

TRI-STATE HEALTHCARE LEADERS CONFERENCE

SEPTEMBER 18-20, 2024

LOUISVILLE MARRIOTT EAST

THE ● ONE ● WHERE  
WE ● WORK  
● TOGETHER ●

**MGMA**<sup>®</sup>  
KENTUCKY

**MGMA**<sup>®</sup>  
INDIANA

**HLA** HEALTHCARE  
LEADERS  
ASSOCIATION  
**OHIO**



# TRI-STATE HEALTHCARE LEADERS CONFERENCE

SEPTEMBER 18-20, 2024

LOUISVILLE MARRIOTT EAST

## ABOUT THE CONFERENCE

Members of Indiana MGMA, Kentucky MGMA and Healthcare Leaders Association of Ohio lead and manage medical practices - a complex and challenging profession that combines broad knowledge with cutting-edge expertise and practical skills with the experience to apply them. Decisions made by medical practice managers affect every aspect of successful medical practice operations, from patient care to a healthy bottom line.

Our members come from all areas of our respective states and rely on our professional associations to serve as their resource for information, education, exchange of ideas and industry contacts so that they can provide quality management and leadership to their physicians and staff.

In an effort to expand on education and networking for our association members, while providing an increased audience and value to our exhibitors, Indiana MGMA, Kentucky MGMA and Healthcare Leaders Association of Ohio are WORKING TOGETHER this fall to produce the Tri-State Healthcare Leaders Conference.

Whether you are new to medical practice management or a seasoned veteran, we invite you to join us for timely education and take-aways you can implement immediately in your practice. This interactive conference will provide you with an expanded network, valuable knowledge, tools to improve your core competencies and professional skills, and help you to improve your organization's performance.

### ACMPE Continuing Education Credit Hours

This program has pre-approval for a minimum of **9.0 hours** of American College of Medical Practice Executive (ACMPE) live credit hours.

### Certificate of Attendance

A general certificate of attendance will be available upon request at the conference to self-apply for credit with your professional organizations.

### ACHE Qualifying Education Hours

By attending the Tri-State Healthcare Leaders Conference offered by IMGMA, KMGMA and HLAOH participants may earn up to **9.0 ACHE Qualifying Education Hours** toward initial certification or recertification of the Fellow of the American College of Healthcare Executives (FACHE) designation.

## CONFERENCE PLANNING COMMITTEE

A special thank you to the 2024 Conference Planning Committee for your time and service in planning the Tri-State Healthcare Leaders Conference.



### Indiana MGMA Committee Members

- Lisa Curry, CPA - Katz, Sapper & Miller
- Carmen Garringer, EPC

### HLA Ohio Committee Members

- Guylyn Sutter MHA, CMPE - OhioHealth Physician Group, Neuroscience
- Kyle Matthews, CMPE, CPC-A - Adena Medical Group

### Kentucky MGMA Committee Members

- Shannon Young, CPC, CPPM - Bluegrass Orthopaedics
- Leah Stechsulte - University of Kentucky Markey Cancer Center

# REGISTRATION INFORMATION • AND • FEES

Register online now at: [https://bit.ly/Tristate\\_2024](https://bit.ly/Tristate_2024)

OR scan the QR Code:



## Registration Discounts available

- \$100 discount on full conference registration is available to our state association members. Just select the state association member rate when you register.
  - Not a member of your state association? Join before you register! Enjoy member benefits for the next year and save on your conference registration.
  - Indiana: [www.imgma.net](http://www.imgma.net) | Kentucky: [www.kymgma.com](http://www.kymgma.com) | Ohio: [www.hlaoh.com](http://www.hlaoh.com)
- Save an extra 10% on each additional registration from the same organization when you register your team on one invoice.

## Attendee Eligibility Policy

Representatives from companies offering products and services to medical providers may not register for this conference as an attendee. If your organization is interested in attending through exhibiting or sponsoring this conference you can view your options online at <https://www.imgma.net/event-5208528>. If you have any questions about your eligibility, contact us before registering: [indianamgma@gmail.com](mailto:indianamgma@gmail.com). Ineligible registrations will be automatically cancelled and fees refunded.

