The LEADER of the Pack!

29th Annual PAHCOM Conference

CONFERENCE PROGRAM
October 16-19, 2017
Wyndham Grand Clearwater Beach, Florida

The 29th Annual PAHCOM Conference meets a full year of CEU requirements for Certified Medical Managers!

"The PAHCOM conference adds value to our practice. The interaction of administrators from across the nation has helped to keep our practice at the cutting edge."

- Rex Antinozzi, M.D., A.G.A.F.
Digestive Health Associates of Northern Michigan
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BOOTH #13
Free SR Socks for taking a live demo.

SR CONVERSATIONS

SR Conversations is a game-changer in the way healthcare providers communicate with their patients. You can categorize incoming texts to make it easy to see which ones need your immediate attention, and your patients don’t have to download an app, or register for a portal.

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What’s in my Registration Packet?

1. **CONFERENCE PROGRAM:** Your guide to the Conference. The Program contains:
   - The Daily Schedules
   - Speaker Session Details
   - A Helpful Manager Toolkit for Capturing Information and Notes
   - A Map of the Hotel Meeting Spaces
   - The Exhibit Hall Floor Plan
   - A Comprehensive Guide to the Exhibitors
   - Information from your National Advisory Board
   - The Scholarship Fund Raffle
   - The Medical Manager of the Year Nominees for 2017
   - The 2017 Chapter of the Year Winners
   - A very special offer for Attending Next Year’s Conference
   Plus much more!

2. **NAME BADGES:** This is your conference ID. It must be worn at all times during scheduled educational events.
   - **BADGE RIBBONS:** Self-adhesive ribbons to display your PAHCOM achievements on your name badge: CMM, HITCM-PP, NAB Member, MMOTY Nominee, COTY Winner, etc.
   - **YELLOW WRISTBAND:** This is your Awards Dinner ticket for Wednesday evening. You do not need to wear your name badge for the Awards Dinner but will need the yellow wristband. It is required, do not lose it! In your badge packet is one wristband for attendees who selected “Yes” to the Awards Dinner on the Conference Registration Form, plus one wristband per guest ticket purchased.
   - **BREAKFAST VOUCHER:** Enjoy a complimentary full, hot breakfast on Thursday morning in the Ocean Hai Restaurant located in the hotel. You’ll need both your conference name badge AND your breakfast voucher. Guests are welcome to dine with you but will be responsible for their own check.
   - **SPECIAL DIETARY NEEDS:** For those who have notified us of a special dietary need, there is a special ticket that must be placed on your place setting when you arrive at the Awards Dinner to alert the servers to bring your specially prepared meal. All other meals are self-serve and there are options for all special diets available.

**Don’t Forget!**

Capture the index number for each session you attend. Index numbers are required in order to get your PAHCOM CEUs! These can be noted in your Toolkit in the back of this Program!
Your National Advisory Board Welcomes You to the 29th Annual PAHCOM Conference!

Your National Advisory Board (NAB) has the pleasure of representing you, fellow members of PAHCOM. Throughout the calendar year, we work as a team on numerous projects to serve you. We partner with the National Office as well as the Chapter Support Committee to bring you educational opportunities, especially the Annual Conference.

Your National Office offers a robust Education Calendar throughout the year but the Annual PAHCOM Conference provides the greatest opportunity for quality education concentrated in just a few days. All of your required CEUs for Certified Medical Manager recertification can be earned by attending the Annual Conference each year.

This is our 29th Annual Conference and we’re excited to be here with all of you. Please reach out to say hello! Look for us in our fun themed “Pink Ladies” jackets. We are your NAB, your hospitality committee, and your voice as fellow members. We want to meet each of you over the next few days!

Your NAB is working hard to make sure that you have the very best Conference experience possible. And, we’d like to be able to offer conference education to more of our fellow members. We are counting on your support this year in the Scholarship Fund Drive! Raffle tickets are being sold $1 each and gives you the chance to win great prizes including an iPad, Amazon Echo, full set of PAHCOM Manuals, free Conference Registration for the 30th Annual PAHCOM Conference right here in 2018, and more. All scholarship ticket sale proceeds go directly to the membership. The best part is that you’ll be helping a fellow member with your ticket purchases and you just may win a fabulous prize.

See any member of the NAB for tickets or visit the PAHCOM Store on the 3rd floor. The drawing is Wednesday evening at the Awards Dinner. Must be present to win. Of course if you can’t make it, you can always give your tickets to a friend who can accept your prize on your behalf.

Thank you all for your support - Have an amazing Conference!

Your NAB

CHAIRPERSON
HELENA FARABELLA, CMM, HITCM-PP

MICHELLE DURRANT, SPHR, SHRM-SCP, CMM, CMPE

KIM KRAUSE, CMM

DEBORAH MCEUEN, CMM, HITCM-PP

JOAN NEWELL-WALKER, CMM

LORI TRIVELLI, CMM
Scholarship Fund

Pay it forward... Your one dollar matters!
Just as many drops of water form a powerful wave, and many PAHCOM members form a powerful support organization, many one dollar donations make it possible to provide education to fellow members in need.

Make a difference...
Enter to win an iPad, Amazon Echo, and more!

Special Thanks to Millennia Patient Services for the iPad Donation Plus a $500 Donation to kick off this year’s Fund Drive!

See your National Advisory Board members for raffle tickets. 100% of scholarship donations go to fund member education!
Conference Schedule
Pre-Conference: Monday, October 16th

9:00 am - 5:00 pm
Conference Registration Open

8:00 am – 10:00 am
CMM Study Session - Exclusive to those registered for the CMM exam at Conference (2.0 CEUs)
Basic overview of the nine domains of medical practice administration, review of acronyms, practice test questions, opportunity to review specifics on requested domains and subdomains. MUST be registered for the exam on Monday October 16, 2017 at the conference in order to participate in this in-person on-site study session.

