

OCTOBER 2018

# Magnolia minutes



A PUBLICATION OF MGMA OF MISSISSIPPI



## A Word From Our *President*

Good day everyone,



*President*

**Jeremy Pittman,  
CMPE**

Administrator  
Westridge Family Clinic  
Laurel, MS

I hope that everyone has been doing well. I hope that everyone who attended the summer conference enjoyed the meeting. Partnering with MGMA Louisiana has been beneficial for both states, and we hope that it continues to be a beneficial partnership. The partnership has allowed us to present meetings that we would not have been able to do on our own without financial burden. But together, we are able to present a quality meeting while both states benefit financially. I look forward to continuing our partnership at The Roosevelt in New Orleans next summer. The board members of MGMA MS and MGMA LA held a joint meeting last week to work on next summer's meeting. I have enjoyed working with the Louisiana board members, as well as attending meetings with them. It has opened more professional contacts for everyone. I hope that everyone will be able to attend.

Our next meeting is scheduled for November 16 at the Clyde Muse Center. Pam Franck has put together a great lineup of speakers for this year's fall meeting. Information regarding this meeting will be sent out to our members soon.

The board was sad to say goodbye to Mr. John Whitfield a few weeks ago. Mr. Whitfield accepted a position outside of the medical field and resigned his position as Treasurer. Being left in a transition mid-year, we propose that the board positions preceding the Treasurer position stay where they are, while Janet Benzing transitions to the Treasurer position as scheduled at the beginning of the year. We will, of course, vote on this issue at the fall meeting.

The nominating committee has recommended Trevor Wigley for the Secretary position on the board. That too, will be up for a vote at the fall meeting.

We are currently looking for any volunteers to serve on committees next year. If you would like to become involved with working with MGMA, we would love to hear from you. Please let Kristina or any board member know if you would be willing to serve with us.

I look forward to seeing everyone soon,

Jeremy Pittman

**SAVE THE DATE**

**2019 Summer  
Conference**

**August 21-23, 2109**

**The Roosevelt  
New Orleans**

# Attention Leaders: Three Keys You May Be Overlooking to Your Team's Detriment

By Jeff McManus

Being the boss just isn't easy sometimes.

There's the daily shuffle of meetings, emails and the paperwork that grows like kudzu. The demand to stay connected to your employees and making sure that you're there for them when they need you can be overwhelming. It's easy to get sidetracked. Big goals can get lost in taking care of the mundane essentials. It's hard to strike a balance between paying attention to the small details and the big ones. Many capable bosses have been consumed, and ultimately overwhelmed, by the demands of being in a position of authority.

In my role as the University of Mississippi's director of landscape services, and airport and golf operations, a position I've held since 2000, I've had the opportunity to transform our workplace. This has been accomplished mainly by empowering our employees with the guidance, support and tools they need to do their job.

My new book titled, "Growing Weeders into Leaders" covers some of the fundamentals of how we've built a winning landscaping team at Ole Miss. It explores leadership lessons "from the ground level."

Here are three crucial tips that I've found useful to keep my team focused, invested and energized.

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## Goals Should Be Clear at All Times To Everyone

As a staff, define your core values and what you strive for. These goals should not be small ones. Strive for big things every day. Once these goals are reached, go for even bigger things.

Write objectives down and post them. The better you get at practicing them, the better the organization becomes. One of our values at Ole Miss is "to be the best of the best." We painted a verbal picture of what that meant. For example: "We want to be the best of the best in our industry, one of the best-looking colleges in the United States, like Disney World is to Florida and the resort business." This made it tangible.

These goals should be catchy, brief and easy to say. Like a well-written sentence, you should be able to say a goal aloud without having to pause and take

a breath in the middle of it. Using fewer words in the declarations make them easier to remember. It needs to be something everyone can relate to, remember and repeat.

Our landscape team tried several times to develop a vision statement. Year after year, we hit a road block. It takes a pecan tree four to eight years to produce pecans. Perhaps it would take our landscape team that long to write the vision statement. Then, Chris Hardy, one of our landscape student workers, noted while watching our staff working its magic, "We are cultivating greatness." Thus, our vision statement was born.

Once you've defined vision statements, they should also be ubiquitous. Display them everywhere throughout the workplace so the reminder of why you're there is always in the forefront of everyone's mind.

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## Show You Care

Mediocre leaders underestimate the value of respecting people with whom they work. It is simple to stop what you're doing, smile and acknowledge people as you encounter them, yet it means so much to your colleagues.