## What Will It Cost To Attend

Registration fees include entrance to all sessions, exhibitor marketplace, meals and events listed on the agenda.

- **Full Conference Member of Indiana MGMA, Kentucky MGMA or HLA Ohio - \$319**  
*\*membership status will be verified*
- **Full Conference Non-Member - \$419**
- **Full Conference Additional Registration(s) from same organization - \$287 members or \$377 non-members**  
*\*Additional registrant(s) must be from same organization as primary registrant and included on one registration invoice. This provides a discount for organizations planning to send multiple team members*

## Cancellation Policy

We must receive written notification of cancellation requests to [indianamgma@gmail.com](mailto:indianamgma@gmail.com). A \$50 processing fee will be deducted from the registration refund. No refunds will be issued after August 21, 2024. Substitutions are acceptable and can be requested by emailing [indianamgma@gmail.com](mailto:indianamgma@gmail.com) prior to the conference.

## Statement of Agreement

By sending in registration and payment all attendees, guests of attendees, exhibit personnel and organization personnel agree to compliance with the Conference Policies, Terms and Conditions as provided by host association(s) and/or conference management. It is understood that the venue/facility where the conference is being held may have their own terms, conditions and policies which attendees and exhibit personnel agree to follow while participating on-site during the conference.

# CONFERENCE VENUE • AND • LODGING

All conference events and sessions take place at the:

**Louisville Marriott East**

**1903 Embassy Square Blvd, Louisville, KY 40299**

**Reserve Rooms For Your Team - Group Block by August 21 or before sell out of our block occurs.**

**Scan QR Code below to book now in our block!**

**Standard King or Double Queen:**

\$184 rate + taxes/fees

Daily Parking is complimentary for those booked in our group block

Check-in is 4:00 PM | Check-out is 12:00 PM



## Why You Should Book in Our Conference Room Block

- Discounted rates & Parking! We've negotiated our best to ensure you get a great room at a great rate and free parking.
- All conference sessions & Exhibitor Marketplace take place inside the Louisville Marriott East!
- 11 miles/19 minutes from Louisville International Airport (SDF)
- Unfilled rooms in our block equal financial penalties. Stay in the host hotel to support our associations.

**TRI-STATE HEALTHCARE LEADERS CONFERENCE**

**SEPTEMBER 18-20, 2024**

**LOUISVILLE MARRIOTT EAST**

# Tri-State Healthcare Leaders Conference

September 18-20, 2024

Louisville Marriott East - Louisville, KY

hosted by



## SCHEDULE *at a glance*

### WEDNESDAY, SEPTEMBER 18

3:00 PM - 7:30 PM | Attendee & Exhibitor Registration Opens

5:30 PM - 7:30 PM | Welcome Reception



### THURSDAY, SEPTEMBER 19

7:00 AM - 6:00 PM  
Registration Desk Open

7:00 AM - 9:00 AM  
Exhibitor Booth Set-Up

7:15 AM - 8:00 AM | Networking Breakfast

8:00 AM - 8:15 AM | Welcome & Opening Announcements

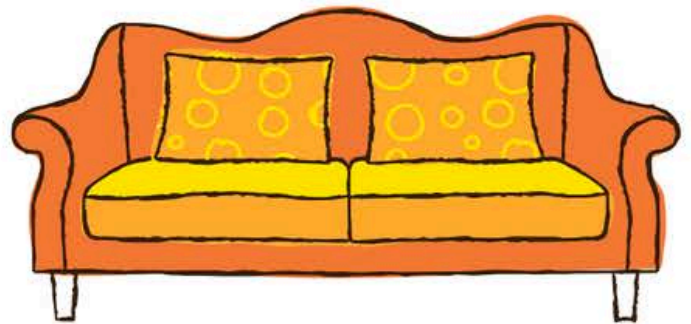
8:15 AM - 9:15 AM | Opening Keynote Session: Attitude Changes Everything

9:15 AM - 10:00 AM | We Were On A Break!  
Grand Opening of Exhibitor Marketplace - Networking Break in Exhibitor Marketplace, AM Snacks