10:00 am – 2:00 pm
National Advisory Board Meeting
Final preparation and review of Conference details to further expand opportunities for growth through education in support of professional development. Closed meeting for National Advisory Board members only.

11:00 am – 2:00 pm
Certification Exam
Certified Medical Manager (CMM) Exam. You MUST have pre-registered online. Special National Accreditation Celebration!

2:00 pm - 4:30 pm
Chapter Support Committee
Chapter Leadership Meeting (2.5 CEUs)
This interactive session is geared to help Chapters become even better! Share your chapter’s successes and learn cool and innovative strategies from other chapters. The Chapter Support Committee will lead this meeting and they encourage all chapter members to participate. All registered conference attendees are welcome to attend.

5:00 pm - 7:00 pm
Gail Eminhizer, CMM, CGCS, HITCM-PP
My Membership - What It Means To YOU (2.0 CEUs)
Open for all conference attendees (sorry, no guests). Beverages will be served.
Are you getting the most from your PAHCOM membership? Many members do not utilize even a small portion of the benefits PAHCOM provides. Attend this session to learn more about what tools and services are available to you. Remember that PAHCOM Shares Knowledge and the purpose is to help you be a more successful manager in your practice. This session has a “you’ll learn something new” guarantee!

Unless otherwise specified, Conference events are for registered attendees only.
Tuesday, October 17th

7:00 am - 6:00 pm  
**Conference Registration Open**

7:30 am - 8:30 am  
**Networking Breakfast in the Exhibit Hall**
Complimentary Breakfast

8:40 am - 10:00 am  
Cathy Newton  
**Keynote: Are You Change-Ready... or Change-Resistant? (1.5 CEUs)**
Change is happening at lightning speed. It is pervasive and the variables are uncertain. Are you (the leader of the pack!)—and your employees—change-ready or change-resistant? Don’t hunker down in resistance when it could affect your reputation, your performance, and the quality of service you provide. Confront your own bias on change. Learn pro-active methods to support others in shifting change-resistance to change-readiness. And learn personal strategies to attune your own mindset towards change. Risk it!

10:00 am - 10:30 am  
**Networking Break in the Exhibit Hall**

10:30 am - 12:00 pm  
Chastity Werner  
**Credentialing Doesn’t Have to Be Hard (1.5 CEUs)**
We know credentialing can be a headache. There are mounds of documents, untold amounts of phone calls to payers, and obtaining signatures from providers who seem to vanish into thin air sometimes. This session will review updates and changes by PECOS and CAQH Proview, share our ideas on how to streamline and shorten the credentialing process. The shorter you can make your credentialing cycle with payers, the faster the money will come in. Join us for tips, tricks, and hints on how to get rid of the headache that can be associated with credentialing.

12:15 pm - 1:15 pm  
**Networking Lunch by Specialty**
This is a working lunch with your specialty peers from around the country. Share knowledge with others in your specialty who are facing challenges and finding successes. Learn about resources that could benefit your practice from others who have been there.
1:30 pm - 3:00 pm  Candace Whirley  
**Bridging the Gap: How to Manage & Work with Different Genders, Generations & Genetics (1.5 CEUs)**  
Sponsored by Kareo  
This interactive, energetic and entertaining presentation will enable participants to recruit and manage top candidates by learning the differences between generations X, Y, Boomers, and Matures, and their work habits and goals. Candy will also share her knowledge of gender differences in order to help participants understand that there is truly a difference in communication and conflict management. Those who have experienced Candy, know this presentation would not be the same without one of her famous activities! Put on your hardhats, you will be building a BRIDGE!

3:00 pm - 3:30 pm  
**Networking Break in the Exhibit Hall**  
Learn more about solutions for your practice management needs by visiting the Exhibit Booths. Leave your business card and you will be entered into two cash prize drawings for $100 with the PAHCOM Exhibit Wheel of CASH!

3:30 pm - 5:00 pm  Alice Reybitz  
**How Practice Managers Can Become Revenue Cycle Experts; Benchmarking Practices’ Productivity (1.5 CEUs)**  
What makes a successful practice? By setting benchmarks for expectations of the practice and making the entire staff aware of these expectations and the staff’s contribution to these expectations, the entire office becomes the revenue experts. This requires the Practice Manager to watch the productivity of the practice carefully. This is done by practicing the Compliance Plan, working the OIG Plan each year, and carefully working the contracts with your payers. There are ways to do this and make it a habit of all in the office!

3:30 pm - 5:00 pm  Candice Pinares-Baez  
**Top 10 Employee Handbook Updates: Making Your Employees Handbook Work for You (1.5 CEUs)**  
Candice will discuss how recent changes in employment laws have made it necessary for all employers to take a hard look at their employee handbooks to ensure that they are complying with best practices and are in line with the law. Specifically, Candice will discuss how to make your handbook communicate expectations in terms of performance and conduct without jeopardizing the at-will nature of employment or infringing on employee rights. She will also discuss the recent NLRB position and case law developments regarding employment policies, and practical dos and don’ts.

5:00 pm - 6:00 pm  
**Rebecca’s List - Professional Business Photography**  
Rebecca’s professional business photos are remarkable and there is a deep discount offered. Walk-ins welcome!

