

APRIL 2018

Magnolia minutes



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A Word From Our *President*

Hello members,

I would like to start off with thanking each of you for your continued membership and support. It is my aspiration that you will find your organization to be a resource of knowledge and support as we work in a difficult and ever-changing environment.

I find it difficult to keep up with the constant changes and would not be able to without the resources from MGMA. I, as I am sure you are, am flooded with information coming at me every day. I have to weed out what needs to be reviewed and what needs to be sent to the junk box quickly. But it is safe to say that anything that comes from our legislative liaison, Harold Ingram, MGMAMS, and the national MGMA email servers is worth reading carefully. Another source of information that I would recommend is CMS, but the downside is that they will flood your inbox and you have to weed through a lot of information that may not be pertinent to you. But most of the time when CMS sends something pertinent, it is followed up by an email from Harold pointing out that email. So please consider using these valuable resources that have been offered to you.

We have a couple of upcoming meetings that I would like to point out; first we have two outreach meetings scheduled. The speaker for both of these is Jennifer Thompson from the Morgan White Group on "Managing Harassment in the Workplace." The first of these meetings is in Jackson at the Belhaven on April 18th, the second is in Ocean Springs on April 26th. An email has already been sent out regarding these, but if you need more information, please contact us.

Also, the summer meeting is approaching fast. We are partnering with MGMA Louisiana again for this. The meeting is scheduled for July 18-20. It looks like it is going to be another great meeting. I look forward to seeing everyone there.

Please remember that MGMA is here to serve you. If you have anything that the organization could help you with, or any recommendations to make us better, we want to hear from you.

Thank you,

Jeremy Pittman



President

**Jeremy Pittman,
CMPE**

Administrator
Westridge Family Clinic
Laurel, MS

MGMA MS Outreach Meeting

Managing Harassment in the Workplace

Presented by Jennifer Thompson, Morgan White Group

Workplace Harassment



Jennifer Thompson

Greater media involvement regarding harassment in the workplace has significantly heightened the awareness of the numerous types of harassment claims that employers could face. It is imperative that employers take a proactive approach in addressing these concerns, and establish a firm policy to manage such allegations. It is the responsibility of the top-leadership in the company to set the standard for their employees by 1) identifying each type of harassment, 2) encouraging an "open-door" policy, and 3) informing each employee, from the top-down, of what to do when or if harassment occurs.

*Join us for lunch as we hear from
Jennifer Thompson with the Morgan White Group.*

*Jennifer will share an overview
of current hot office topic,
harassment in the workplace.*

Click below to register today!

[Jackson](#)
April 18, 11:30-1pm
The Belhaven

[Ocean Springs](#)
April 26, 11:30-1pm
Charter Bank

Lunch will be provided!



APRIL 18

WEBINAR

Tips for Enhancing Provider Schedules to Increase Revenue

April 17 from 12:00-1:00pm

ABOUT THE WEBINAR

It is time for provider groups to start thinking differently. The days of “this is the way we’ve always done it” seem to be passing us by faster than uber eats delivering via a driverless car bringing us a pizza ordered via an app. In other words, our practices need to start thinking differently in how we study our data, understand our customer and deliver our service.

This webinar will discuss a few tips and ideas for reconsidering how practices view and use provider schedules.



Cameron Cox

ABOUT OUR SPEAKER:

Cameron Cox III, FACMPE is President and CEO of MSOC Health. Recognizing the need for business expertise in small independent medical practices, Cam formed MSOC in 1997 as a means of assisting physicians as they adapt to the changing healthcare environment. Early in his career Cam served as Practice Administrator for a radiology practice in Virginia. His role included all aspects of the revenue cycle, human resource management, strategic planning and business development, as well as daily operations. This experience provided an in-depth working knowledge of both the intricacies of start-up practices and the idiosyncrasies of mature practices. During his years as President of MSOC Health, Cam has had the opportunity to work with more than 200 medical practices ranging in size from one part-time physician to 20+ providers. MSOC has provided consulting and billing services to more than 300 individual providers in 20 medical specialties.

After registering, you will receive a confirmation email containing information about joining the webinar.

Can't attend at this time and date? Register any way to receive a link to the webinar recording to view on demand!

