaregional.com

## UPCOMING WEBINAR



# Patient Engagement and Etiquette

Tuesday, February 11th from 12:00pm-1:00pm

### ABOUT THE WEBINAR:

One of the hottest topics in policymaking today, patient engagement will have a significant impact on provider outcomes and reimbursement. Clinicians voice frustration with lack of protocol adherence and following advice. Patients complain of access barriers that once overcome result in a lack education as well as one-sided decision-making that fails to consider their needs and circumstances. Both have good points. Through a multi-dimensional approach, the two ends can be connected to produce a healthier community. The cultural shift to patient-centeredness spotlights communication that can ease misconceptions and harmonize the provider-patient relationship. A critical element impacting reimbursement, public ratings and overall quality, this session will explore these issues and offer patient etiquette considerations designed to strengthen practice rapport with the patients you serve.

Objectives: By the end of the presentation, attendees will be able to:

- Identify payer and policy trends in the growing call for patient-centered care delivery.
- Compile patient etiquette techniques designed to balance the provider-patient relationship.
- Evaluate patient engagement strategies and models used to promote the provider-patient relationship.



### ABOUT THE SPEAKER:

As the national director of provider innovation strategies, Adele Allison monitors healthcare reform for DST System's health solutions division and is a legislative/regulatory subject matter expert. Having served as the co-chair of the HHS ONC Beacon-EHR Vendor Affinity Group, Adele is a member of HHS' WEDI board of directors and current co-chair for the WEDI Payment Models Workgroup, Allison has nearly 30 years of healthcare experience and is an active participant with HHS' HCPLAN. A published author, Allison is a member of UAB's advisory board on curriculum development and served on UAB's HITECH Committee for health IT curriculum development; and, is the president-elect for the board of directors for Alabama HIMSS.



## Did you know that MGMA MS membership includes all of the following?

- Free monthly webinars for members
- Opportunity to upgrade skills, knowledge, connections
- Educational conferences, programs
- Resources on practice management issues
- Legislative advocacy
- Electronic News Digests and Alerts
- Research data
- Career enhancement
- Information exchange
- Problem-solving
- Networking
- Job Postings free of charge

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Be sure to take full advantage of your membership today! Visit our website to check out our webinar library and career center. [www.mgmams.com](http://www.mgmams.com)

***Not a member of MGMA MS yet? Join us today!***

Contact our office with any questions: [info@mgmams.com](mailto:info@mgmams.com)

SAVE THE DATE

# MOMENTUM2019

Building Better. Together.



MGMA LOUISIANA | MGMA MISSISSIPPI  
SOUTHERN SUMMER CONFERENCE

August 21-23, 2019

The Roosevelt, New Orleans

**MGMA**<sup>®</sup>  
LOUISIANA

**MGMA**<sup>®</sup>  
MISSISSIPPI

Early bird registration now open at [www.mgmams.com](http://www.mgmams.com)

# MOMENTUM2019

Building Better. Together.

Pre-Conference Workshop | August 21, 2019 | 1-5pm

## ***Payer Contracting – Assessment & Renegotiation, Modeling Offers/Counters and Other Key Contracting Issues***

**DESCRIPTON:** This session is intended to provide a broad overview and some deeper dives into the processes involved in gathering, inventorying and analyzing your current payer agreements, initiating a renegotiation properly, modeling offers and testing payer counter offers, managing the negotiation timelines, and contract provisions, beyond the rate exhibit that are essential in renegotiating, understanding and managing your agreements.

**OBJECTIVES:**

- Gather current contracts and rates to determine which contracts to tackle first – when & how
- Model and analyze offer/counter-offer impact
- Identify & Manage other contract provisions that need attention



**About our speaker:**

**PENNY NOYES**

President, CEO and Founder of Health Business Navigators (HBN) – 4 decades of industry experience.

Penny has spent 18 years on the payer side of the industry and 22 years on the provider side...Here are just a few of her accomplishments...

