



PRACTICE IMPROVEMENT CONFERENCE APRIL 19TH 2018

Registration now open for this physician practice oriented event.

Sponsored by the Great Lakes Chapters of HFMA and ACHE with three ACHE credits and four and a half CEUs you can get the latest on how to improve your bottom line whilst looking at new care delivery models.

Special low rates due to generous sponsorship make this event a great value for practice managers and key financial staff. We have discounted rates to encourage attendance of multiple staff from the same practice.

Come join us at Saginaw Valley State University at Gilbertson Hall on April 19th for two timely sessions and a special best practices keynote luncheon with MAP awarding winning Privia Health Senior Vice President Maureen Clancy. Stay for a while afterwards for the networking event that will follow the after lunch session and meet with peers and other practice professionals.

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**MACRA Part II
Dickinson Wright
Law Firm**

**REVENUE CYCLE
BEST PRACTICES
Privia Health
MAP Award Winner**

**DIRECT PRIMARY
CARE**

**State Senator Patrick
Colbeck, Chad Savage
MD, John Blanchard MD**

**Networking
Reception
Meet with peers,
discuss issues**



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PRACTICE IMPROVEMENT CONFERENCE APRIL 19TH 2018

When and Where

Sign in will begin prior to the first session at 9:30am.
Opening and the MACRA session will start at 10:00am.
The Keynote luncheon will start at 11:45am.
The Direct Primary Care session will start at 1:30pm.
Networking with refreshments will follow at 3:00pm.

Drive into SVSU’s main entrance, turn left at the 2nd driveway. Park in Lot G2 (it will be marked) and enter Gilbertson Hall (Building 17 on map) The building will say “Gilbertson Hall” right on it and there is a sign in front of the building. WWW.SVSU.EDU for campus map.



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1st Annual Practice Conference April 19th SVSU

Event Ticket Order

When: April 19th 9:30am – 4pm

Where: Saginaw Valley State University

Type	Luncheon	Rate	Count	Charge
Individual*	London Broil	\$40	1	\$40
Individual*	Chicken Marsala	\$40	1	\$40
Corporate	London Broil	\$30		
Corporate	Chicken Marsala	\$30		
Member	*London Broil	\$20		
Member	*Chicken Marsala	\$20		
Student*	London Broil	\$10	1	\$10
Student*	Chicken Marsala	\$10	1	\$10

* Single person registrations can also be done online at www.greatlakeshfma.org and you are encouraged to do so.

Corporate rates are available for any combination of members and non-members paid on the same check at their respective rates.

Tickets will be made available at the registration desk at the event to avoid any snail mail problems. If desired, please send in a list of attendees and meal selections to assist in matching meals.

Mail Checks To

Great Lakes HFMA
C/O The Rybar Group
3150 Owen Road
Fenton, MI 48430

All Orders Must Be Received On or Before April 13th

Include a contact email and phone number with your check. You will receive a confirmation email upon receipt of your order.

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MACRA-Action: Evolving in Year 2 and Beyond

The Medicare Access and CHIP Reauthorization Act of 2015 (MACRA) replaced the sustainable growth rate methodology and established two value based tracks for eligible clinician participation: the Merit Based Incentive Payment System and Advanced Alternative Payment Models. In the 2018 Final Rule, Centers for Medicare and Medicaid Services (CMS) revised and further clarified certain aspects of its Quality Payment Program (QPP), making important changes to terms of participation. The panel will discuss what providers should do in 2018 to successfully participate in the QPP during and after the 2nd performance period. The panel will also discuss legal issues that might arise as the program evolves.

- Important aspects of MACRA and the 2018 Final Rule.
- Tips for successful participation during the 2nd performance period of MACRA.
- Potential strategic business opportunities in Advanced Alternative Payment Models.
- Key legal and compliance issues to be aware of when participating in the QPP.
- What providers can do today to help prepare for future performance periods and evolve with the QPP.

Brought to you by Rose Willis and Peter Domas of Dickinson-Wright. Both attorneys specialize in healthcare and reimbursement. They will be joined by Tiana Korley, attorney for University of Michigan specializing in compliance and formerly Senior Health Counsel to Representative Jim McDermott, ranking Member of Ways and Means Subcommittee on Health in the U.S. house.

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MACRA NEWS

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MANAGING PHYSICIAN REVENUE CYCLE METRICS

The physician revenue cycle is not the same as the hospital as many hospital systems are discovering. What are the best practices? Where do you discover industry standard KPI's? How does your operation measure up? What is your plan for improvement?

This session will describe the MAP program used by over 600 units to gain the answers to these questions. MAP stands for:

- **M**easure revenue cycle performance using industry-standard MAP Keys
- **A**pply evidence-based strategies for improvement
- **P**erform to the highest standards to improve financial results and patient satisfaction

Maureen Clancy of Privia Health will discuss their journey using the MAP program. She will discuss specific metrics across multiple markets and things to consider across all phases of the revenue cycle. Maureen's presentation will cover revenue cycle best practices in the

- Front End – patient engagement, registration
- Middle – documentation, coding provider education
- Back End – denial management, analytics

After this presentation, you will be able to take back to your organization the means to compare some of your KPI's to standards. You will have an understanding of an industry driven collaboration program that shares not only data, but practices.

Maureen Clancy, MBA, FACHE, CPC is the Senior Vice President of Revenue Cycle Management at Privia Health, a national physician practice management and population health technology company. Privia is the #1 fastest growing independent physician group in U.S.

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DIRECT PRIMARY CARE – PANEL DISCUSSION

According to the Wall Street Journal last year, there are 500-600 direct primary care practices in the U.S. served by 2% of the nation's physicians. This newer model provides office visits, 24/7 support and many basic labs, vaccinations, scans and generic drugs for a flat monthly fee ranging from \$25-\$85. Typically, there is no copayment or limit on number of visits. Occasionally, there are small copays on ancillary services. No claims forms, no MACRA, no reporting. Billing and collection are reduced to the monitoring of monthly payment status.

This panel discussion of direct primary contracting will be presented by two physician in practice in Michigan and State Senator Patrick Colbeck.

Dr. Chad Savage founded YourChoice Direct Care to practice primary care with a clear focus on the patient and their health. Adopting the Direct Primary Care model allows Dr. Savage to focus on his patients' needs without worrying about meeting meaningless requirements set by insurance companies and Medicare.

Dr. Blanchard is a recognized expert and national leader in the direct primary care movement. He speaks and lectures nationally, advocating for the improvement of healthcare quality and service through a direct financial relationship between physicians and their patients. He is the co-founder and Past President of the American Academy of Private Physicians, the country's first trade organization of physicians practicing in the direct primary care model.

Senator Colbeck is an advocate of direct contracting and helped pass enabling legislation in Michigan along with the future of the Medicaid pilot program using this model.

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