

50  
1972-2022  
th

ANNIVERSARY

MGMA<sup>®</sup>  
TENNESSEE

*50th Anniversary Celebration & Conference*

*Celebrating the Past,  
Defining the Future*

*March 30 – April 1, 2022*

*Franklin Marriott Cool Springs*

# TENNESSEE MGMA SPRING CONFERENCE & 50<sup>th</sup> ANNIVERSARY CELEBRATION

March 30 - April 1, 2022 • Franklin Marriott Cool Springs, Franklin, TN

## Conference Agenda

### *Wednesday, March 30<sup>th</sup>*

- 8:00-5:00pm Registration Open for Attendees and Vendors
- 8:30-11:30am Workshops ((Pre-registration Required):
- **ACMPE Prep Course & Mock Exam Workshop** – Karen Bowman & Cristian Lieneck
  - **Independence Day: How to Keep Your Practice Independent and Thriving** – Charles Lathram
  - **Building a High Performance Culture** – Matt Griswold & Don Harkey
- 11:30-12:30pm Networking Lunch
- 12:30-1:45pm Opening General Session: **Level-Up Your Performance and Lead** – Tracy Spears
- 1:45-2:30pm Networking Break with Exhibitors
- 2:30-3:30pm General Session: **How a Servant Leader Motivates** – Robin Blanchard
- 3:30-5:00pm Breakout Sessions by Specialties
- 5:00-6:30pm Networking Reception

### *Thursday, March 31<sup>st</sup>*

- 7:30-8:30am Breakfast with Exhibitors
- 7:30-8:30am First Time Attendee Breakfast
- 8:30-9:30am General Session: **The Commitment Competency** – Joe Mull
- 9:45-10:45am Breakout Sessions:
- **The Commitment Competency Q&A** – Joe Mull
  - **Delivery of Healthcare in a World of Consumerism** – John Leslie, MD
- 10:45-11:30am Networking Break with Exhibitors
- 11:30-12:30pm Breakout Sessions:
- **Are you okay? Addressing Employee Mental Health** – Gretchen Napier
  - **Healthcare Employment Law Update: There's Always Another Layer** – Ian Hennessey
  - **Hitting the Three Targets of a Top Medical Practice** - Maddox Casey
- 12:30-1:30pm Lunch with Exhibitors
- 1:30-2:00pm Tennessee MGMA Lunch Presentation
- 2:00-3:00pm Breakout Sessions:
- **Cultures of Accountability** – Matt Griswold
  - **Healthcare Regulatory Enforcement Update: From Civil Fines to Prison Time** – Patti Cotten
- 3:00-3:45pm Dessert Break with Exhibitors
- 3:45-5:00pm General Session: **Lead to Win** – Rennie Curran
- 6:00-9:30pm Reception, Dinner and 50<sup>th</sup> Anniversary Celebration Party (*Festive or Cocktail Attire*)  
Featuring DJ Rob Ferre

### *Friday, April 1<sup>st</sup>*

- 7:30-8:30am Breakfast with Exhibitors
- 8:30-9:45am General Session: **Collaboration is Key for the Future Success of Healthcare** – Colleen Schmitt, MD
- 9:45-10:15am Networking Break with Exhibitors
- 10:15-11:30am General Session: **Be the First One on the Dance Floor: How to Create a Movement** - Rob Ferre

# WORKSHOPS



**Karen Bowman,**  
FACMPE, CPC



**Cristian Lieneck, PhD,**  
FACMPE, FACH



**Charles Lathram, III,**  
CMPE



**Matt Griswold**



**Don Harkey**

## **ACMPE Prep Course & Mock Exam Workshop**

**Karen Bowman, FACMPE, CPC & Cristian Lieneck, PhD, FACMPE, FACHE**

This session will review CMPE/FACMPE eligibility criteria, timelines, fees and preparation/best-practice study tips for the Certified Medical Practice Executive (CMPE) exam. Participants will then take a full multiple-choice and scenario-based mock exam to serve as an initial benchmark for an individual, self-scored, knowledge-level assessment.

## **Independence Day: How to Keep Your Practice Independent and Thrive**

**Charles Lathram, III, CMPE**

Can physician practices stay independent and profitable in an increasingly challenging environment? Maintaining independence as a physician practice is beneficial in many ways, however, it does come with some potential drawbacks. If you are properly prepared and surround

yourself with a team that can help you navigate the business, administrative, compliance, and legal needs of your practice, then staying independent should offer more benefits than consequences. Join us for this interactive workshop to explore potential problems and proven solutions.