- Founded HBN in 1999 - a firm that focuses solely on payer contracting and credentialing nationwide. HBN earned the distinction of being an MGMA national AdminiServe Partner for 9 years.
- Prior to HBN she was Sr VP of Business Development for US HealthWorks, heading up the acquisition process for 23 deals involving nearly 100 clinics in 7 states that included approximately \$100 million in revenue. She renegotiated the payer contracts nationwide and achieved delegated credentialing with all payers.
- Earlier in her career she spent 6 years at Allmerica Financial where she was assigned to the project of starting Private Healthcare Systems (PHCS). She oversaw the contracting and credentialing of over 180,000 providers nationwide and headed up Allmerica's product development for health plans in all 50 states.
- She spent 6 years at BCBS Massachusetts where she piloted a number of HMO products and was heavily involved in negotiating self-funded arrangements for employer, union and association health plans.
- Penny speaks regularly at MGMA national and state conferences, MGMA Financial Management and Payer Contracting specialty conferences, and for DecisionHealth and other local and national organizations. She has presented at numerous specialty board meetings for physicians, does webinars, and is called upon by industry news writers for articles and opinions on health plan and credentialing issues and trends. She is known for her practical, candid, methodical, "can do" attitude in tackling the challenges of contracting and credentialing.
- Most important though....Penny rolls up her sleeves, negotiating payer agreements and tackling credentialing challenges on a daily basis on behalf of practices nationwide, giving her insight and keeping her up to date on the trends and health care practices' business issues that need to be understood, renegotiated and/or managed.



# 2019 INSURANCE FORUM

Friday, February 22

Belhaven Building, Jackson

*Meet the representatives who process your insurance  
and discuss your issues with them face to face!*

Join us as we start off our day with a word from Insurance Commissioner Mike Chaney and Bob Williams, Director of Life and Health Actuarial. We will then hear from the top MS payers who process your day to day claims. If you have any questions you would like to ask during the forum, please send them to our office at [info@mgmams.com](mailto:info@mgmams.com) so that we may send them to the payers. There will also be time for one on one questions and networking with our payers.

*Lunch will be provided.*

**We will hear from:**

- Aetna
- Cigna Healthsprings
- Cigna
- Humana
- Magnolia
- Molina
- United Healthcare

**COST:** Only \$50 for MGMA MS members, \$75 non-members.

Join us! [Click here](#) to register now

*Members who would like to bring colleagues may register at the member rate.*

*To register multiple attendees, email our office for assistance:*

[info@mgmams.com](mailto:info@mgmams.com)

**Thank you to our sponsor,**



# 20 Tips for a Positive New Year

Updated for 2019

1. Stay Positive. You can listen to the cynics and doubters and believe that success is impossible or you can trust that with faith and an optimistic attitude all things are possible.
2. Take a daily “Thank You Walk.” You can’t be stressed and thankful at the same time. Feel blessed and you won’t be stressed.
3. Eat more foods that grow on trees and plants and less foods manufactured in plants.
4. Talk to yourself instead of listen to yourself. Instead of listening to your complaints, fears and doubts, talk to yourself with words of truth and encouragement.
5. Post a sign that says “No Energy Vampires Allowed.” Gandhi said, “I will not let anyone walk through my mind with their dirty feet.”
6. Be a Positive Team Member. Being positive doesn’t just make you better, it makes everyone around you better.
7. Don’t chase success. Decide to make a difference and success will find you.
8. Get more sleep. You can’t replace sleep with a double latte.
9. Don’t waste your precious energy on gossip, energy vampires, issues of the past, negative thoughts or things you cannot control.
10. Look for opportunities to Love, Serve and Care. You don’t have to be great to serve but you have to serve to be great.
11. Live your purpose. Remember why you do what you do. We don’t get burned out because of what we do. We get burned out because we forget why we do it.
12. Remember, there’s no such thing as an overnight success. Love the process and you’ll love what the process produces.
13. Trust that everything happens for a reason and expect good things to come out of challenging experiences.
14. Implement the No Complaining Rule. If you are complaining, you’re not leading.
15. Read more books than you did in 2018.
16. Don’t seek happiness. Instead live with love, passion and purpose and happiness will find you.
17. Focus on “Get to” vs “Have to.” Each day focus on what you get to do, not what you have to do. Life is a gift not an obligation.
18. The next time you “fail” remember that it’s not meant to define you. It’s meant to refine you.
19. Smile and laugh more. They are natural anti-depressants.
20. Enjoy the ride. You only have one ride through life so make the most of it and enjoy it.

Jon Gordon, The Jon Gordon Companies, Inc, [www.JonGordon.com](http://www.JonGordon.com), [Info@JonGordon.com](mailto:Info@JonGordon.com)

# Welcome to our new board member, Trevor Wigley!



MGMA MS Board Member  
**Trevor W. Wigley**

Trevor W. Wigley is an assistant administrator for Primary Care and Satellite Management at Hattiesburg Clinic in Hattiesburg, Miss. As an assistant administrator, Wigley assists managers across various departments with implementing new policies and procedures and provides support to these managers regarding staffing issues and general day-to-day operations for their clinics.