CMGMA webinars are FREE for members! (\$25 non members)

[**Register Here**](#)

A Message from the Secretary



MGMA of MS Secretary

**Janet Benzing,
CMPE**

jbenzing@deltaregional.com

(662) 725-2768

You're busy, there's no doubt. Every day we're faced with challenges, and how we respond to those will impact multiple aspects of our lives. Here's a quote that I love,

"There is no more neutrality in the world.

You either have to be part of the solution, or you're going to be part of the problem."

– T. Siedner, London

I'm reminding myself of this daily and strive to work with my team and guiding them to think of issues in this light. I hope, as you take a few minutes reading this article on positivity in leadership, you'll find a little nugget to use as an investment in yourself.

Janet Benzing, CMPE

MGMA MS Secretary

Why Leaders Need to Be Positive Thinkers

It takes a lot of work to create a world-class organization. It's hard to develop a successful team. It's not easy to build a great culture. It's challenging to work toward a vision and create a positive future. It's difficult to change the world.

As a leader, you will face all kinds of challenges, adversity, negativity, and tests. There will be times when it seems as if everything in the world is conspiring against you. There will be moments you'll want to give up.

There will be days when your vision seems more like a fantasy than a reality. That's why positive leadership is so essential.

When some people hear the term positive leadership they roll their eyes because they think I'm talking about Pollyanna positivity, where life is full of unicorns and rainbows. But the truth is that we are not positive because life is easy. We are positive because life can be hard.

Positive leadership is not about fake positivity. It is the real stuff that makes great leaders great. Pessimists don't change the world. Critics write words but they don't write the future.

Naysayers talk about problems but they don't solve them. Throughout history we see that it's the optimists, the believers, the dreamers, the doers, and the positive leaders who change the world.

The future belongs to those who believe in it and have the belief, resilience, positivity, and optimism to overcome all the challenges in order to create it.

If you want to get control of your negative thoughts and stop the spiral into fear and pessimism, it's simpler than you think and it's a valuable skill for any leader to know.

1) First, be aware of your thoughts.

Observe your thoughts, keeping in mind that complaints, self-doubt, fear, and negativity lead to unhappiness, failure, and unfulfilled goals over time. When you notice these thoughts, it's high time for an intervention.

2) Talk yourself through the fear.

Understand that fear is a liar. If you believe the fear-based thoughts you think (*I'm not good enough, I'm not smart enough, the world is falling apart, etc.*), everything around you will validate what you believe to the point where you eventually start to believe it.

But know this: Just because you have a negative thought doesn't mean you have to believe it. Don't believe the lie.

3) Speak truth to the lies.

Instead of listening to the negative lies, choose to feed yourself with the positive truth.

Speak truth to the lies and fuel up with words, thoughts, phrases, and beliefs that give you the strength and power to overcome challenges and create an extraordinary life, career, and team. The truth is that no matter what is happening around you and regardless of what negative thoughts pop into your head, you possess the capability and power to take positive action.

4) Try feeling grateful instead of stressed.

Research shows we can't be stressed and thankful at the same time. If you feel blessed, you won't be stressed.

5) Talk to yourself instead of listening to yourself.

Dr. James Gills is the only person to complete six Double Ironman triathlons, and the last time he did it he was 59 years old.

When asked how he did it, he said, "I've learned to talk to myself instead of listen to myself. If I listen to myself, I hear

all the doubts, fears, and complaints of why I can't finish the race. If I talk to myself, I can feed myself with the words I need to keep moving forward."

6) Start a success journal.

At the end of the day, instead of thinking of all the things that went wrong, write down the best thing that happened to you that day—the one thing that made you feel great.

This is a great exercise to do with children as well. When you look for the good and focus on it, you will start seeing more of it. And you'll teach your children to view their life this way, too.

Positive leaders invest their time and energy in driving a positive culture. They create a shared vision for the road ahead. They lead with optimism and belief and address and transform the negativity that too often sabotages teams and organizations.

- Jon Gordon

This article originally appeared in HRZone.com



*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 to see how you can help!*

2018 Southern Summer Conference



MGMA of MS
President Elect
Pam Franck

We are so excited about our upcoming Southern Summer Conference in Biloxi and we hope to see you there! We have an amazing agenda lined up, and I am very excited about our closing keynote speaker. Learn more about Joe Mull below, and find our full conference agenda on the next page!

