

**MGMA**<sup>®</sup>  
OKLAHOMA

**LEVEL  
UP**



**TAKING YOUR PRACTICE TO  
THE NEXT LEVEL**

**OKMGMA Spring Conference**  
**April 11-12, 2024**  
**River Spirit Casino, Tulsa**

*Premier Sponsor*  
 **SVMIC**<sup>®</sup>

# CONFERENCE AGENDA

## Thursday, April 11

- 7:30 am Registration Opens, Breakfast in Exhibit Hall
- 8:15 am - 9:30 am ***Surviving Chaos: Practices Facing New Realities-*** Cameron Cox, FACMPE
- 9:30 am - 10:30 am ***What's My Job, Really?*** - Stu Schaff
- 10:30 am - 11:00 am Networking Break with Exhibitors
- 11:00 am - 12:00 pm Breakout A| ***Management Vs. Leadership: How To Step Into Your Power and Become A True Leader!*** - Patty Eschliman
- Breakout B| ***ACMPE: Pathway to Certification*** - Leslie Snider, FACMPE and Carrie Walling, CMPE
- 12:00 pm - 1:00 pm Lunch and OKMGMA Update
- 1:00 pm - 2:00 pm ***Venturing Into the Future of Healthcare with Generative AI*** - Breanna Wong, MBA-HA, MS
- 2:00 pm - 3:00 pm ***Destination Leadership: It's All in the Journey and the Fun You Have Along the Way*** - Patty Eschliman
- 3:00 pm - 3:30 pm Networking Break with Exhibitors
- 3:30 pm - 4:30 pm ***Is It Talking or Is It Listening? Effective Communication in a Digital Age*** - Cameron Cox, FACMPE
- 4:30 pm Networking Reception

## Friday, April 12

- 7:30 am Breakfast in Exhibit Hall
- 8:00 am - 9:00 am ***SHARK Negotiating for the Conflict Averse - How to Navigate Negotiations like a Shark!*** - Jason Levinson
- 9:00 am - 10:00 am Breakout A| ***Analytics with a Purpose*** - Cameron Cox, FACMPE  
Breakout B| ***TBA***
- 10:00 am - 10:45 am Networking Break and Prizes
- 10:45 am - 12:00 pm ***Cheerleading from Quicksand*** - Lyndi Zavy

# SESSION DESCRIPTIONS



**Cameron Cox, III,  
MHA, FACMPE  
e3c3 Consulting**

## ***Surviving Chaos: Practices Facing New Realities***

Beyond the traditional realm of private practice, physicians are grappling with a new reality shaped by mergers, acquisitions, and powerful external players. This seminar sheds light on the challenges posed by private equity, corporations, and health systems, offering a deep dive into the daily struggles practitioners face. The discussion will include how these external threats could impact your practice both now and in the future.

## ***Is It Talking or Is It Listening? Effective Communication in a Digital Age***

Voices seem to carry in today's world in a way that we've not seen before. With the introduction and growth of social media and electronic communication, the art of effective communication is being lost. This presentation will discuss techniques that can be employed to assist with reengaging in the art of communication. Case studies will be shared that demonstrate the effectiveness of these techniques within practice settings both on the operational floor of the practice and within the board of the physicians

## ***Analytics with a Purpose***

We are constantly being told that the new healthcare system will depend on understanding data. What does this mean? We have always had data in various forms from clinical data to administrative data. This presentation will challenge you to reconsider whether you are asking the right questions and whether you have the right data and tools to answer them. Learn how analytics adds value to your practice's financial position and operation as we strive to find the purpose of our analytical scrutiny.



**Stu Schaff  
Intentionate  
Healthcare  
Advisors**

## ***What's My Job, Really? Setting Clear Expectations for Docs***

Given the well-documented gap between the supply of physicians and the demand for their services, increasing administrative burdens, and the strain of a global pandemic, it is no wonder that many doctors report dissatisfaction with their careers.

There is another major but often overlooked contributor to physician burnout: a lack of clear expectations. For most physicians, the job description is usually little more than "Be a good doctor." Then collections, WRVUs, overhead expenses, and other aspects of the job come into play and the relationships between physicians and administrators turns adversarial. Unlike the systemic issues mentioned above, individual medical practices can do something about this.