5:30 pm - 7:30 pm  
**Networking Reception in the Exhibit Hall**  
Join us in the Exhibit Hall for refreshments and hors d’oeuvres while you explore solutions to help you with your practice challenges. Leave your business card and you will be entered into two cash prize drawings for $100 with the PAHCOM Exhibit Wheel of CASH!  
Included with Conference Registration and guests of registered attendees are welcome.
Wednesday, October 18th

7:30 am - 3:45 pm    
**Conference Registration Open**

7:30 am - 8:30 am    
**Networking Breakfast in the Exhibit Hall**
Complimentary Breakfast

8:30 am - 10:00 am    
**Sean Glaze**

**Keynote: Stay Coachable for Relentless Improvement (1.5 CEUs)**

The difference between success and failure is usually determined by one thing - how coachable are you? To become someone whose achievements become impressive to others, you have to be coachable. Sean delivers a captivating program that inspires you to acknowledge where you are, clarify where you want to be, and then take action steps to move in that direction with relentless action. This session provides an entertaining and effective four-part process you will be able to apply and use to climb beyond your current level of performance.

10:00 am - 11:00 am    
**Final Networking Break in the Exhibit Hall**

Last chance to visit the Exhibitors! Learn more about solutions for your practice management needs and make those final business connections. We’ll also go around the room for Exhibitor Prize Drawings!

11:00 am - 12:30 pm    
**Simone Josey, DPM, MPH**

**From Déjà Vu…to Deja Do! (1.5 CEUs)**

Does your staff need a recharge or a reset? Are you tired of the same issues occurring year after year? Are you looking to motivate your team with new insight? Author, Keynote Speaker, Physician, and Corporate Consultant Dr. Simone Josey delivers a thought-provoking, unconventional, and dynamic session that is sure to ‘awaken’ audiences everywhere! Watch your office goals for productivity go from dreams to reality!

11:00 am - 12:30 pm    
**Aimee Wilcox**

**Evaluation and Management Auditing Process (A Hands-On Experience) (1.5 CEUs)**

Are you ready to be audited? Every practice secretly wonders how their records would hold up in an audit but no one wants to ask an auditor to look that closely. In this presentation I will give you an opportunity to see what an auditor looks for when reviewing an Evaluation and Management service by reviewing the findings and notes of an auditor for an established outpatient evaluation and management service.

12:45 pm - 1:45 pm    
**Networking Lunch by State/Region**

This is a working lunch with your geographic peers. Share knowledge with others in your region who are working with region specific regulations. Learn about resources that could benefit your practice.
2:00 pm - 3:30 pm  Radha Bachman  
DUNES IV, V  
**Landlords, Software, Equipment… Oh My! Top 10 Issues in Healthcare (1.5 CEUs)**

Health care practices enter into a variety of contracts on a daily basis. These contracts can range from EHR vendor agreements to leases. This presentation will focus on the top ten issues to look out for when entering into vendor contracts. It will touch on boilerplate language that typically appears in contracts and what these provisions mean for the contracting party. This will be a very practical course to assist the healthcare office manager in navigating a contract when it has been determined that legal counsel may not need to be consulted.

2:00 pm - 3:30 pm  Monica Kay and Lois Serio  
SANDPIPER I, II  
**CMS Presents: The New Medicare Card – What You Need to Know (1.5 CEUs)**

The Medicare Access and CHIP Reauthorization Act (MACRA) of 2015 requires CMS to remove Social Security Numbers (SSNs) from all Medicare cards by April 2019. A new Medicare Beneficiary Identifier (MBI) will replace the SSN-based Health Insurance Claim Number (HICN) on new Medicare cards, which will be issued to beneficiaries no earlier than April 2018. This new initiative will require coordination between all stakeholders involved. CMS recognizes that physician office practices will need to have their office management systems updated and ready to receive and accept the new MBI. This presentation will explain changes taking place within CMS and how this will affect your practice.

3:30 pm - 3:45 pm  
DUNES FOYER  
**Networking Break**

Sponsored by Practice Support Resources, Inc.  
Interact with attendees to share ideas learned.

3:45 pm - 5:15 pm  
DUNES IV, V  
**PAHCOM Shares Knowledge - Specialty Workshop Extravaganza! (1.5 CEUs)**

Every medical specialty has unique traits that require individualistic administrative procedures pertinent to the specialty. This session is an opportunity for medical specialty managers to get together with other managers within their specific specialty and solve the challenges and problems within their specialty. This is a “Bring Your Problem” to the meeting session. If you do not have a problem, you are even more critical to the meeting because you may have already solved the problem that someone else is wrestling with. This session is the epitome of the PAHCOM Motto “PAHCOM Shares Knowledge”. You are PAHCOM! Attend, Share, Feel Good!

5:30 pm - 7:00 pm  
DUNES FOYER  
**Awards Dinner Reception**

Relax and mingle at the Awards Reception, gather your friends at the fun photo booth, and enjoy beverages before dinner. Your yellow wristband ticket is required for entry. Cash bar also accepts exhibitor drink tickets. Reception closes at 7pm and reopens after the awards ceremony.

7:00 pm - 10:00 pm  
DUNES I, II, III  
**Awards Ceremony & Semi-Formal Dinner**

The highlight of the year for PAHCOM Members, where the difference PAHCOM Managers make in the field of Health Care Office Management is celebrated. Awards and recognitions include:

- Medical Manager of the Year Nominees
- The 2017 Medical Manager of the Year
- The 2017 Chapter of the Year
- New Certified Professionals
- Ten & Twenty Year Member Anniversaries

You MUST wear your yellow wristband for entry.

Dance to The Authentics after the Awards. The Photo Booth will also reopen in the Foyer.
Thursday, October 19th

7:30 am - 10:30 am
Conference Registration Open

7:00 am - 8:30 am
Complimentary Breakfast Buffet in Hotel Restaurant
Breakfast voucher for attendee is included with registration.

8:30 am - 10:00 am Carol Cline
Your Front Line - Key to Your Bottom Line (1.5 CEUs)
The individuals who have direct contact with customers are your front line and they make hundreds of first impressions every day. Carol Cline, author or The Speckled Egg Principle, will help you clearly identify your front line and show you how to tap into their talents, skills, and expertise to expose untapped resources. You will learn how to help your front line move beyond process and gain a deeper understanding of their purpose and pivotal contribution. Let Carol show you how to leverage your front line to affect your bottom line.