It seems simple to think your employees should know that you value them, but it's something bosses often overlook. I think we've probably all worked for a supervisor we think didn't care about us, our lives or our growth as a professional. Maybe they didn't seem interested in whether we found our work rewarding.

Get to know each person. When I have a new employee, I will often invite them for a ride in a golf cart to look at something on campus. It's a low-pressure situation that makes it easier for them to talk with me. Even the more shy employees seem comfortable with this interaction because they don't even have to make eye contact. I've also found that simple things like short break room chats at the end of the day make a big difference in letting the people you work with understand that you care about them.

But, there will be some difficult interactions. Toxic workplaces can be caused in part by a leader who doesn't care enough to address a difficult situation. For whatever reason, some employees sometimes



Jeff McManus

Fall Meeting Speaker



consistently get away with bad behavior. When a leader doesn't address this bad behavior, the other workers become frustrated and morale drops. Those bosses who care about their employees make workplace moral a priority.

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### **Find hidden leaders and help them grow**

Sometimes, leaders are born, sometimes they are grown. It's your duty to help both kinds of leaders be the best they can be.

As part of the process of showing employees you care, you will ultimately get to know them well. The more you interact with someone, the more you can pick up on hidden characteristics of their personality. Sometimes, what bubbles to the surface during these talks can be characteristics of leadership.

Don't fall into the trap of confusing cheerleaders and *real leaders*. Listen to those who dissent sometimes, or express frustration with their work. You must remember that it takes leadership to speak up sometimes. Once you become a leader and you're shaping your organization, those who say they had been ready to quit, but they wanted to see if things changed with new leadership, can be important voices. Some are potential leaders. These staff members can be key to cultivating a new, dynamic culture.

It is important once you've identified leaders that you do not hesitate to help them grow. Mediocre leaders worry about the success of someone on their team threatening their own career. This flawed way of thinking causes leaders to insulate themselves and try to do everything alone, leading them to become burned out and lose their workers' trust. Spread opportunities to those who possess leadership traits. Rejoice with others when they find their own workplace wins. Be mindful that you probably got ahead in part because someone

else you worked for helped you without being threatened by your successes.

Give growing leaders access to professional development and training. Have them share the lessons they pick up with others as much as possible. Take these lessons and create a culture of professional growth in your organization. Have these standouts lead employee training sessions. Let them mentor new workers. Encourage them to spread their knowledge to others just as you shared yours with them.

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These often overlooked strategies can give you the tools to create a purpose-driven workforce with clear goals and tools to be successful. I leave you with a Jack Welch quote that I hope will inspire you to take this advice to heart. "Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion."

### **About the Author**

Jeff McManus has a Bachelor's degree in Landscape and Ornamental Horticulture from Auburn University and is the recipient of the 2016 Horticulture Alumni of the year. He is also an International Society of Arboriculture Certified Arborist. Jeff has been Director of Landscape Services with the University of Mississippi since 2000. Jeff and his team have gained national recognition through Ole Miss winning the National Professional Grounds Maintenance Society Best Maintained Campus twice, and named most beautiful campus by Newsweek in 2011 and the Princeton Review in 2013. His new book, *Growing Weeders into Leaders - Leadership Lessons from the Ground Level* (Morgan James Publishers, Sept. 5, 2017), focuses on cultivating excellence among staff. He is also the author of *Pruning Like a Pro*. Learn more at [www.jeffmcmanus.com](http://www.jeffmcmanus.com).

# From our ACMPE Forum Representative



ACMPE Forum  
Representative

## Janet Benzing, CMPE

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(662) 725-2768

It's hard to believe that we are nearing the end of 2018. By now you've probably heard about the upcoming enhancements for AMCPE Certification and Fellowship in 2019. These are outlined below for your review. There's still time to sign up and take the exam or submit for fellowship under the current requirements. You have until November 6<sup>th</sup> to register for the December exam dates. Fellowship final submissions are due by December 31, 2018. Remember, I'm here as your local resource for Certification and Fellowship. I'm happy to answer questions and direct you to the many available resources. I look forward to assisting you reach your goal!

### UPCOMING CMPE EXAM DATES:

**Dec. 1-15, 2018**  
**Exam Registration**  
**Oct. 22- Nov. 6, 2018 (NOW)**

**Mar. 9-23, 2019**  
**Exam Registration**  
**Jan. 22-Feb. 7, 2019**

**June 8-22, 2019**  
**Exam Registration**  
**Apr. 22-May 6, 2019**

**Sept 7-21, 2019**  
**Exam Registration**  
**July 22-Aug. 7, 2019**

**Dec. 7-21, 2019**  
**Exam Registration**  
**Oct. 21-Nov. 4, 2019**

### MGMA Website Updates

- We have launched the new website and are working daily to optimize the user experience.
- The ACMPE claiming of continuing education has been launched under "Account Management". New features will continue to be added including export and transcript details.
- Information on Board Certification and Fellowship can be found under "Career Pathways".