10:00 AM - 11:00 AM | Concurrent Session Series 1  
Choose from 3 different sessions to custom-create education in line with your interests and needs

11:15 AM - 12:15 PM | Concurrent Session Series 2  
Choose from 3 different sessions to custom-create education in line with your interests and needs

12:15 PM - 1:00 PM | Networking Lunch



# Tri-State Healthcare Leaders Conference

September 18-20, 2024

Louisville Marriott East - Louisville, KY

hosted by



## SCHEDULE *at a glance*



### THURSDAY, SEPTEMBER 19 CONTINUED...

1:00 PM - 2:00 PM | General Session: Listserv Live

2:00 PM - 2:45 PM | We Were On A Break!

Networking Break in Exhibitor Marketplace, PM Snacks

2:45 PM - 3:45 PM | Concurrent Session Series 3

Choose from 3 different sessions to custom-create education in line with your interests and needs

4:00 PM - 5:00 PM | Concurrent Session Series 4

Choose from 3 different sessions to custom-create education in line with your interests and needs

5:00 PM - 7:00 PM | Networking Event with Attendee & Exhibitors

Join us for food, beverages, networking and Team Trivia to end your day

### FRIDAY, SEPTEMBER 20

8:00 AM - 9:00 AM | Exhibitor Marketplace Open

Breakfast & Final Networking Break in Exhibit Hall

9:00 AM - 10:00 AM | General Session

10:15 AM - 11:15 AM | General Session: Workshop Part 1 - Effective Communication, Conversations and Dialog for Leaders

11:30 AM - 12:30 PM | General Session: Workshop Part 2 - Effective Communication, Conversations and Dialog for Leaders

12:30 PM - 12:45 PM | Closing Announcements, Door Prize Giveaways, Adjournment



# MAIN STAGE SPEAKERS ● AND ● SESSION DESCRIPTIONS



**Thursday, September 19 | 8:15 AM - 9:15 AM**

**Opening Keynote: Attitude Changes Everything**

**Sam Glenn, Award Winning Motivational Speaker, Author and Artist**

Session Description: We have all heard speeches on the topic of attitude, but we have a feeling this one is going to be a little different than what you are used too. Sam Glenn's inspiring and artistic approach to educating and empowering will have you looking at your attitude in a whole new way.

If there is one thing for certain in life, it is that our attitude plays an incredible role in everything – both personally and professionally. Attitude Changes Everything offers an enlightening, entertaining and educational exploration into how our attitude works, what creates it, feeds it, how to keep it healthy and finally ways to use your attitude to author positive experiences. Sam's speech will recharge your attitude like jumper cables to car battery.

This keynote breaks attitude down into 4 primary components:

1. Adjustment – how to adjust our attitude, keep it headed in the right direction and fuel it with positive momentum.
2. Instillation - what makes our attitude function so it works for us and rewards us.
3. Application – how to partner your attitude with your skills and efforts to achieve the best results.
4. Impact – how to measure the impact of your attitude – what's working and what is not

**Thursday, September 19 | 1:00 PM - 2:00 PM**

**A Panel Session: Listserv Live**

It's like a listserv but it is LIVE and in-person. Join a panel of your peers as they candidly answer pre-submitted and live audience questions using their real-world experiences.

**Friday, September 20 | 9:00 AM - 10:00 AM**

**General Session: Scaling Smart: A Stronger Revenue Cycle with Reduced Expenses**

**Kyle Matthews, CMPE, Associate Vice President of Finance, Adena Medical Group**

Patients are demanding innovation and integration for scheduling, registration, and the check-in process. At the same time, medical organizations are struggling with staff shortages, increased costs, and a reduction in workplace productivity. Finding a solution to meet patient needs while reducing costs sounds like an impossible task in today's environment. In this presentation, Kyle Matthews, CMPE, CPC-A, will describe the challenges his practice faced, and the steps taken to increase workplace efficiency, improve patient satisfaction, increase upfront collection and establish a stronger revenue cycle while significantly reducing costs.