## **Building a High Performance Culture**

**Matt Griswold & Don Harkey**

Why is culture so important and how does it impact an organization's performance? This workshop will discuss the positive impact of a high-performance culture and introduce ways that leaders can drive this culture throughout the organization. Learn how a high-performance culture influences employee engagement, motivation, and morale. Identify strategies to influence culture not by focusing on culture, but by focusing on systems that influence culture.



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Celebration Party  
Featuring  
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# GENERAL SESSIONS



## **Level-Up Your Performance and Lead** **Tracy Spears**

Developing an effective leadership skill set is usually on the list for leaders at all levels. One of the most important steps in this process is understanding the behaviors and habits one will need to give up to be a successful leader. In this interactive session, Tracy lays out the seven things all exceptional leaders must quit doing to increase their influence and success. Through real life examples and humorous storytelling, participants will be invited to identify areas where they need to level-up their performance to be a more effective leader. Attendees will leave the session with a clearer understanding of why and how they can improve their leadership.



## **How a Servant Leader Motivates** **Robin Blanchard**

Are you interested in learning more about servant leadership? What is it, how to practice it, and how well it works? Then come and listen to Robin Blanchard, a national presenter on servant leadership. She will use her contagious energy to share with you how a servant leader motivates others. Her *three truths a servant leader should live by* will help you be the leader you strive to be, get results, and support others with their growth. Robin keeps her audiences engaged with stories, videos, and thought-provoking questions. She will share tips on how to align words with actions to ensure people feel valued and prepared, as well as how you as a leader ensure your own resilience. Whether you are a leader or aspire to be one, this session is for you!



## **The Commitment Competency** **Joe Mull, M.Ed, CSP**

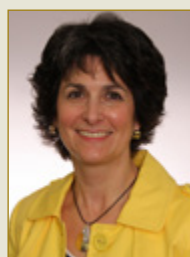
What happens in the workplace when everyone is committed? Effort, teamwork, innovation, and more. But commitment can't be bought. It must be earned. The most engaged and inspired employees don't get that way by chance. Their commitment is triggered by a unique set of conditions in the workplace. These conditions can only be created and sustained by direct supervisors. The Commitment Competency dives into the knowledge, skills, and beliefs bosses must deploy to spark employees to give their all. Drawing on fresh research in employee engagement and

workplace psychology, this dynamic presentation teaches leaders how to #bossbetter and get people firing on all cylinders.



## **Winning Leadership** **Rennie Curran**

Learning how to effectively overcome adversity is one of the most important life skills for leaders. Being equipped with the tools and tactics to handle the challenges that come your way not only prepare you to lead others, but ultimately sets you up to win in the game of sports, business, and life! Rennie will energize you and help you develop the right perspective and understand that success is waiting on the other side of obstacles.



## **Collaboration is Key for** **the Future Success of Healthcare** **Colleen Schmitt, MD**

As the landscape of healthcare rapidly and geometrically shifts, effective collaboration to achieve value is increasingly important. This session will focus broadly on collaboration opportunities for practices, including those that are intramural, interdisciplinary, and cross non-traditional lines to include payers. Administrators and physician leadership considering expansion of the horizon for success to include and even embrace opportunities like these will help ensure successful navigation through this landscape.



## **Be the First One on the Dance Floor:** **How to Create a Movement** **Rob Ferre**

Rob presents an interactive keynote that is entertaining, educational, and engaging. Participants will deep dive into the three core principles of creating a movement through initiative, guidance, and ownership of your organization.

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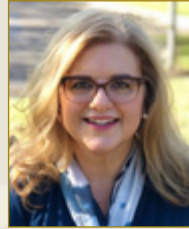
# BREAKOUT SESSIONS



Joe Mull, M.Ed,  
CSP



John Leslie, MD



Gretchen Napier,  
MSHA, SHRM-  
SCP, CMC



Ian Hennessey



Maddox Casey,  
CPA



Matt Griswold



Patti Cotten

## Specialty Breakout Sessions

Join practice managers and administrators from your specialty to problem solve, share ideas, exchange information and network. Specialties will include multi-specialty, orthopedics, surgical, primary care/pediatrics, and OB/GYN.

### The Commitment Competency Q&A

#### Joe Mull, M.Ed, CSP

Immediately following Joe's keynote session, he will join attendees for a Q&A session.

### Delivery of Healthcare in a World of Consumerism

#### John Leslie, MD

We will explore the evolving relationship between healthcare providers and their patients in today's marketplace. The challenge of new pathways to care, technology, and information sources will be considered. We will also discuss how valued based care is integral to the future of reimbursement and healthcare delivery.