### What the 2019 changes mean:

#### ◆ For Nominees:

If you do **NOT** hold a bachelor's degree or have **120 college credit hours by Dec. 31, 2018** you will need to:

- **Complete and pass** both examinations by the **Dec. 1-15** exam cycle.
- **Log all 50 hours** of continuing education (CE) hours under the current CE requirements, starting 30 days prior to their acceptance date. **If the exams are passed, you will receive a 6 months extension to complete your 50 hours by June 31, 2019 under the 2019 continuing education requirements.**

If you **have** a bachelor's degree, 120 college credits or are currently in the process of completing your degree, you will remain as a nominee and will need to begin working toward the following starting on Jan. 1, 2019:

- Earn the CMPE credential within **three years**. If accepted before Jan. 1, 2019, you will have **until Dec. 31, 2021 to complete the program**.
- Log 50 hours of CE credit under the new 2019 CE requirements.

#### ◆ For CMPEs pursuing Fellowship:

If you do **NOT** hold a bachelor's degree by Dec. 31, 2018 you will need to:

- Receive approval on a business plan proposal or paper outline **AND submit a final business plan or manuscript by Dec. 31, 2018.**

If you have a bachelor's degree AND seven years of healthcare management AND two years in a leadership role; OR you have a master's degree with five years management, AND two years in a leadership role, you will need to begin work on the following starting Jan. 1, 2019:

- **Complete Fellowship within two years of your application date.** If accepted before Jan. 1, 2019, you will have until Dec. 31, 2020 to complete.
- If you have a paper outline submitted and accepted prior to Jan. 1, 2019, you may continue working on your paper manuscript up until two years from your outline approval date. Starting in 2019, business plan submissions will be the only acceptable submission if no outline is previously accepted.

- Log 50 hours of continuing education (CE) every three years following the new 2019 CE requirements. These CE requirements also apply to maintain the current CMPE credential in 2019.

#### Incentives to join MGMA- ACMPE

- Purchase MGMA membership plus the board certification application in one bundle and SAVE \$50!

#### Study Groups

- **Fellowship Preparation Series** is available on-demand presented by Lee Ann H. Webster, FACMPE and Nina Chavez, FACMPE.
  - o Session 1 – ACMPE Fellowship: Requirements and the Submission Process
  - o Session 2 – Developing a Fellowship Manuscript or Business Plan

- ACMPE Board Certification Study Group Series

- o Registration is open for on-demand here. For CE credit, you must also [register](#) for the post assessments for each session.

#### Topic

Board Certification Program Overview

Financial Management

Operations Management

Risk and Compliance Management

Human Resources Management

Organizational Governance and Patient-Centered Care



**MGMA**  
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!*

# 5 THINGS YOUR MEDICAL PRACTICE'S WEBSITE MUST HAVE

Have you ever run an online search for other medical practices and found an assortment of clunky, outdated websites?

When it comes to web design, it's not uncommon for medical practices to be a few years behind . . . However, marketing is just as important for practices as it is for any other business. A great website will help you attract new patients, and it can also serve as a source of valuable information for current and potential patients alike.

When designing a new website for your practice, there are 5 areas that need your attention if you want your site to be successful.

Let's dive right in!

## 1. An attractive, efficient, responsive design

With regards to design, there are 3 specific boxes that you want to check. First, your site needs to embody what your practice is about. This means that it needs to be consistent with your practice's brand and its message. Keep your design modern, clean, and in line with your practice's style guide.

Next, your design should be efficient – not only in the way that patients will need to navigate your site, but also in making sure that your site loads quickly and without issues.

Finally, your design should be mobile-friendly. Mobile isn't just the future; it's also the *present*. Today's patients are smartphone users, so your site will need to accommodate people who wish to browse your practice's site via their phones, tablets, and other handheld devices.

## 2. Complete, updated contact information

Managing your practice's contact information is no easy task. Chances are, your practice is featured in a number of different places online – social media platforms, local listings, ads, articles, and of course, your own website.

When it comes to your website, specifically, your contact information should be both thorough and accurate. Additionally, it shouldn't only serve as a footnote at the bottom of your site's home page. Create a "contact" page on your site that patients and potential patients can easily find.

Remember, the more difficult you make it for patients to contact you, gather information, or book appointments, the less likely it is that they will take action.