Also, we have a few remaining spots for our "50 First" promo - be sure to take advantage and save \$100 on registration!



Meet Our Speaker! Author and Trainer Joe Mull to Keynote MGMA MS/ MGMA LA Southern Summer Conference



On July 20 healthcare leadership speaker and author Joe Mull, M.Ed, will close out the 2018 MGMA MS/MGMA LA Southern Summer Conference. His presentation, *No More Team Drama: Ending the Gossip, Cliques, & Other Crap that Damage Workplace Teams* will give attendees a plethora of evidence-based tactics and strategies for influencing team dynamics in healthcare settings. His program is a funny, engrossing exploration of what leaders

must do to foster group cohesion and team spirit.

Mr. Mull is the former head of Learning and Development for Physician Services at the University of Pittsburgh Medical Center (UPMC), a *U.S. News and World Reports* Top 10 Healthcare System, where he directed training for one of the largest physician groups in the U.S. – more than 9,000 employees over more than 500 locations.

Today he is an in-demand speaker and trainer who travels the country delivering keynotes, workshops, and training events designed to help healthcare leaders navigate the people management challenges they face every day. He is also the author of two books, *Cure for the Common Leader* and the just released *No More Team Drama*. With more than a decade of experience working in healthcare, and a focus on employee

engagement and “soft skills” development, he tells us he is on a mission to rid healthcare of bad bosses.

Managers and physicians are at the center of his work. “I’ve chosen to intentionally focus my writing, teaching, and speaking on front-line leaders in healthcare settings,” he says. “They are the most important people in healthcare. Without them we can’t create engaged healthcare teams, which then means we aren’t serving patients and families at the highest level.”

When asked what attendees can expect from his program at the Southern Summer Conference, he said “compelling content delivered in a dynamic way.”

“I think programming of any kind should be fun and engaging, while packed with ways people can be more successful immediately afterwards,” he said.

Because he works exclusively with healthcare leaders, Joe understands what they face every day. That’s why his programs tackle leadership challenges that don’t get talked about often in healthcare.

“I consider it a privilege to help managers and providers be more successful” says Mr. Mull.

For more information on our Keynote speaker, including a preview video of his programs, visit www.JoeMull.com. To register for the MGMA MS/MGMA LA Southern Summer Conference visit.

MGMA LOUISIANA MGMA MISSISSIPPI SOUTHERN SUMMER CONFERENCE JULY 18-20, 2018 • GOLDEN NUGGET, BILOXI

The 2018 MGMA-Louisiana/MGMA Mississippi Southern Summer Conference is the second annual collaborative event bringing healthcare professionals from Mississippi and Louisiana together. It features top notch speakers, presentations and materials along with valuable networking opportunities.

We are proud to designate the Golden Nugget Biloxi as our 2018 conference headquarters. Nestled on the gulf coast of Biloxi, Golden Nugget offers resort-style luxuries for everyday escapes. Visit www.goldennugget.com/Biloxi and enter Promo Code S186134 to receive the special group rate of \$149.00/night plus tax.

SCHEDULE AT A GLANCE

Wednesday, July 18

- 12:30pm Registration
- 1-5pm Pre-Conference Workshop: **Managing Change** – Julie Laperouse
- 5-6:30pm Kickoff Cocktail Reception