### Are You Okay? Addressing Employee Mental Health

#### Gretchen Napier, MSHA, SHRM-SCP, CMC

The pandemic has wreaked havoc on our mental health. Most medical practices just had to keep going despite staffing shortages, homeschooling children, spouses working from home, concern for vulnerable family members and the stress of all the unknowns. At the same time, professional athletes like Naomi Osaka, Michael Phelps and Simone Biles brought to the forefront how important it is to take care of their mental health. Many practice executives, especially Gen Xers like me, came up with a "put on your game face" and "tough it out" mentality and are struggling to meet the needs of their patients and the practice while also addressing the mental health needs of their employees. In this session, we will focus on concrete strategies Practice Executives can implement to make an immediate impact.

### Healthcare Employment Law Update: There's Always

#### Another Layer – Ian Hennessey

TMGMA members already know it: there's "regular" employment law and regulations, and then there's "healthcare" employment law and regulations. The changes never seem to stop. In this session, experienced healthcare employment law

attorney Ian P. Hennessey will provide a timely update on the latest in healthcare employment law and regulations from both the federal and state level. Attendees will come away from this session with an understanding of the latest legal and regulatory updates, "hotspots" in today's enforcement environment, and practical tips to navigate through the current season of change.

### Hitting the Three Targets of a Top Medical Practice

#### Maddox Casey, CPA

There are many issues beyond your control, but if you can improve your operational efficiency, increase your production capacity, and gain more clinical effectiveness, you will have a top performing medical practice. This presentation will give you the tools to address all three areas.

### Cultures of Accountability – Matt Griswold

The "A" word. One of the most common difficulties in organizations is keeping people accountable and aligned. In this session we will unpack the negative connotation associated with accountability and discuss best practices to create that alignment and accountability necessary for organizations.

### Healthcare Regulatory Enforcement Update:

#### From Civil Fines to Prison Time – Patti Cotten

In this session, experienced healthcare regulatory attorney Patti T. Cotten will provide an update on healthcare regulatory compliance and government enforcement activities under the False Claims Act, Anti-Kickback Statute, the Stark Law, Healthcare Fraud Act, and what may lie ahead with respect to the various COVID-19 relief programs made available to healthcare practices. Attendees will come away from this session with an updated perspective on the current healthcare regulatory enforcement, as well as practical insights on how best to prepare and (hopefully) prevent common issues for your practice.

# SPEAKER BIOS

**Karen Bowman, FACMPE, CPC, CPMA** has been the practice administrator with Gastrointestinal Associates of Cleveland for 18 years. She is a Fellow with the American College of Medical Practice Executives, as well as a Certified Professional Coder and a Certified Professional Medical Auditor. Karen is a Past President of Tennessee MGMA and currently serves as the ACMPE Forum Rep. She is currently serving on the ACMPE Certification Commission with MGMA and is a past MGMA State Liaison. Karen is the President-Elect with Cleveland MGMA and is an adjunct faculty member with South College, teaching medical insurance and coding.

**Robin Blanchard**, a Consulting Partner for The Ken Blanchard Companies®, creates a dynamic and captivating training environment that provides a foundation for participants to successfully collaborate and lead at a higher level in the workplace. She inspires clients to actively listen and use their communication skills to improve their performance on the job. An accomplished leader, Robin recently retired as a Colonel in United States Army National Guard. She was the first female to command a brigade in the State of Washington, spending the last ten years of her military career in command roles.

**D. Maddox Casey, CPA** is a member of Warren Averett and the practice leader for the firm's Healthcare Division. His team serves over 650 physician clients across the Southeast. Maddox helps physicians increase and maintain profitability in the turbulent times of healthcare regulations. Maddox is a frequent speaker for medical organizations across the country.

**Patti Cotten** has practiced law as a shareholder at London Amburn since 1994. She co-chairs the firm's Healthcare Compliance and Regulatory Matters practice and helps lead comprehensive responses to audit and enforcement actions. Ms. Cotten assists with analyzing and investigating potential and actual compliance issues. She reviews and structures healthcare business arrangements with analysis of the federal healthcare laws and regulations, including the Stark Law, the Anti-Kickback Statute, and the False Claims Act, as well as Tennessee laws, regulations, and rules. A native of Knoxville, Ms. Cotten graduated from the University of Tennessee with a Bachelor of Science in Communications and received her law degree from the University of Tennessee College of Law.

