



# SUNFLOWER

PRESENTING THE 2<sup>ND</sup> ANNUAL

**Rural Road Show 2018**  
COMING TO A TOWN NEAR YOU

SPONSORED BY:



# SUNFLOWER

## DODGE CITY

**February 20, 2018**

High Plains Journal

## SALINA

**February 21, 2018**

Salina Regional Health Center

## LAWRENCE

**February 22, 2018**

Lawrence Memorial

## Rural Road Show 2018

COMING TO A TOWN NEAR YOU

The Sunflower HFMA Chapter and Kansas MGMA Chapter are excited to announce a joint partnership to deliver valuable educational content to our combined membership. We've listened to your feedback and couldn't be more thrilled to hit the "Road" and bring quality education closer to your home. These meetings will provide amazing networking opportunities, and the most relevant and compelling education. Kick off 2018 by joining us at one of these events.

Sincerely,

Laraine Gengler  
*Sunflower HFMA President*

Glenda Martinez  
*KMGMA President*

Josh Honn  
*HFMA Past President*  
*Roadshow Chair*

# Agenda

## Earn up to 6 CE's!

This program has been submitted to AAPC for Approval for 6 Continuing Education Hours.

SUNFLOWER

Rural Road Show 2018

8:45 - 9:15 AM

9:15 - 10:45 AM

### Registration/Networking

#### Behind the Audit 8 Ball

Physician practices are finding themselves behind the “8 ball” when audited by Medicare. Often the initial audit response (release of records) is mishandled by staff who are less than knowledgeable as to what needs to go to the payor. So, what can be done proactively? After this session, Managers and Coders will have a heightened awareness of how their practice is monitored by Medicare, and what they can do to self-monitor. They will be able to anticipate the most problematic areas for physicians of all specialties. They will receive instruction on how to respond to documentation requests correctly, and completely, the first time around, and learn key coding terms to interject into their audit responses. This session is based upon “lessons learned” as the speaker has assisted with high level appeals to Zone/Unified Program Integrity Contractor audits (ZPIC/UPIC), and OIG audits, over the past two years.

**Speaker:** Linda Duckworth, CPC, CHC, Senior Managing Consultant and Compliance Officer

11:00 AM - 1:30 PM

### Working Lunch - Risk Adjustment and the Impact on Future Reimbursements

Payment models are evolving and risk adjustment and Hierarchical Condition Category (HCC) coding payment models are becoming more widely used in healthcare revenue cycle management, so it's vital that these models are used correctly. Ensuring accurate and thorough care plan documentation provides payers a more complete view of a patient's required scope of care—and with proper documentation, more revenue can be dedicated to that care. Improper or incomplete documentation of the patient's existing conditions greatly affects practice reimbursement rates.

During this session, attendees will learn how to properly use risk adjustment and HCC payment models to increase their practice's revenue and how to apply new coding methodologies to increase revenue. They will also learn how to spot documentation gaps and avoid payer denials, how to further secure revenue by training doctors to create thorough documentation that captures treatment necessity for the patient's care plan and prevents payer audits.

**Speaker:** Brenda Edwards, CPC, CDEO, CPB, CPMA, CPC-I, CEMC, CRC, AAPC Fellow

1:45 - 2:45 PM

### Why Time of Service Collections is Crucial- NOW

Recognize 3 major changes that are directly effecting your practice's revenue. Gain effective tips for increasing cash flow and decreasing malpractice claims.

**Speaker:** Scott Miles, Central States Recovery, HFMA Sunflower Communications Chair, Wichita Healthcare Academy President

3:00 - 4:00 PM

### Emerging Risk in EHR Documentation

Electronic medical records can save time and money, improve clinical outcomes, enable data-driven care, and facilitate better communication. But they also add a layer of complexity to an already-complex system. We will discuss trends in patient safety events and litigation claims that involve documentation within electronic records. We will share strategies to improve documentation in way that promote patient safety.