Thursday, July 19

- 7am Registration Opens
- 7-8am Breakfast in Exhibit Hall
- 8-9:30 General Session: **Delivering Exceptional Patient Experience** – Stephen A. Dickens, JD, FACMPE
- 9:30-10am Break in Exhibit Hall
- 10-11:15am General Session: **How to Terminate an Employee (with mock dismissal)** – Stephen A. Dickens, JD, FACMPE
- 11:20-12:30 Breakout I
 - Breakout A: **CyberSecurity** – LAMMICO
 - Breakout B: **OSHA Compliance and Workplace Safety** – Glenn Eiserloh, LHA Trust
 - Breakout C: **Opioid Law** – LAMMICO
- 12:30-1:15pm Lunch
- 1:15-2pm Dessert in Exhibit Hall
- 2-2:30pm MGMA LA Business Meeting/ MGMA MS Business Meeting
- 2:30-3:30pm General Session: **Patients as Consumers of Healthcare** – Cameron Cox, FACMPE
- 3:30-4pm Break in Exhibit Hall
- 4-5pm Breakout II
 - Breakout A: **Washington Update** – MGMA Government Affairs Representative
 - Breakout B: **ACMPE Certification and Fellowship Update** – Crystal Williams, FACMPE & Janet Benzing, CMPE
 - Breakout C: **Business Intelligence** – Cameron Cox, FACMPE
- 5:30-7pm: Networking Reception in Exhibit Hall – Game Night, Come on Down!

Friday, July 20

- 7-8am Breakfast in Exhibit Hall
- 8-9am General Session: **Payment Issues Workshop: Strategies for Getting Paid and Addressing Headaches from Payers** – Clay Countryman
- 9-10am Breakout III
 - Breakout A: **Life of a Bill** – Ashley Politz
 - Breakout B: **RISKS: Top 5 Issues** – Stacie Jenkins, LHA Trust
 - Breakout C: **CyberSecurity** – LAMMICO
- 10-10:45am Breakout and Prizes in Exhibit Hall
- 10:45-12pm Closing Keynote: **No More Drama; How Leaders Cultivate Real Teamwork** – Joe Mull
- 12pm Closing Remarks, Grand Prize Drawing, Adjourn

Click [here](#) for more details on sessions and registration

ACMPE Updates:

It's never too late to invest in yourself! One way is becoming a Certified Medical Practice Executive – the gold standard in the industry. In order to sit for the exam you must be member of the National MGMA. I love a bargain and there is currently an incentive to join and apply for board certification. By purchasing the bundle you can save \$50! Visit www.mgma.com/membership to learn more.

I am the Forum Representative for Mississippi and I am here to support you. My goals are to help answer questions, be a peer resource, and encourage you to achieve your goal of board certification through ACMPE.

Upcoming 2018 Exam Dates:

June 9-23, 2018

Exam Registration: April 23 - May 7, 2018

September 8-22, 2018

Exam Registration: July 23 - Aug. 7, 2018

December 1-15, 2018

Exam Registration: October 22 - November 6, 2018

MGMA has taken steps to enhance the Certification and Fellowship programs. These are outlined below.

Upcoming Changes- January 1, 2019:

Board Certification:

To achieve eligibility: candidates must attain their bachelor's degree or 120 college credit hours and two years of healthcare experience. If you are not pursuing and have not completed your bachelor's degree or 120 college credit hours, you must complete both exams and hours before January 1, 2019.

Continuing education requirements: Beginning in January 2019, we will require that the 50 hours of continuing education include 30 hours from MGMA state and national learning, including at least 12 face-to-face hours. The remaining 20 hours may come from either MGMA or qualified outside sources. This will apply to the 50 hours required every three years.

Certification deadline: Candidates will now have to complete their exams and 50 hours of continuing education **within three years** of their application date. As you were accepted before 2019, your three years will not start until January 1, 2019.

Fellowship:

Education and experience eligibility: Starting in January 2019, to participate in the Fellowship program candidates

must either have a Bachelor's degree AND seven years of healthcare experience, OR a Master's degree AND five years of healthcare experience. At least two years of this experience must be in a leadership role.

Volunteer hours: From January 2019 onwards, Fellows will be required to complete six volunteer hours to showcase commitment to our industry. These hours must include three hours from healthcare related opportunities and three hours from community service.

Business plan proposals: Our Fellows should be seen as the thought leaders within healthcare organizations, which means demonstrating the ability to execute on dynamic solutions to business problems. In that spirit, we will be phasing out the professional paper submission and moving towards the submission of innovative business plan proposals. We believe this move will better support our Fellows to concretely demonstrate practical skills to current and potential employers.

Fellowship deadline: Candidates who enter the Fellowship program in 2019 will have **two years** from their application date to complete their Fellowship requirements.

To help you on your journey, I have a few suggestions:

ACMPE Online Communities:

Join the ACMPE communities by visiting Your Networks, under My Dashboard tab and search under all communities.