10:00 am - 10:15 am
Networking Break
Interact with attendees to share ideas learned.

10:15 am - 11:45 am Sarah Freymann Fontenot, BSN, JD
MACRA Moving On (1.5 CEUs)
In June CMS released Proposed Rule changes to MACRA that will significantly affect how smaller physician practices participate-and are rewarded-under the law. These changes, including the HIT “Hardship Exemption” need to be understood by practice managers so they can plan accordingly. The performance measures for full participation in MACRA will be reviewed, including the addition of cost comparison starting in 2019. This session will review options opening to smaller practices, will encourage full participation, and will under specific examples, tips, and areas to excel equally applicable to practices of all sizes.

11:45 am - 12:00 pm Karen Blanchette, MBA
Wrap-Up & Kick Off to 2018
Make this year’s Conference experience count! Use the valuable information and networks you’ve developed here to make a difference in your practice and your community! Stay engaged and continue to connect with PAHCOM and your peers.
Being recognized by peers that one respects is one of the most amazing things that can happen in life! Your nomination for Medical Manager of the Year is truly a pat on the back for a job well done. Your dedication, knowledge and determination have proven that you, Pam, Linda, Kathryn, Stephanie, Deborah, and Nadine, are true leaders in health care. But, it is your passion and strength that make you truly stand out. You, my friends, have set a new standard for MMOTY nominees! Dreams seldom materialize on their own. So, CONGRATULATIONS to you for working hard to make your own dreams come true!

Pam Lewis, CMM, HITCM-PP
2016 Medical Manager of the Year
2017 MMOTY Nominee Profiles

Congratulations to all of the Medical Manager of the Year Nominees!

Pam Carlisle, CMM
Pam has been in the medical field since 2001 with her current practice Milla Pediatrics. She has been a member of PAHCOM since 2012 and has held the office of Vice President in the Gainesville chapter. Her passion is to make sure the underserved are taken care of medically. She is President of the Rural Health Partnership in Gainesville. Her daily duties include staff and facility management, billing and claims chasing as well as following all the changes is the insurance world. The practice is 85% Medicaid so every $ she can save helps.

Did you know? Pam is a diehard Nascar Fan and Florida Gator fan. She loves baseball especially when her grandson is playing but anything involving the grandson is great. She and her husband Carl have a Pontoon boat that they enjoy taking out.

Linda Dubois, CMM
Linda has worked in healthcare for 24 years. She is employed by Advocare Main Line Pediatrics and has been their Administrator for the past 17 years. Linda’s responsibilities include overseeing operations, finances, payroll, and human resources. She believes her greatest contribution to her position is her vision and ability to make change less fearful. She has been a member of PAHCOM since 2009 and is currently serving her second term as the Delco Chapter’s Treasurer. She feels fortunate to give back what PAHCOM has given to her over the years by mentoring new managers in the industry and sharing knowledge.

Did you know? Linda was a member of the Future Business Leaders of America and received the Kelly Services Award for outstanding business student. Her love for travel and cooking has led her to become co-owner of La Bella Vita Gourmet Tours.

Kathryn Eiler, CMM, HITCM-PP
Kathryn has been a medical practice administrator for more than twenty years and a PAHCOM member since 1995. She has served as a chapter officer in both the Montgomery-Bucks Chapter and the Delco chapter where she has been actively involved recruiting new members and chapters. Coaching for the CMM exam and mentoring staff and fellow managers has been a lifelong passion for her. In addition to her role at the chapter level Kathryn is a member of the Chapter Support Committee. For more than ten years Kathryn has been a faculty member of the American College of Physicians (ACP) where she has taught the quality performance benchmarks and the team approach to quality care.

Did you know? Kathryn loves bike riding and spending time with her family and friends. She met her husband Jack in 1980 in Memphis and both of their grandfathers were members of the Philadelphia Orchestra and sat 6 seats away from each other.

Stephanie Pelow, CMM
Stephanie has worked in Healthcare for almost 30 years. She started as a temporary housekeeper at a local hospital during her senior year of high school and hasn’t stopped since. Prior to becoming a medical manager, she worked in many other areas: housekeeping, registration, sterile processing, billing, transport, finance, and administration. She has been a PAHCOM Member for 4 years. She is currently employed by Mercy Health and manages two practices, Pulmonary (6 providers) and Infectious Disease (8 providers). Stephanie considers her biggest accomplishment in healthcare to be the completion of her BS in Healthcare Administration in 2012. Though her position requires her to wear many hats, she feels that great customer service is the basis for success in any field. The greatest reward for her is to see patients getting exceptional quality care and recovering as quickly as possible.

Did you know? Stephanie is a single mom of twin 13 year-old girls, Alexis and Zoe. She loves to read real-life murder mysteries. She loves many different genres of music and is an avid concert-goer.

Deborah Simons Swartz, CMM, CPC
Deborah has worked in healthcare for over 40 years and has been a PAHCOM member for 24 years. She is the practice administrator at Neurological Surgery Associates in Fort Lauderdale and has held that position for the past 26 years. She is a CPC with AAPC and does the surgery and hospital coding and insurance chart audits. Her administrative duties include payroll, staffing, compliance, credentialing, managed care and hospital contracts for 8 hospitals, including trauma. She does outside auditing for a consulting firm for complex Neurosurgery. Her biggest challenge the last two years was buying a building and doing a total build-out renovation while adding a new Neurosurgeon and Nurse Practitioner to the practice. She has been a facilitator in the Neurosurgery break-out sessions many times.

Did you know? Deborah was captain of the majorettes in high school, modeled and was part of a musical theater workshop. She also worked at 20th Century Fox for Aaron Spelling/Leonard Goldberg Productions in Hollywood.