**Speaker:** Traci Poore, JD, Senior Patient Safety Consultant MMIC

SPONSORED BY:



# Speakers



**Linda Duckworth**

CPC, CHC, Senior Managing Consultant and Compliance Officer

Linda Duckworth, Senior Managing Consultant and Compliance Officer with The SCBI, has over 30 years of experience in Healthcare ranging from practice management to audit, education and compliance. She has developed surgical and E/M audit programs for a multitude of specialty practices. She has built internal audit and compliance programs for several organizations. She is well acquainted with the billing regulations of larger Academic institutions and smaller Rural Health Care centers. Linda has created effective CME and CEU training courses for physicians and staff and has authored articles for coding, reimbursement, and physician specialty industry publications. She has been a speaker at local, regional and national conferences, and a featured speaker for the American Academy of Physical Medicine and Rehabilitation, and the Spine Intervention Society at their annual assemblies. At present, she concentrates her efforts on regulatory issues, audit response and litigation support.



**Brenda Edwards**

CPC, CDEO, CPB, CPMA, CPC-I, CEMC, CRC, AAPC Fellow

Brenda has been involved in the healthcare arena for over 30 years with experience in chart audit, coding and billing, education, consulting, practice management and compliance. She has worked closely with practices, providers and residency programs to ensure documentation is compliant and accurate.

Brenda has written many articles for national publications including Healthcare Business Monthly, American Academy of Family Physicians (AAFP) and BC Advantage. Her humorous and engaging presentation style has made her a conference favorite at both national and regional conferences for AAPC as well as local chapter meetings across the country. Brenda is also an AAPC workshop and webinar presenter.

Brenda became a Certified Professional Coding Instructor (CPC-I) in 2001 and has assisted countless students obtain their coding credentials through the AAPC Professional Medical Coding Curriculum. She is also an AAPC ICD10-CM/PCS Training Expert. She served on the AAPC Chapter Association Board of Directors from 2010-2014 and held office as Chair. She has been intimately involved in the development and continuation of the Hardship Scholarship Program for AAPC. Mentoring fellow members of AAPC is a passion for her. She is co-founder of the northeast Kansas (NEKAAPC) AAPC chapter and has served many offices.

**Earn up to 6 CE's!**

This program has been submitted to AAPC for Approval for 6 Continuing Education Hours.



### Traci Poore

JD, CPHRM

Senior Risk and  
Patient Safety Consultant  
MMIC

With her strong background in medical liability law, Traci is invaluable in helping clients in times of question or crisis, no matter how simple or complex the risk management situation may be. When she's not managing a situation, Traci helps clients by providing risk and patient safety education and resources in Kansas, Nebraska, Colorado, and Missouri.

Traci believes that alleviating areas of risk for policyholders gives them the ability to practice with confidence, knowing MMIC has their backs and will support them in their care of patients. Key to Traci's work is helping health care providers focus on the care they are giving, rather than constantly looking over their shoulders wondering what is coming next. By reducing risk and improving quality outcomes, Traci helps clients reduce their costs, improve the quality of care, and avoid claims—often by diffusing a situation when there is an adverse outcome. Outside of work, Traci enjoys outdoor time with her kids and family, riding bikes, walking the dogs, or cheering on the Wildcats at a Kansas State football game.

traci.ferrell@MMICgroup.com | 800-328-5532 ext. 6712



### Scott Miles

Central States Recovery,  
HFMA Sunflower  
Communications Chair,  
Wichita Healthcare Academy  
President

Scott Miles epitomizes energy, enthusiasm and understanding

of every detail regarding sale and customer service. Scott grew up in the Kansas City area and started his sales/customer service habits in his 20's, selling door to door insurance for a company in Chicago, Illinois, and has continued to work in sales and customer service for 20 years. Scott has worked in every aspect of customer service industry from training, managing and implementation.

For the past 7 years, his focus has been on Healthcare. He was trained and inspired by the pioneer of "Positive Mental Attitude", W. Clement Stone. Scott continually travels the Midwest building strong relationships with partners and colleagues so he can offer his clients and their patients the best total customer service in the region. Scott uses his experience and foresight to proactively address customer service issues before they become a problem. He leads, trains, and motivates his team to communicate with his clients better than any other.