**Rennie Curran** is a former professional athlete who currently serves as an active Keynote Speaker, Author, and the CEO of Game Changer Coaching. Recently Inducted into the Gwinnett County Sports Hall of Fame and the Georgia Hall of Fame, he uses his platform to inspire business professionals to reach their full potential. His experiences of overcoming many circumstances to reach his childhood dream of becoming a 3-time All American, Butkus Award Finalist, permanent team Captain, a 3rd round draft pick in the 2010 NFL Draft (Tennessee Titans) and transitioning into becoming a successful entrepreneur has given him a unique

perspective on what it takes to handle adversity and maximize opportunities while having a positive impact on others. Rennie obtained a Bachelor of Business Administration from University of Georgia's Terry College of Business and a certification in personal development coaching from the Life Purpose Institute. He has been featured in The New York Times, USA Today, Fox Sports, ESPN College GameDay, The Huffington Post, and much more.

**Don Harkey** holds a B.S. in Chemical Engineering from the University of Nebraska-Lincoln and spent 10 years working for Fortune 500 companies where he developed his skills helping people to improve processes. Looking to leave life inside a large corporation, he jumped into the world of business consulting in 2005. People Centric partners with organizations to implement strategic and tactical processes that create high performance cultures. Harkey has worked with a variety of organizations successfully implementing systems that improve employee engagement and profitability. Don is also a Certified Coach for The Great Game of Business™. He is a much sought-after professional speaker based on his practical advice delivered with high energy and humor.

**Rob Ferre** is an entertainer, speaker, game show host and Master of Ceremonies from Salt Lake City, Utah. He is an expert in gamification, initiative leadership, business relationships and interactive entertainment! Rob founded his company Life of the Party Entertainment in 2007 after spending 3 years in the family entertainment capital of the world, Orlando Florida. Where he worked for Disney, Universal and Nickelodeon. He has presented and entertained for business professionals throughout the country. Rob is currently serving on the boards for the Utah Chapter for American Disc Jockey Association and the Mountain West Chapter of the National Speakers Association.

**Matt Griswold** is an Engagement Specialist at People Centric Consulting Group where he has spent the last five years helping organizations and leaders reach the goals they have set for themselves. Prior to People Centric, Matt spent 15 years as a facilitator at JP Morgan Chase. Matt's goal is to help you achieve greatness at a higher level. His best advice is this, "Everyone is a leader, lead them well."

**Ian Hennessey** has been an integral part of London Amburn's healthcare business, regulatory, employment, and mergers and acquisitions teams for over a decade. He currently provides counsel on healthcare business and regulatory matters to most of the top physician groups in the metropolitan Knoxville area, the Tri-Cities area, and to many others across Tennessee and Georgia. His practice also includes cybersecurity, regulatory defense, healthcare employment law, HIPAA compliance matters and HIPAA-related planning for medical practices. A native of Cincinnati, Ohio, Mr. Hennessey graduated from Vanderbilt University with a Bachelor of Science in History and Political Science and received his law degree from the University of Tennessee College of Law.

**Charles “Charlie” Lathram, III, CMPE, CCP** is the Chief Administrative Officer for Galen Medical Group in Chattanooga, TN. He is an advocate for building relationships with everyone from physicians, nurses, healthcare staff to his administrative team and within the local community and their leaders. He has served as President of Alabama MGMA and is the current President Elect of Tennessee MGMA and President of Chattanooga MGMA. He has been a national and regional speaker on automation in healthcare and has several published articles on the subject. Charlie is Certified Medical Practice Executive through the American College of Medical Practice Executives.

**John Leslie, MD** joined Cigna after practicing family medicine in rural communities for more than 16 years. His extensive experience includes a broad spectrum which included pediatrics, internal medicine, obstetrics, and inpatient care. His current role as the Medical Market Executive allows him to focus on improving the quality of medical care in the area as well as partnering with healthcare providers in a variety of ways. He works intimately with physician groups and healthcare organizations in value based collaborations and serves as the clinical lead for client relationships in the Tri-South region. Dr. Leslie has an undergraduate degree in zoology from the University of Arkansas. His medical doctorate was obtained from the University of Arkansas for Medical Sciences in Little Rock, Arkansas. He has practiced in both Tennessee and Arkansas.

**Cristian H. Lieneck, PhD, FACMPE, FACHE** has over 10 years of experience in the field of healthcare administration with a focus in medical group practice management. Dr. Lieneck has since held healthcare leadership positions in organizations such as the Community Living Assistance Support Services program for the Texas Medicaid-Waiver Program, Austin Radiological Association, as well as serving as the medical group practice administrator of an Austin-based psychiatry and pain medicine physician group practice. Dr. Lieneck is an Associate Professor at Texas State University School of Health Administration. He serves as the ACMPE Forum Representation for Texas MGMA.