## 3. Optimized content

Search engine optimization (SEO) is paramount to the success of any website, and your practice's site is no exception.

Ideally, your practice should aim to create and maintain a blog that you can use to generate original content and circulate it online. This provides a golden opportunity for your practice to reach more and more patients by ranking for specific keywords.

However, if your medical practice is unable to create original content, you should still massage your site's copy to be keyword-rich and optimized for search engines.

Then there's technical SEO. Having a site that is free of errors and bugs is



crucial for search engines to be able to crawl your site properly.

When all of these factors are integrated, you will improve how high you're able to rank on the web's most popular search engines.

## 4. A clear, focused "services" page

You don't want your patients or potential patients to be left guessing about the services that your medical practice provides. Make sure your "services" page is easy to find, easy to navigate, and easy to digest.

Your patients should know exactly what it is that you specialize in, and they shouldn't have to read through pages upon pages of verbiage to figure this out. For each service, present a problem and position your team of experts as the solution.

In the event that a patient reads through your "services" page and considers booking an appointment, a strong call-to-action or contact form will allow him or her to take that next step.

## 5. Patient forms

Finally, your website should never become a dead end. You should constantly be encouraging patients to take action, whether it's through picking up the phone, booking an appointment, or submitting a form online.

Include contact forms wherever it makes sense to do so – after descriptions of each of your different services, on your "contact" page, or even following a blog post. Keep things simple by only requesting the information that is absolutely necessary. This might include the patient's name, phone number, email, and a short description.

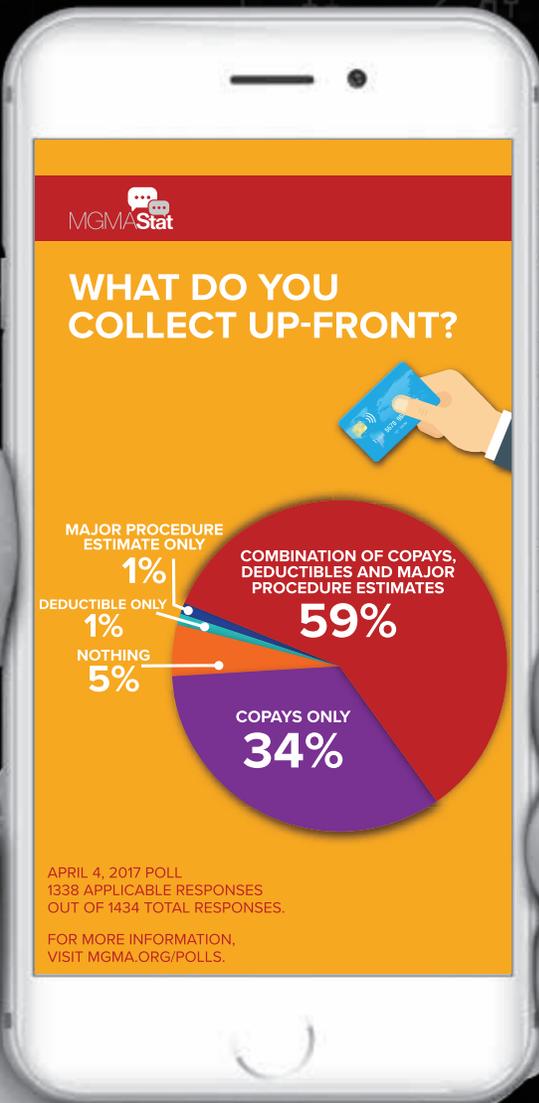
Similarly, you should also be looking to make things *easier* for your patients. Use your website to post resources and forms that your patients can print and complete prior to visiting your office.

If you are in the process of designing or rebooting your practice's website, focus on these 5 areas and make your website a powerful tool for your practice!

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.

## Join MGMA Stat

Curious to see if other healthcare professionals are experiencing the same issues you face? Get answers to your most pressing questions. When you sign up for MGMA Stat, you will benefit from industry polls and data-rich articles on a weekly basis via text message.