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What’s with these PAHCOM Coins anyway?

Those of us lucky enough to attend PAHCOM Conferences were once again presented with a PAHCOM coin that reflects the brilliant PAHCOM logo on one side and this year’s PAHCOM Conference theme, location, and dates on the opposite side. Have you ever wondered why PAHCOM started the tradition or what the sentiment might be? Well, many of you have asked, so here is some history behind the coins.

Many organizations produce what are called “Challenge Coins” for their membership. Stories about the origin of Challenge Coins date back to the Roman Empire. In later years, during the Renaissance, they were called “Portrait Medals”; Google it!

The Americanization of challenge coins dates back to World War One. Story has it, American volunteers from all parts of the country filled the ranks of newly formed squadrons. In one squadron, a wealthy lieutenant ordered coin medallions and presented them to his unit. A young pilot placed his coin in a leather pouch he wore around his neck. Shortly after, the pilot’s aircraft was damaged and he was forced to land behind enemy lines. He was then captured by a German patrol. In order to discourage this pilot from escaping, the Germans took everything from him except for the small leather pouch around his neck. The pilot succeeded in escaping captivity one evening, however, because the Germans took his belongings, he didn’t have any personal identification. He ended up at a French outpost, but because saboteurs had been masquerading in that area as civilians and because they did not recognize the young pilot’s American accent, the French thought him to be a saboteur. They planned to execute him. Fortunately he had his leather pouch containing the medallion, which he showed to his executioners. One of the executioners recognized the squadron emblem and they delayed his execution long enough to confirm his identity. Instead of shooting him, they gave him a bottle of wine. Once he was back at his squadron, it became a tradition to ensure members carried their coin at all times by having someone challenge another to see their coin. If the challenged member could not produce the coin, they were required to buy a drink of choice for the member who challenged them. If a member was challenged and the challenged member did produce their coin, then the challenging member was required to pay for the drink. The tradition of challenging a member is more than a game. It is now a custom that reflects the pride that one feels in their group or organization.

Over the years, the challenge coin tradition has evolved into other organizations and companies. Some civilian examples of where you will find challenge coins include NASCAR, the NFL, Police and Fire Departments.

For over a decade, PAHCOM has maintained the distribution of challenge coins to each member attending the Annual Conference to celebrate their pride and value of the camaraderie, friendship, knowledge that abounds during PAHCOM Week.

The challenge coin has come to symbolize membership and recognition beyond the expectations of its leaders. Each of you is encouraged to proudly display your Challenge Coins in your office to communicate an outward sign that reflects the pride you have in PAHCOM and the camaraderie you feel as a PAHCOM professional manager.

This year’s Conference theme “The Leader of the Pack” fits well with the origin of the challenge coin. As the Medical Office Manager, you will always have a critical role in your practice. Be proud of all the hard work you have put forth to get where you are. Display your coin and collect the recognition that you have earned.

Source: https://en.wikipedia.org/wiki/Challenge_coin
Leave your business card at each booth for the $100 CASH Drawings!
2017 PAHCOM Exhibitors

ABILITY Network
BOOTH 16
ABILITY is a leading information technology company that helps providers and payers simplify the administrative and clinical complexities of healthcare through innovative applications and data analytics.

American Association of Medical Assistants (AAMA)
BOOTH 20
The American Association of Medical Assistants provides the medical assistant professional with education, certification, credential acknowledgment, networking opportunities, scope-of-practice protection, and advocacy for quality patient-centered health care.

American Health Information Management Association (AHIMA)
BOOTH 23
AHIMA is the leading resource for health information (HI) worldwide, supporting more than 103,000 HI professionals with tools, education, training, and solutions. AHIMA’s goal is to improve healthcare quality through the accurate and timely collection, analysis, and dissemination of health information to improve patient care, information governance, and reimbursement decisions.

Anders Health Care Services
BOOTH 9
Anders is a dedicated team of CPAs and industry-focused advisors. For over 50 years, Anders has delivered full service accounting, tax, audit, technology and advisory services to growth-oriented closely-held companies, organizations and individuals. The Anders health care team specializes in diagnosing issues related to revenue cycles in both hospitals and medical practices and identifying opportunities to improve profitability. Our comprehensive view of the health care industry recognizes how everything you do in your organization impacts your bottom line, and will help you succeed in today’s health care environment.

CEDR HR Solutions
BOOTH 5
CEDR HR Solutions provides game-changing HR solutions for small, privately owned medical practices.

We provide customized, legally compliant employee handbooks, live HR support from trained employment law professionals, and online HIPAA certification training for your whole practice.

With CEDR’s support, you can stop being afraid to manage your employees, and start focusing on bringing your practice to the next level.
Exhibitors

Certification Coaching Organization, LLC
BOOTH 19
Online courses, review blitzes, practice exams and CEU opportunities with an emphasis on coaching support to achieve the certifications desired.

CommunityHealth IT - MyHealthStory
BOOTH 21
Do you manage a non-profit or public Community Health Center, Community Mental Health Center, Skilled Nursing Facility, or Rural Health Clinic? If so—and your practice isn’t getting federal reimbursements for your broadband and telecommunication expenses—let CommunityHealth IT help! Most of our clients receive over $100,000 per year that can be used for any business need. CommunityHealth IT is a non-profit at the Kennedy Space Center that leverages federal programs and health technologies to improve practices’ financial viability and community health.

Encoda
BOOTH 1
Encoda’s patented technology helps your billing system prevent denials, accelerate reimbursement, and streamline claims processing. Expect a 30-40% increase in billing productivity and a 20-30% increase in payment velocity. Use direct-to-payer transactions and submit claims apart from other groups. License our software or contract our billing services. Our certified medical auditors and data analysts use comprehensive metrics and analytics to uncover and eliminate your practice revenue leaks.