**Friday, September 20 | 10:15 AM - 11:15 AM (Part 1), 11:30 AM - 12:30 PM (Part 2)**

**General Session Workshop: Effective Communication, Conversations and Dialog for Leaders**

**Diane Egbers, Founder, CEO, Leadership Excelleration**

**and**

**Beth Conger, Senior Consultant and Executive Coach, Leadership Excelleration**

In this two-part session, step into a transformative session designed for today's dynamic physician practices, where effective communication is the cornerstone of success. This immersive experience equips you with essential strategies to navigate biases, generational differences, and diverse backgrounds with confidence. Discover how to cultivate the right mindset, leverage key tools, and refine your skillsets to foster impactful dialogues. Dive deep into the five fundamental types of conversations crucial for interdisciplinary collaboration and learn four powerful strategies to enhance your communication effectiveness.

Learning Objectives:

- Master the art of communication across diverse contexts within physician practices.
- Explore the five essential types of conversations pivotal for professional success, especially in interdisciplinary settings.
- Deploy four proven strategies to amplify the impact and effectiveness of your dialogues.
- Engage in practical learning through realistic scenarios, tackling typical challenges encountered in physician practices.
- Refine your skills in real-time scenarios, receiving invaluable feedback to enhance your ability to engage and connect across disciplines.

# CONCURRENT SESSION SPEAKERS • AND • DESCRIPTIONS

Thursday, September 19

10:00 AM - 11:00 AM | Concurrent Sessions: Series 1

## 1A. Steps for Success in Strategic Planning & Leading Change

**Stephen A. Dickens, Vice President at SVMIC**

Successfully navigating the evolving nature of healthcare requires effective leadership. A key component of the successful leader is a clear vision underscored by a plan to achieve it. Bringing the interested parties together to develop that plan is an essential start, but the real work begins with implementing the decisions and leading the change it brings. Strategic planning and change management are as much an art as they are a skill. This session will not only provide a roadmap for strategic planning but will also address the obstacles to reaching consensus and implementing change with practical tips to bring the plan to fruition. Attendees will receive both physician and staff survey tools to initiate the process and gather the insight needed to begin the conversation and strategize their path to success.

- Define the process and necessary steps to plan and prepare for a successful strategic planning session;
- Breakdown the elements of the change curve along with the barriers to implementing change and provide insight on overcoming those impediments; and
- Articulate best practices for communicating, instituting and leading effective change.

## 1B. Verbal Judo & Deescalation - Workplace & Safety Training

**Ashkan Nikou, Head of Security, Bluegrass Orthopaedics**

The essence of Verbal Judo is to influence others to come around to your way of thinking and is best defined as a gentle yet powerful way of persuasion that helps us to avoid, resolve and manage resistance by using presence and words, whether to resolve conflict or to close an interaction. Learn techniques from Ashkan Nikou a licensed Security Officer and Professional. Ashkan is in his 8th year in the US Army, currently as a Captain. He has a degree in Criminal Justice with a background in Homeland Security. He has been in security for 8 years with both management and leadership experience. He is dedicated to providing top-tier security and skills to protect his personnel and patients.

## 1C. Malpractice Landscape: A Panel Session

**Confirmed Panelists at time of printing: Curi, Shepard Insurance, Aegis Malpractice Solutions and MagMutual**

What are top triggers for malpractice claims this past year? Hear it straight from the experts! How can managers mitigate our risks? How has Covid-19 impacted malpractice risk and what should we do to prevent claims? What's new or what has changed with regard to risk management in an MD office? What should our top priorities be to minimize our malpractice risks? This interactive session will answer all of these questions and more!

11:15 AM - 12:15 PM | Concurrent Sessions: Series 2

## 2A. Common Distractions that Hinder Success

**Kyle Matthews, CMPE, Associate Vice President of Finance, Adena Medical Group**

Patient needs, employee concerns, physician requests and vendor relations are only a fraction of the information and demands medical executives face on a daily basis. While we all have required abilities to delegate and prioritize tasks, the modern executive must also be able to identify and separate business-critical issues from matters that distract from the core mission of patient-care.