### How does it work?

- Every Tuesday, participants receive a polling question on a specific healthcare topic via text message
- Within 18 hours, participants respond to the question
- Poll results and related content with actionable tips are delivered via text message within 48 hours

### What is the value?

- Get credible insight on the most important topics around the business of healthcare
- Receive timely data and resources to help with practice management challenges
- Benchmark your performance relative to your peers

**Join MGMA Stat by texting  
MSMGMA to 33550 – it's  
that easy.**

## UPCOMING WEBINAR



Register today at [www.mgmams.com](http://www.mgmams.com)

# Personnel Management: Recruitment to Termination

Tuesday, November 13th

12:00-1:00pm

Hiring the right person for the job does not reduce the likelihood of costly staff turnover. Staff turnover, sooner or later, is inevitable. The best-run practices anticipate this and provide for the best onboarding possible to ensure long term commitment. Those that take the time to hire the right people, develop them and reward them for work well done will minimize the costly effects of turnover by keeping the talent they have and keeping them productive. This presentation will provide details of effective recruitment, employee development, and management for the medical practice. Participants will be able to identify pertinent laws associated with Human Resource Management. This presentation covers laws regarding recruitment, hiring practices, personnel management and recording keeping.

### **Session Objectives:**

- Identify key elements of effective recruitment and onboarding
- Understand the basic labor laws and their importance in managing staff
- Identify best practices for managing employee performance



### **ABOUT THE SPEAKER:**

Kathy White, FACMPE, PHR has worked in healthcare administration for over 25 years. She has worked both in small practice setting as well as in upper management for hospital own/managed practices up to 30 physicians. Kathy served as Director of Operations for HCA managing MSO operations for 30+ practices in southeast Tennessee. After 18 years in practice management and operations Kathy accepted a position in practice management consulting for State Volunteer Mutual Insurance Company (based in Nashville, TN) in 2006, where she provides consulting in operations, finance, compliance and human resources. Kathy is a board certified medical practice executive, a Fellow in the American College of Medical Practice Executives and certified as a Professional in Human Resource Management.

**MGMA MS webinars are FREE for members! \$25 non-members**

Click [here](#) to register.

# 2018 FALL MEETING

November 16, 2018 | Clyde Muse Center | Pearl, MS

## Schedule at a Glance

8:00am-9:30am	<i>Leadership Workshop: Growing Weeders into Leaders, Jeff McManus</i>
9:30am-10:00am	Break with Exhibitors
10:00am-11:30am	<i>Leadership Workshop: Growing Weeders into Leaders, Jeff McManus</i>
11:30am-12:30pm	MGMA MS Business Meeting, Lunch
12:30pm-2:00pm	<i>Tax Reform: Important Items for Tax Cuts and Job Act, Amie Whittington, Horne CPA</i>
2:00pm-2:30pm	Break and Prizes with Exhibitors
2:30pm-4:00pm	<i>Risk Management, Judy Cleveland, MACM</i>

## Registration

MGMA MS Active Member - \$125

Non-Member - \$200

Allied Member/Vendor attending not exhibiting - \$300



## Guest Speakers



Jeff McManus

*How Growing Leaders into Weeders can Optimize and Elevate Performance Levels in Your Team*

At some point in this postmodern life, individual greatness has lost its appeal for many of us. It has been commodified and relegated to those who are measured by shortest/longest times, impressive distances,

highest heights, lowest lows, medals won, honors given...and again... Aristotle and Nike got it right...GREATNESS is what we can DO... every day...without recognition or reward, but for the satisfaction that comes from meeting the challenge, creating a team, and overcoming the odds. This motivational keynote address is based on my **G.R.O.W.** theory. I discuss ways to invest and grow employees and leaders in any organization, which is key to long-term success. I will help you identify ways for you and your employees to recognize your personal Greatness, Resiliency, Opportunities and Wisdom.

Key Objectives:

- Attendees, at any professional level, will be able to identify strategies for "leading by example" in the workplace, while being inspired to implement them.
- Attendees will learn the personal and organizational value of cultivating a culture of resiliency - to adapt and overcome - when managing problems.
- Attendees will learn to utilize communication strategies in the workplace in order to develop a culture of trust resulting in a "growth" environment.



Amie T. Whittington, CPA

*Tax Cuts and Jobs Act: Impact on Health Clinics and Physicians*

Presentation will cover various areas of the TCJA, including:

- Section 199A – Pass-through Deduction
- Depreciation Changes
- Change in Entity Structure
- Meals, Entertainment and Parking
- Individual Tax Provision Changes



Judy Cleveland, RN, BSN

**Senior Risk Management Consultant  
Medical Assurance Company of Mississippi**

*Risk Management Overview*

This session will cover a range of hot topics in risk management including the prescribing of controlled substances, as well as a discussion of some of the pending MS Board of Medical Licensure rule changes; preparing for potential violence in the clinic; best practices for the management of test results; the law regarding the treatment of minors in various scenarios and what information can be shared with the parent; and more. You will also have an opportunity to pose your questions to the speaker.

**Click Here to Register Today!**