Excelsior College
BOOTH 22
Earn a degree at your own pace and in a way that fits your lifestyle. Excelsior College will work with you to develop a flexible and individualized plan including maximum credit transfer, earning credit through exams and taking online courses. Excelsior is affordable, online, nonprofit and accredited. Our committed, national faculty members, and caring, professional staff will help you overcome the barriers to achieving your personal, professional, and academic goals. Let us help you succeed.

Feel Good, Inc.
BOOTH 11
Feel Good, Inc. provides portable TENS (transcutaneous electrical nerve stimulation) units offering wide variety of benefits, including alleviating back, nerve and diabetic pain and migraines. Our units can also improve circulation, sleep patterns and have been shown to decrease the use of pain relievers that can cause negative side effects.

First Healthcare Compliance
BOOTH 17
This turnkey solution integrates live, toll-free support with a secure, cloud-based centralized management system providing training, a sample document library for customizing Policies & Procedures, and multiple tools & resources for ongoing compliance management. A 1st Defense File™ stores and records your pertinent information as proof of your established compliance program. An Anonymous Hotline is also available. SAVE TIME & MONEY… address all your compliance needs, all in one place!
Exhibitors

Food and Drug Administration
BOOTH 6
The FDA’s Center for Drug Evaluation and Research (CDER) makes sure that safe and effective drugs are available to improve the health of the American people. CDER ensures that prescription and over-the-counter drugs, both brand name and generic, work correctly and that the health benefits outweigh known risks.

Healthcare Administrative Technology Association (HATA)
BOOTH 15
HATA is the national association representing the interests of the practice management system industry.

InHealth Systems & Services
BOOTH 10
For over 30 years, InHealth Systems & Services has provided medical record systems and products for healthcare organizations across the U.S. Our mission is to improve the profitable operation of healthcare practices by enhancing a practice’s ability to provide quality patient care.

InHealth has partnered with PAHCOM for nearly 25 years and offers the following unique benefits exclusively to PAHCOM members:
• 10% discount on all orders
• 10% PAHCOM bucks on all orders

iPatientCare, Inc.
BOOTH 7
Approximately $400 billion is wasted in revenue cycle inefficiencies each year. Add additional hundreds of billions in financial and reputational impact of MACRA. iPatientCare Medical Billing Services helps small physician offices to boost profit margins and retain more of the revenue you’ve already earned by submitting clean claims, managing denials, address increasing patient responsibility, and MACRA/MIPS attestation. Visit us at Booth 7 for playing “Wheel of Fortune” and win exciting giveaways while learning more about how iPatientCare can help.

Kareo
BOOTH 26
Kareo is the only cloud-based and complete platform purpose built to meet the needs of independent practices. Today we help over 40,000 providers run more efficient practices, while delivering outstanding care. The Kareo technology platform is the first to help independent practices find more patients, manage their care with a fully certified and easy to use EHR, and get paid quickly – all in one complete and integrated package. For more information, visit www.kareo.com.

NORCAL Mutual Insurance Company
BOOTH 24
Since 1975, NORCAL Mutual Insurance Company has been a policyholder-owned and physician-directed medical professional liability company dedicated to ensuring the availability of affordable and relevant coverage. NORCAL Mutual is one of the top ten medical professional liability companies in the nation, based on direct written premium, and holds an “A” (Excellent) rating by A.M. Best for its financial strength and stability.
PAHCOM Certification Booth

BOOTH 14

Visit the PAHCOM Certification Booth and meet Nationally Accredited Certified Medical Managers eager to help you take your career to the next level. Whether it’s the CMM or the HITCM-PP you’re interested in, they can get you the information you need to submit your application and document your expertise as a professionally credentialed manager in this dynamic industry.

Don’t put off establishing your credibility! Apply now and save $100 with promo code: CERT100

Payspan

BOOTH 2

With the largest healthcare network in the U.S., we provide payment automation services that improve administrative efficiency, meet regulatory requirements, and enable payers and providers to manage new reimbursement strategies. We bring together healthcare expertise with proven financial services technology to empower a new generation of healthcare economics.

PracticeForces

BOOTH 3

PracticeForces has been simplifying billing solutions and compliance requirements for our clients since 2003. Our focus is maximizing your revenue while meeting mandates and polices such as MACRA. We have the privilege of helping Physicians in a wide variety of medical specialties across the nation. Our team serves Surgeons, Outpatient Physicians, Hospitalists, Physician and Hospital groups. We are proud members of MGMA and HIMSS.

Contact us:
727-499-0355
questions@practiceforces.com

Solutionreach

BOOTH 13

Solutionreach is revolutionizing the patient-provider relationship. Why? Because we get it. We know providers want meaningful patient relationships. We also understand that demands on physicians and administrative staff rarely allow for the patient interaction that both sides want.

That’s why we created the industry’s leading patient relationship management platform to empower providers with the tools they need to maximize patient relationships and foster loyalty.

Stratice Healthcare

BOOTH 12

eOrdersPlus is an e-ordering solution connecting a network of healthcare professionals with local, regional and national providers of medical equipment, supplies and homecare services for patients.

eOrdersplus integrates at no cost to the practice with EHR systems resulting in enhanced coordination of care via an intuitive solution eliminating costly manual and unreliable paper, fax and phone processes that burden patients, healthcare providers, and suppliers.

Tavoca

BOOTH 25

Tavoca provides best-in-class reminder services for just 5 cents per appointment. No contract, free setup & free trial.
ThoroughCare
BOOTH 4
ThoroughCare’s software allows any practice (large or small) to run efficient Medicare reimbursement programs in-house with their existing staff. Our Chronic Care Management (CCM) solution allows practices to create care plans, log time and automate their entire program. Annual Wellness Visits (AWVs) and Advanced Care Planning are also other profitable programs that we offer.