Wigley has worked with Hattiesburg Clinic in multiple roles since 2001 and has 14 years of experience in medical management. He has been involved with helping the clinic obtain Stage 7 reaccreditation with the Healthcare Information and Management Systems Society (HIMSS) as part of the clinic's efforts to promote an environment where paper charts are no longer used.

Wigley has a Bachelor of Science Degree in Business Management from William Carey University in Hattiesburg and an Associate's Degree in Business Administration from Jones College (formerly Jones County Junior College) in Ellisville. In his spare time, he enjoys camping in his RV, travelling and gardening. He currently resides in Hattiesburg.

**MGMA**<sup>®</sup>  
MISSISSIPPI

*Interested in getting more involved with MGMA MS?  
We are always looking for an extra hand to help make this association thrive.  
Please contact Kristina at [info@mgmams.com](mailto:info@mgmams.com) to see how you can help!*



# 4 WAYS TO LEVERAGE SOCIAL MEDIA FOR YOUR MEDICAL PRACTICE

In a digital 21<sup>st</sup> century, social media is an essential marketing staple for *any* medical practice. But still there are practices all over the globe that have yet to capitalize on the opportunities that social media provides.

Whether your medical practice has yet to create social media pages or whether you're simply inactive at this point in time, you should know that social media can play a pivotal role in helping you grow your practice and build your online presence.

Let's look at 4 ways in which you can leverage social media for your medical practice.

## Provide Key Information

Running a medical practice, one of your primary marketing goals is to drive potential patients towards booking that first appointment with your office, right? In order to achieve that, you need to make sure that all of your contact information is correct, up-to-date, complete, and simple.

On each of your social media pages, provide updated contact information. But more than that – make contacting your office a seamless process for patients. You can achieve this by doing the following:

First, don't *only* provide a phone number. Provide other forms of communication, whether it's email, social messaging, or another channel. Some patients don't like to call. Others don't like to email. The more you're able to accommodate your patients, the more likely they will be to take action.

Second, don't make contacting your office a hassle for patients! Always give them a direct line or email address where they can book their appointments quickly and easily. Don't frustrate patients by providing a generic number or vague email address where they'll be passed around between staff members.

## Start a Conversation

Today's patients have a seemingly unlimited amount of information available at their fingertips. For this very reason, there is plenty of research and thought behind every patient decision. Many patients want to experience a level of trust, familiarity, value, and investment before they book an appointment at a new practice.

Once you get patients through your doors, you know that it's much easier to connect with them and build relationships. But how do you reach out to patients and build that level of trust *before* they make a decision? This is a common challenge, but social media makes it possible!

With social media, practices are able to engage with patients in a host of creative ways:

- Curate great content as value-adding conversation pieces
- Reply to follower interactions and comments

- Post questions and surveys that encourage engagement
- Respond to direct messages and questions
- Host offers, contests, and giveaways

These small, daily interactions go a long way towards earning the faith of potential patients.

Think about it. Where is a potential patient more likely to book a first appointment? It is at an office with no social media presence and no existing relationship, or an office that has already made the effort to reach out and form a connection with that patient? Which practice would *you* choose?

## Develop Your Brand

There's nothing wrong with branding and marketing your practice by launching a new website or creating new marketing materials. But if this is the extent of your marketing strategy, you're lowering the ceiling of what your practice is able to achieve . . .

Nothing suggests irrelevancy more than no social media presence. Your practice might have the best doctors, the best staff, and the best facilities; but if you're not actively building your brand on social media, you're not going to be able to resonate with a large group – a gold mine – of potential patients.

## Promote Original Content

First things first: If your medical practice doesn't already have its own blog, make the investment! Original content builds trust between your practice and its potential and existing patients, improves your search engine optimization (SEO), and positions you as an authoritative voice within your field.

Once you have your own blog, social media is the *perfect* medium for you to start circulating your blog content; and there are a few reasons why:

- You have the potential to reach a much larger audience
- You make your content more "shareable"
- You start a conversation on social media
- You provide followers with real perceived value (for free!)
- You can drive social media traffic to your practice's site
- You will improve your website's SEO

If you're active on social media, you already have an idea of just how powerful this tool can be. Integrate social media marketing into your practice's marketing strategy, and start reaching more and more new patients for your practice *today*.

FilmMED <http://www.filmmed.com/> is a team of medical marketing experts specializing in Growing Practices through Web design, branding, video marketing, reviews and search engine marketing. They set their clients apart from the competition and implement new solutions to keep them at the forefront of technology and marketing. FilmMED holistically analyze medical brands and help them get healthy and stay happy.