[ACMPE Board Certification Network](#)
[American College of Medical Practice Executives](#)

ACMPE Study Groups:

[2017 ACMPE Board Certification Study Group Series - On Demand](#)

To access, purchase the FREE series from the store.

[Tennessee ACMPE Study Group](#)

To access, search in all MGMA Member Communities

Fellowship Archive:

Browse relevant professional manuscripts written by Fellows through ACMPE.

Please reach out with questions, or let me know if there are materials that would assist you.

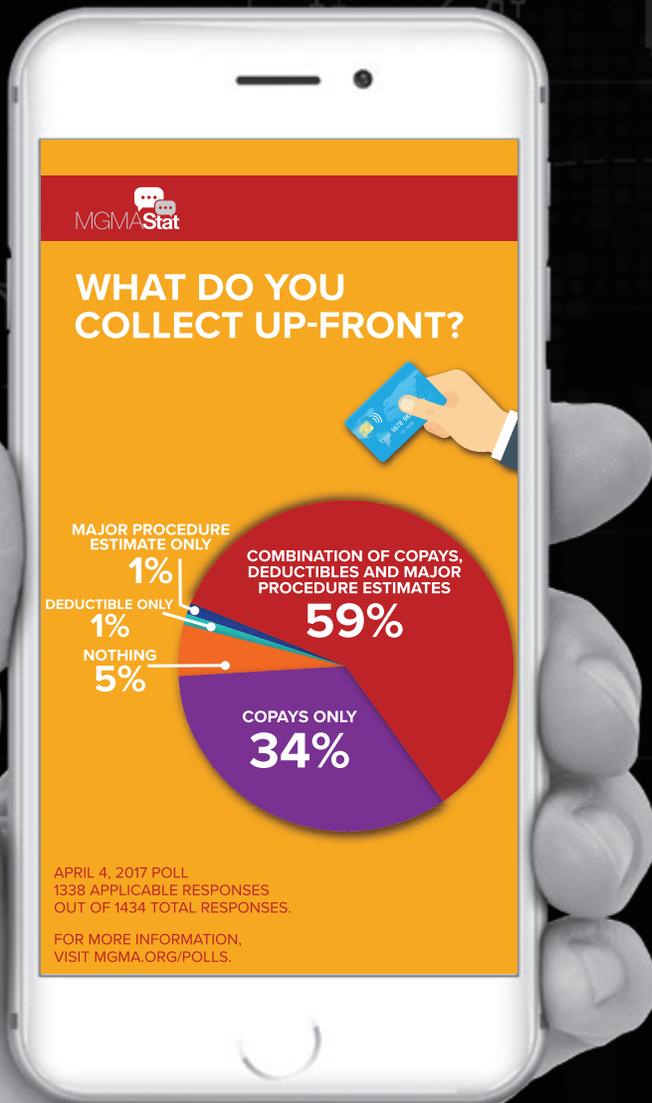
Janet Benzing, CMPE

jbenzing@deltaregional.com
(662) 725-2768



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.



4 Ways to Cut Down on No-Show Patients at Your Practice

No-show patients are an annoying and costly problem for practices, but one community-based health center in Long Island, New York, is making headway.

The Elmont Teaching Health Center, a federally qualified health center, cut its patient no-shows by 34%. That's significant given that missed appointments cost up to 14% of anticipated daily revenue at clinics and can also result in longer wait times and can hurt care quality, health outcomes and patient satisfaction.

The steps that Elmont took to reduce the number of no-show patients can help other practices or even other businesses that are hurt when customers don't show up for appointments, Peter A. Guiney, D.O., one of the center's doctors, said in an interview with FierceHealthcare.

"We felt if it works here, it can work anywhere," said Guiney, who is chairman of the department of family medicine at Nassau University Medical Center and also serves as director of the family medicine residency program that places osteopathic residents at Elmont.

Elmont is one of five health centers that make up the Long Island Federally Qualified Health Centers group. Many of its patients are poor, some struggle with language barriers and many are noncompliant when it comes to their healthcare, Guiney said.

Elmont decided to tackle the no-show problem and reported the results in a study published in *The Journal of the American Osteopathic Association*.