By using ThoroughCare’s software solutions, you will generate a substantial new revenue stream from Medicare. A practice with 300 participating patients will generate over $150,000 / yr in new revenue!

Virtual Revenue Solutions
BOOTH 18
VRS provides an array of ala carte services designed to enhance downstream A/R functions either through comprehensive ‘day 1 billing’ and Extended Business Offices (EBO) to project-oriented initiatives. Our deliverables aim to accelerate cash flow, remedy RCM leaks and enhance business processes.

Xcenda
BOOTH 8
As a leader in field reimbursement support, Xcenda delivers collaborative services that ensure all aspects of reimbursement, provider education, and product access are addressed for optimal patient access to vital therapies. Our highly skilled field reimbursement team includes former practice administrators, account managers, government affairs managers, district sales managers, certified coders, and pharmacists, bringing years of insight to help successfully deliver patient access programs.

Visit the PAHCOM Conference Gift Shop and Save 20% on select purchases* during the Conference!

PAHCOM Bucks make a great gift! Transfer them to a fellow PAHCOM member via My Membership.

Keep Calm I’m a CMM

Show your Knowledge with apparel from the gift shop. Check out our jackets & hoodies!

Coffee tastes better from PAHCOM Mugs! Makes a great gift for your favorite mentor!

*PAHCOM Bucks are not discounted!
Certified Medical Manager
Nationally Accredited

“Kudos to PAHCOM and all CMMs!”

Sincerest salutations to PAHCOM and all attendees at the PAHCOM 29th Annual Conference. How fortunate you are to be present, participate, and contribute to the success of your professional association. It is a great pleasure to publicly commend the highly significant achievement of the National Certification Commission (NCC) accrediting the PAHCOM Certified Medical Manager (CMM) credential.

Accreditation indicates that each CMM achieved and exceeded the essential requirements for accreditation approval by the National Certification Commission, which consisted of twenty requirements and embellishments that encompass: program purpose, nomenclature, personnel and committee resources, assessment remunerations, applications and documentation, promotion techniques, evaluation instruments, examination preparation and distribution, and administrative procedures (appeals, amendments, minutes, and reports). Each component was considered in the approval process for national accreditation by the National Certification Commission. The comprehensive components were each properly addressed by the PAHCOM CMM Program. Your designation satisfies the NCC national standards of excellence.

The National Certification Commission has evaluated accreditation of professional credentials since 1993. The national registration is non-governmental, voluntary, and indicates that the certification program and its designations are comprehensive, objective, and achieve specific criteria and standards. The Commission consists of nearly 150 member associations representing more than 300 designation categories.

The Commission is extremely proud and pleased to announce that the PAHCOM Certified Medical Manager program has achieved this sterling status. Professionals holding the CMM know full well the benefits and values of this prized designation. Many PAHCOM member careers have been exalted by attainment of the CMM credential. That credential is now even more valuable since this exemplar achievement of national accreditation recognition.

Richard C. Jaffeson
Executive Director
National Certification Commission
Chapter of the Year
Congratulations
Lehigh Valley, PA!

PAHCOM Chapters bring significant value to our industry through continued education and networking and all are to be commended for their efforts to share knowledge in their communities. Each year we recognize those who have taken extra steps to ensure Medical Managers are connected and stay informed of industry changes.

Join us at the Awards Dinner on Wednesday evening as we honor the top three scorers in our 2017 Chapter of the Year Competition.

Chapter of the Year - Lehigh Valley, PA
Second Place Chapter - Delco, PA
Third Place Chapter - Traverse City, MI

The Lehigh Valley Chapter will receive a cash award of $1,000, the Delco Chapter will receive $500 and the Traverse City Chapter will receive $250. Congratulations to them all!

The Academic Credentialing Program (ACP) equips students enrolled in healthcare administration programs for success in the workforce and offers excellent benefits to participants including:

- Professional Certification Eligibility
- Industry Exposure
- Networking
- Deep Discounts
- Access to PAHCOM Tools and Resources
- Internship | Externship Opportunities

Learn more. Apply today! acp@pahcom.com

Academic Credentialing Program | ACP
PAHCOM
Toolkit For Getting The Most Out Of The Conference

IMPORTANT TIPS:

1. Be present, engaged and willing to participate. Along with the input from you as well as your colleagues, the better the sharing of information! This means the better the outcome of the Specialty Workshop.

2. Share your business cards! Meet fellow members. Make new connections with members who may be within your particular specialty. You’ll have your new colleague’s contact information in order to keep in touch with each other once you have returned from conference.

3. Take the time to meet with valuable vendors who bring the best and most innovative services which may benefit your practice. Again, bring your business cards for the vendors to be able to follow-up, post conference.

4. Keep notes for each session you have attended. There is space in your conference program. (Don’t forget to also mark down the session index numbers - which are case sensitive!).

5. You have already committed to being present by registering for a fantastic conference. Your investment in your conference experience will afford you to be returning to work, invigorated, enlightened and charged up to take on just about any challenge facing you.

6. Remember that most speaker documents are available for downloading. Slides and audio will be available to the membership post conference.

IMPORTANT NOTES FROM CONFERENCE SESSIONS:

Suggestions on what to document:

1. Make sure to note items that you’ll want to discuss with staff and your providers.

2. Make notes of important content of sessions which you may want to implement in your practice.

3. Assemble a presentation and a handout packet to distribute to staff/providers during a staff meeting. Let your counterparts know the valuable information which you have learned while at conference.