In addition to covering some of the most common distractions in medical organizations and options to respond to them, we will also discuss methods in establishing a Board and leadership culture that cuts through the noise and focuses on missions and values. We will also cover theory and concepts, and discuss actual outcomes that illustrate how executives can find broader success personally and professionally when distractions are minimized.

## 2B. The State of the Medical Industry: Trends and Hot Topics You Can't Miss

**Katz, Sapper & Miller CPAs and Advisors**

In a rapidly evolving healthcare landscape, staying informed is crucial. In this session, KSM's (Katz, Sapper & Miller) Jimmy W. Burnett and David Blish will highlight the most critical developments, from the new CMS fee schedule and AI innovations to non-compete agreements and provider compensation reforms. Don't miss the interactive discussions and opportunity to gain valuable insights and practical strategies to keep your practice ahead of the curve.

## 2C. Optimize Payer Contract Negotiation to Enhance Revenue Growth for Healthcare Providers

**Brett Spark, Aroris**

Explore the current state of the payer-provider relationship within the healthcare sector. We'll examine the various reimbursement methodologies in use today, addressing the challenges and opportunities they present to healthcare providers. Our discussion will also cover essential resources and strategies designed to help increase reimbursement rates. Additionally, we'll tackle issues surrounding fee schedules and contracts, providing insights into effective negotiation techniques and compliance considerations. Attendees can expect to gain valuable knowledge and practical insights that can be applied to enhance reimbursement outcomes in their own practices or organizations. Join us for an insightful session aimed at empowering healthcare professionals with the tools and understanding needed to navigate the complex world of healthcare reimbursement.

2:45 PM - 3:45 PM | Concurrent Sessions: Series 3

## 3A. Conducting an Enterprise-Wide Risk Assessment in Healthcare: The importance of comprehensive risk assessments, methodologies, and best practices

**Dean Dorton**

Get ready for an engaging and dynamic presentation on the vital role of comprehensive risk assessments in healthcare! We'll dive into cutting-edge methodologies, showcasing their unique strengths and exciting applications in the healthcare sector. Discover best practices that can revolutionize your risk management processes, helping you anticipate threats, mitigate risks, and enhance overall resilience. With real-world success stories from healthcare settings, we'll demonstrate how effective risk assessments lead to tangible benefits and smarter decision-making.

## 3B. ACMPE Board Certification and Fellowship: Validate your leadership knowledge in the Medical Practice Industry.

**Connie Leffler, CMA, CMM, FACMPE**

Demonstrate your depth of knowledge and commitment to the profession. Learn key benefits of Board Certification and how the Body of Knowledge can help you establish knowledge, skills, and competencies.



# CONCURRENT SESSION SPEAKERS • AND • DESCRIPTIONS

Thursday, September 19 continued...

2:45 PM - 3:45 PM | Concurrent Sessions: Series 3

## 3C. ADVENTURES IN BABYSITTING: Effectively Coaching HYPERSENSITIVE and OFFENSIVE Employees

Scott Warrick, JD, MLHR, CEQC, SCP, practicing Employment Law Attorney, Human Resource Professional, Trainer and three-time best-selling author

INTOLERANCE towards each other is destroying our work environments. This session is intended for anyone working at any level of the organization because it directly addresses how to MOST EFFECTIVELY IDENTIFY and DEAL with the INTOLERANCE and DESTRUCTIVE BEHAVIOR of HYPERSENSITIVE and OFFENSIVE people, or the BULLIES, in order to build a "SAFE" environment.

Join Scott Warrick as he shows you how to deal with one of the biggest problems we have in our workplaces: HYPERSENSITIVE or OFFENSIVE people, or BULLIES! Scott will CLEARLY DEFINE for you what it means to be a "HYPERSENSITIVE" or "OFFENSIVE" person and how to use your EPR SKILLS to quickly address the issue in your workplace IMMEDIATELY in his own unique, practical and entertaining style.

- How to define and identify HYPERSENSITIVE and OFFENSIVE people IMMEDIATELY,
- How to use your EPR (Empathic Listening, Parroting and "Rewards") skills to MOST EFFECTIVELY coach your people,
- How to avoid being an ENABLER and
- How to identify the GAMES hypersensitive people play with you.