Assessing the no-show problem

When it comes to excuses, Guiney said Elmont doctors and staff have heard it all. Located across from Belmont Park, the famous horseracing track, some patients have said they didn't show up

for their appointment because they hit it big at the track and wanted to celebrate.

Among the more mundane excuses: they didn't have a phone to call the clinic and cancel, they didn't have a ride to their appointment or they just didn't like that day's weather.

But physicians and staff at Elmont went beyond the anecdotal and surveyed patients to understand why no-shows occurred so they could tailor their interventions.

They found no-shows fell into three categories:

- Patients who simply forgot their appointment.
- Patients who had a work conflict.
- Patients who couldn't reach anyone at the center or couldn't leave a voicemail to cancel.

Those no-shows are a perennial problem for clinics and practices. Studies have found no-show rates in outpatient settings range between 23.1% and 33.6% and result in decreased efficiency, lost time and higher use of resources.

While some see it as the cost of doing business, Elmont wanted to look at factors that could cut the no-show rate, said the study's lead author Ashwin Mehra, M.D., a clinical psychologist at the center, who also works at Nassau University Medical Center.

Like other federally qualified health centers, Elmont cares for many patients with chronic health conditions and when patients don't show up for appointments, it can have serious consequences for their health, Guiney said.

While there were many factors in patients' individual lives that contributed to no-show rates, the clinic looked for improvements they could make in the organization. The goal was to design an intervention to address every roadblock that kept a patient from

receiving healthcare.

Here are four interventions that worked at Elmont and that other clinics and practices can adopt:

1. Educate patients on the importance of showing up for appointments

From a clinical standpoint, patients who keep their appointments tend to do better. For example, clinicians talked to diabetic patients about the importance of coming in to get their sugar levels checked and the consequences of neglecting their health, such as the possibility of amputated toes or loss of eyesight, Guiney said.

Additionally, patients were reminded how to properly cancel or reschedule an appointment at virtually every point of contact, he said. The information was included in reminder phone calls made one day prior to the scheduled appointment, in multi-lingual signs at the clinic, in one-on-one conversations during appointments and in phone calls following a no-show.

The practice manager and front desk staff verified each patient received a reminder call. Staff used a script that made it clear to patients how to cancel or reschedule appointments. Family medicine residents contacted no-show patients within two days of missed appointments to talk to them about rescheduling.

2. Prioritize patient accessibility and answer every incoming call

Guiney said he knew there was a communication problem because at times he couldn't get through to the center himself.

A patient trying to call from a pay phone would have an even more difficult time. One solution: incoming calls now ring on all front desk phones and all staff are encouraged to answer any phone, even if it's not at their assigned space. Rather than an automated system, Elmont makes sure a person answers the phone.

"We felt given the stakes we need to have a dedicated person that just picks up the phone and directs the call," Guiney said.

3. Increase internal awareness and attention

It was important to create a heightened awareness about the no-show problem and get buy-in from everyone, Mehra said.

At Elmont, they sent out a weekly report on no-show rates to all healthcare professional and office staff. The reports kept the issue in people's minds and celebrated successes when no-show rates declined.

Everyone, from the receptionist at the front desk to the residents and specialty providers, knew it was their job to be part of the solution, Mehra said.

4. Adopt specialized, flexible approaches for each medical specialty

Different specialties have different challenges. For example, behavioral health providers have patients with more unplanned, crisis-oriented needs. Those providers allowed more direct contact with patients and when no-show patients created gap in the schedule, they used those openings to accommodate patients in crisis who needed immediate appointments.

"I think 100% this is something that people can use. What we found and the tools we created can help a practice reduce no-shows," Guiney said. "From a business point of view and a healthcare point of view, the interventions help both."



The list of interventions can be implemented at almost zero cost to practices and clinics, he said.

"They seem pretty commonsense. When all of them came into play we really got excited about moving the needle. The beauty of this particular intervention is its simplicity."

The initial implementation period ran from October to December 2015. Subsequent analysis showed no-show rates for that time were 15.3%, down from 18.2% in the previous quarter.

Joanne Finnegan

First appeared February 15, 2018, www.FierceHealthcare.com

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