If you don’t tell your providers what you brought back to make a difference in your practice, why should they support your continuing education in the future? Think of your practice in these sessions and extract what you need to make a positive difference when you return to the office!
Toolkit

Tuesday, October 17th
8:30 AM – 10:00 AM
Speaker: Cathy Newton
Topic: Keynote: Are You Change-Ready... or Change-Resistant?
(1.5 CEUs) Index #: ____________________________________________________________

Contact Info: ____________________________________________________________________________

Key Points:
1. ___________________________________________________________________________________________
2. ___________________________________________________________________________________________
3. ___________________________________________________________________________________________
4. ___________________________________________________________________________________________
5. ___________________________________________________________________________________________

Reference websites: ______________________________________________________________________

Tuesday, October 17th
10:30 AM – 12:00 PM
Speaker: Chastity Werner
Topic: Credentialing Doesn’t Have to Be Hard
Speaker: Dennis Flint
Topic: Preparing Your Organization for the Death of Fee for Service
(1.5 CEUs) Index #: ______________________________________________________________________

Contact Info: ____________________________________________________________________________

Key Points:
1. ___________________________________________________________________________________________
2. ___________________________________________________________________________________________
3. ___________________________________________________________________________________________
4. ___________________________________________________________________________________________
5. ___________________________________________________________________________________________

Reference websites: ______________________________________________________________________
Toolkit

**Tuesday, October 17th**
12:15 PM – 1:15 PM

**Networking Lunch by Specialty**

Specialty Peer Contacts:
1. ____________________________________________________________
2. ____________________________________________________________
3. ____________________________________________________________
4. ____________________________________________________________
5. ____________________________________________________________

Notes: _______________________________________________________

**Tuesday, October 17th**
1:30 PM – 3:00 PM

**Speaker:** Candace Whirley

**Topic:** Bridging the Gap: How to Manage & Work with Different Genders, Generations & Genetics
(1.5 CEUs) Index #: ______________________________________________

Contact Info: ___________________________________________________

**Key Points:**
1. ____________________________________________________________
2. ____________________________________________________________
3. ____________________________________________________________
4. ____________________________________________________________
5. ____________________________________________________________

Reference websites: _____________________________________________
**Tuesday, October 17th**
3:30 PM – 5:00 PM

Speaker: Alice Reybitz

**Topic:** How Practice Managers Can Become Revenue Cycle Experts; Benchmarking Practices’ Productivity

Speaker: Candice Pinares-Baez

**Topic:** Top 10 Employee Handbook Updates: Making Your Employees Handbook Work for You

(1.5 CEUs) Index #: ____________________________________________

Contact Info: __________________________________________________________________________________________

Key Points:

1. ____________________________________________

2. ____________________________________________

3. ____________________________________________

4. ____________________________________________

5. ____________________________________________

Reference websites: ____________________________________________

**Wednesday, October 18th**
8:30 AM – 10:00 AM

Speaker: Sean Glaze

**Topic:** Stay Coachable for Relentless Improvement

(1.5 CEUs) Index #: ____________________________________________

Contact Info: __________________________________________________________________________________________

Key Points:

1. ____________________________________________

2. ____________________________________________

3. ____________________________________________

4. ____________________________________________

5. ____________________________________________

Reference websites: ____________________________________________
Toolkit

**Wednesday, October 18th**
11:00 AM – 12:30 PM

- **Speaker:** Simone Josey, DPM, MPH  
  **Topic:** From Déjà Vu…to Deja Do!
- **Speaker:** Aimee Wilcox  
  **Topic:** Evaluation and Management Auditing Process (A Hands-On Experience)

(1.5 CEUs) Index #:

Contact Info:

**Key Points:**
1.  
2.  
3.  
4.  
5.  

Reference websites:

**Wednesday, October 18th**
12:45 PM – 1:45 PM

Networking Lunch by State/Region

Regional Peer Contacts:
1.  
2.  
3.  
4.  
5.  

Notes:
Toolkit

Wednesday, October 18th
2:00 PM – 3:30 PM
☐ Speaker: Radha Bachman
   Topic: Landlords, Software, Equipment... Oh My! Top 10 Issues in Healthcare
☐ Speaker: Monica Kay and Lois Serio
   Topic: CMS Presents: The New Medicare Card – What You Need to Know
(1.5 CEUs) Index #: ________________________________________________________________

Contact Info: _________________________________________________________________

Key Points:
1. _______________________________________________________________
2. _______________________________________________________________
3. _______________________________________________________________
4. _______________________________________________________________
5. _______________________________________________________________

Reference websites: __________________________________________________________

Wednesday, October 18th
3:45 PM - 5:15 PM
Specialty Workshop - PAHCOM Shares Knowledge
(1.5 CEUs) Index #: ____________________________________________________________

Contact Info: _______________________________________________________________

Key Points:
1. _______________________________________________________________
2. _______________________________________________________________
3. _______________________________________________________________
4. _______________________________________________________________
5. _______________________________________________________________

Reference websites: __________________________________________________________
Toolkit

Thursday, October 19th
8:30 AM – 10:00 AM
Speaker: Carol Cline
Topic: Your Front Line - Key to Your Bottom Line
(1.5 CEUs) Index #: _____________________________________________________________

Contact Info: __________________________________________________________________

Key Points:
1. _________________________________________________________________________
2. _________________________________________________________________________
3. _________________________________________________________________________
4. _________________________________________________________________________
5. _________________________________________________________________________

Reference websites: _____________________________________________________________

Thursday, October 19th
10:15 AM – 11:45 AM
Speaker: Sarah Freymann Fontenot, BSN, JD
Topic: MACRA Moving On
(1.5 CEUs) Index #: _____________________________________________________________

Contact Info: __________________________________________________________________

Key Points:
1. _________________________________________________________________________
2. _________________________________________________________________________
3. _________________________________________________________________________
4. _________________________________________________________________________
5. _________________________________________________________________________

Reference websites: _____________________________________________________________
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with purchase of the Study Guide

Certified Medical Manager
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Promo code expires October 31, 2017

The 30th Annual PAHCOM Conference will be held at the Wyndham Grand Clearwater Beach, October 15-18, 2018.