4:00 PM - 5:00 PM | Concurrent Sessions: Series 4

## 4A. Harnessing the Power of Social Media in Healthcare Insight Marketing Group

Social media has become integral in healthcare, with 42% of patients consulting reviews and over 75% researching symptoms online. As usage rapidly increases, so do opportunities to educate and engage modern healthcare consumers. However, resources in most practices could be more extensive. This session provides busy medical groups with effective tactics to maximize social media reach and engagement efficiently. We will explore best practices for leveraging key platforms to build relationships with today's digitally-driven patients. We will also provide an actionable blueprint to scale social strategies and content marketing through an integrated methodology designed for resource-constrained groups. Discover how a consolidated approach amplifies growth by engaging patients across digital touchpoints with less manual effort.

- Recognize the role and usage statistics of social media and content in healthcare
- Identify core platforms and tactics to reach target audiences efficiently
- Develop streamlined social strategies focused on engagement and loyalty
- Create modular content across formats and channels
- Measure performance via dashboards tied to business objectives
- Ensure ethical, HIPAA-compliant approach to information sharing

## 4B. Kentucky Legislative Session

Cory W. Meadows

Deputy Executive Vice President/Director of Advocacy

This presentation will include a discussion and presentation of relevant legislative issues in state of Kentucky impacting the practice of medicine, access to care, public health, business practice and more!

## 4C. THE GREAT RESIGNATION??? Attracting & Retaining Gen Yers & Gen Zers

Scott Warrick, JD, MLHR, CEQC, SCP, practicing Employment Law Attorney, Human Resource Professional, Trainer and three-time best-selling author

Join Scott as he walks you through the critical changes we all need to make in order to better ATTRACT and RETAIN employees in the 21st Century in his own practical, entertaining and rubber hits the road style so you can start using this information IMMEDIATELY!

- How today's workforce has changed and how you must change with it,
- How to easily DEFINE your SAFE environment to attract and retain employees and
- How to use the STRATEGY of BALANCED REWARDS to engage employees.

Conference management reserves the right to modify the schedule and agenda in any way and at any time due to circumstances outside of our control. Final agenda will be printed and available on-site to attendees during check-in.



## NETWORKING: TEAM TRIVIA

Thursday, September 19 | 5:00 PM - 7:00 PM

Back by popular demand...

Participate in our signature social event. Find your team and test your trivia knowledge! Winning team will walk away with some cash and a chance to win big... maybe even \$millions\$. Enjoy lite bites, beverages and networking directly following the last sessions of the day.



# EXHIBITOR MARKETPLACE

The Tri-State Healthcare Leaders Conference will feature an Exhibitor Marketplace for discovering innovative solutions. Bring plenty of business cards for networking as you research the products and solutions presented by our exhibitor marketplace providers. This list includes Conference Sponsors and Exhibitors at the time of publishing – more to come!

A special **THANK YOU** to our 2024 Conference Sponsors & Exhibitors. Your support is appreciated. We gratefully acknowledge our Sponsors and Exhibitors for their support of our associations, our members and their education

Aegis Malpractice Solutions	Kentucky REC/UKHC
Applied Digital Solutions	Leadership Execelleration, Inc.
Aroris	MAGMUTUAL®
CareSource	MedPro Group
CBC	MRO
CBIZ Somerset	Optum
Clearwave	Physicians Insurance
Code Quick	Pollux Systems Inc
Constellation is now Curi	PreventScripts
DAS Health	Professionals' Insurance Agency
Dean Dorton	ProAssurance
Dermatopathology Partners Network	Qr8 Health
DocCafe	Sharecare
Elite Services, Inc.	Shepherd Insurance
GLA Collection Company, Inc.	Specialized Medical Billing & Consulting
Henry Schein	State Volunteer Mutual Insurance Company
Hillcrest Credit Agency	The Hughes Alan Group
HSG Advisors	Truist Medical Specialty Group
Indiana Members Credit Union	Vatica Health
Insight Marketing Group	Vital Interaction
ISMA	Voice Products, Inc.
Katz, Sapper & Miller (KSM)	

## CUSTOM SPONSORS