**Earn up to 6 CE's!**

This program has been submitted to AAPC for  
Approval for 6 Continuing Education Hours.

SPONSORED BY:



# Instructions for Registering for This Event

## Registration

Early registration fee is \$25.00 if received by January 22, 2018. Registrations received after January 22, 2018 will be charged \$40.00. Space is limited for this event. Walk-in registrations the day of the event may not be accepted. The registration deadline is February 14, 2018 to allow handouts to be printed and final catering orders processed.

Complete an on-line registrations form - don't forget to select location preference and payment option.

### Online Registration:

Register online by clicking on the link below or by typing the link below into your browser. When registering online: <https://www.eventbrite.com/e/hfma-sunflower-rural-road-show-tickets-30966115485> (Eventbrite).

## Email Registration

You can print/fill out/scan the form on the following page and email it to [jloewen@trussadvantage.com](mailto:jloewen@trussadvantage.com). Or open the Sunflower Road Show Registration Form pdf attachment (in your email), fill it out on your computer, and email it directly to **Dee Lewis** at [dlewis@kha-net.org](mailto:dlewis@kha-net.org) when completed.

## Payment Options

### Register by check

#### Payable to:

Sunflower Chapter HFMA

#### Mail to:

Sunflower Chapter HFMA/Kansas Hospital Association  
Attn: Dee Lewis  
215 SE 8th Avenue  
Topeka, KS 66603

### Register by Credit Card

Call Dee Lewis at 785-276-3110

## Cancellations

Cancellations must be submitted via email one week prior to your event so that we may notify catering. Substitutions are permitted. **Contact Dee Lewis** at [dlewis@kha-net.org](mailto:dlewis@kha-net.org) or call: 1.785.2763110.

**Mutliple Attendees from the same facility:** All attendees will have to be registered online to ensure that we have enough materials and lunch for all attendees.

## Refund Policy

Cancellation prior to February 14, 2018 will be given a full refund.

All cancellation requests should be directed to **Dee Lewis** at 785-276-3310

## Questions?

For questions regarding registration, please contact **Dee Lewis** at [dlewis@kha-net.org](mailto:dlewis@kha-net.org) or call: 1.785.2763110

**Earn up to 6 CE's!**

This program has been submitted to AAPC for Approval for 6 Continuing Education Hours.

# Registration Form

SUNFLOWER

Rural Road Show 2018

Attendee Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Memberships: **HFMA** Member:  Yes  No | **MGMA** Member:  Yes  No

**Additional Attendees from the same facility:**

1. Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ **HFMA** Member:  Yes  No | **MGMA** Member:  Yes  No

2. Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ **HFMA** Member:  Yes  No | **MGMA** Member:  Yes  No

3. Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ **HFMA** Member:  Yes  No | **MGMA** Member:  Yes  No

4. Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ **HFMA** Member:  Yes  No | **MGMA** Member:  Yes  No

Payment Option: Check  Credit Card

**Please Indicate which location you will be attending:**

DODGE CITY: February 20, 2018 - High Plains Journal

SALINA: February 21, 2018 - Salina Regional Health Center

LAWRENCE: February 22, 2018 - Lawrence Memorial

You may email your completed registration to [jloewen@trussadvantage.com](mailto:jloewen@trussadvantage.com) to reserve your seat.

**Limited capacity is available at all locations.**

**Special dietary needs?**

Vegetarian \_\_\_\_\_ Vegan \_\_\_\_\_ Gluten Free \_\_\_\_\_

SPONSORED BY:

**MGMA**  
Medical Group Management Association  
Kansas

 **hfma** sunflower (kansas) chapter  
healthcare financial management association

 **AAPC**  
LOCAL CHAPTER  
Northeast Kansas (Topeka)  
NEKAAPC



# SUNFLOWER

# Rural Road Show 2018

**CONTACT INFO:** [jhonn@trussadvantage.com](mailto:jhonn@trussadvantage.com)  
913.633.4369