**Joe Mull, M.Ed, CSP** speaks and writes on cultivating commitment in the workplace. His company works with organizations in more than 20 states to help their leaders become better bosses and build

stronger teams. Joe is the former head of Learning & Development for Physician Services at the University of Pittsburgh Medical Center where he directed learning strategy and implementation for one of the largest physician groups in the U.S. Joe holds a Master's degree from Ohio University and is a Professional member of the National Speakers Association.

**Gretchen Napier** is a Medical Practice Specialist at SVMIC. She is certified with the Society for Human Resource Management as a Senior Certified Professional, Care Management Certified by the National Association of Certified Care Managers (NACCM), a Fellow of the Leadership Academy of the Aging Life Care Association (ALCA), and a member of the Board of Directors for ALCA. Gretchen earned a Bachelor's in Human and Organizational Development from Vanderbilt and a Master's in Healthcare Administration from the University of Alabama at Birmingham.

**Colleen Schmitt, MD** is a board-certified internist and gastroenterologist. She has practiced as a consultant in Gastroenterology in Chattanooga with the Galen Medical Group and was elected President of the group in 2016. Dr. Schmitt obtained her Doctor of Medicine degree at the University of South Alabama and then completed her internship and residency in Internal Medicine at Harvard's Beth Israel Hospital in Boston. She completed a fellowship in Gastroenterology at Duke University Medical Center and a joint fellowship in Health Services Research at the Durham V.A. Hospital, where she finished a Master's degree in Biometry and Informatics. Dr. Schmitt has worked in health and policy at the local, state, and national level, and helped develop the Volunteers in Medicine Clinic in Chattanooga, where she has served on the Board, as well as the Board of the Chattanooga-Hamilton County Medical Society, and the Medical Society Foundation.

**Tracy Spears** is an internationally recognized speaker, trainer, facilitator, and coach. Her broad expertise, combined with her relatable and passionate delivery, have made Tracy one of the most in-demand speakers in the world. Tracy's specialties include diversity, equity & inclusion, workplace communication, personal branding, culture development, leadership training, executive team coaching and strategic planning. Tracy is based in Tulsa, Oklahoma.

## COVID-19 RESPONSE

The health and safety of our attendees, exhibitors, members, and industry colleagues are of the utmost importance to us. TMGMA is working very closely with the Franklin Marriott Cool Springs to ensure a safe and clean environment. Everyone is encouraged to follow the most conservative guidelines available from leading global and local health authorities (such as the CDC and WHO), which include social distancing, wearing a mask, frequent hand washing, covering coughs and sneezes, and staying home when appropriate or when sick.

**For additional information and to register, please visit our website at [tmgma.com](http://tmgma.com) or email Rebekah Francis at [rebekahfrancis@att.net](mailto:rebekahfrancis@att.net)**



PO Box 380963  
Birmingham, AL 35238



## CONFERENCE INFORMATION

### CONFERENCE FEES

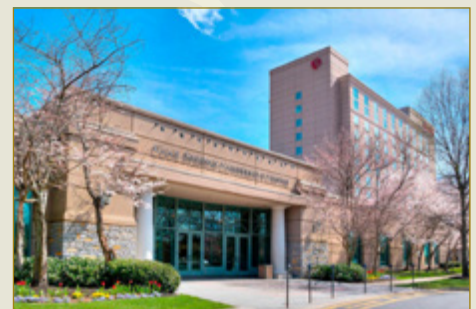
	By 03/01/22	After 03/01/22
Active Member	\$299	\$325
Non-Member ( <i>practice executive, administrator or manager</i> )	\$499	\$525
Affiliate Member ( <i>education participant only</i> )	\$599	\$625

### CONFERENCE REGISTRATION

The registration fee covers all meetings, materials, meals, and breaks. Conference breakfast and lunch functions are for registered exhibitors and conference attendees only. Attire for the conference is business casual. A jacket or sweater is suggested.

### LOCATION

Franklin Marriott Cool Springs, 700 Cool Springs Blvd, Franklin, TN 37067, **book your group rate for TMGMA.** A room rate of \$165/night is available until March 8, 2022, or until our room block is full.



### ACCREDITATION



American College of Medical Practice Executive (ACMPE) Credit Hours: To apply this program toward your ACMPE continuing education requirement, please calculate the total number of clock hours you spent in educational sessions and enter your hours online in the My Transcript area of mgma.com.

### CANCELLATION POLICY

Cancellations received prior to March 1, 2022, are subject to a \$100.00 cancellation fee. No refunds will be issued for cancellation requests after this date. Substitutions from within the same group are acceptable.