Stu Schaff will show participants how they can establish clear expectations for physicians within their own practices, using examples from actual academic and community-based practices. He will also demonstrate specific ways that participants can incorporate best practices for communicating those expectations, regularly reinforcing them, and effectively holding physicians accountable to them, with the goal of improving morale and engagement.

### **Learning Objectives:**

- Use a step-by-step framework to clearly articulate expectations for employed physicians, specific to their medical practice's needs
- Outline clear expectations to foster a culture of accountability, leading to better financial and strategic outcomes for all
- Spot and correct misalignment between expectations and physician compensation models



**Patty J. Eschliman,  
MHA, MLS  
(ASCP)CM, DLM  
(ASCP)CMCPC**

## ***Management Vs. Leadership: How To Step Into Your Power and Become A True Leader!***

While many of us seek to find leadership roles, we get into management only to find out that leadership requires a different skill set. This presentation includes a self-assessment survey to determine how much of your approach is managerial vs leadership and how to apply these managerial skills to become an amazing leader. Learn why one skill enhances the other and how to leverage them both for improved success.

At the end of this presentation, attendees will be able to:

- Identify the difference between management skills and leadership skills
- Discover how much of your current skills are managerial in nature
- Utilize this information to build leadership skills for improved outcomes

# SESSION DESCRIPTIONS

## ***Destination Leadership: It's All in the Journey and the Fun You Have Along the Way.***

If you are new to leadership or struggling to find your strengths, this presentation is for you! Packed full of practical knowledge including how to build and earn the trust necessary for team engagement, develop emotional intelligence, cultivate effective communication, while also finding the joy and laughter to stay optimistic, Patty will make sure you walk away more confident and excited about your leadership journey. This presentation is a “must attend” for anyone interested in the skills needed to get noticed and advance in their career.

At the end of this presentation, attendees will be able to:

- Recognize current competency in leadership skills.
- Describe the leadership skills that will get you noticed and advance your career.
- Summarize the communication skills that will build trust and increase engagement with your team.
- Walk away with a list of resources that ensure success on your leadership journey.



**Breanna Wong,**  
MBA-HA, MS  
DAX Solutions,  
Healthcare Division

## ***Venturing into the future of healthcare with generative AI***

Join us for an engaging session exploring the growing role of AI and specifically generative AI in healthcare. Generative AI refers to models capable of creating original content and insights rather than just categorizing data. Breanna Wong, Principal Manager of Product Strategy for Healthcare AI Solutions at Microsoft will share insights on the wide range of use cases for generative AI in healthcare and factors to consider when determining how best to leverage this technology in a healthcare organization. The future is here – gain strategies to harness it by joining this timely session on AI's expanding role in revolutionizing modern healthcare.



**Jason Levinson**  
Levinson Learning

## ***SHARK Negotiating for the Conflict Averse - How to Navigate Negotiations like a Shark!-***

Chances are you are a giver. A generous person with your time, talent, heart, and soul. This is admirable. But once you dive into the sharky waters of business and (yikes!) management, you run the risk of getting eaten alive by selfish adversaries!

Thankfully, there are simple negotiating approaches you can easily apply to protect yourself without violating your ethics or compromising your integrity.

This entertaining and engaging session highlights key, often-overlooked strategies that have a big impact on your results with both internal and external negotiations.

You will learn how to navigate conflict and negotiate better so you end up getting and keeping more of what you need. Learn to negotiate better agreements for yourself and your company from this day forward.

You don't have to BE a shark to defend yourself against the sharks.



**Lyndi Zavy**  
Rivers and Roads  
Organizational  
Development

## ***Cheerleading from Quicksand***

When your job involves leading or taking care of others, it can feel like your job is to cheerlead from quicksand: lifting others while our own foundation remains rocky. There are several things you can do to steady your own foundation, including focusing on your mental, emotional, and physical health; understanding the stress cycle and learning ways to avoid burnout. We'll spend time discussing boundaries and we will create strategies that work for your total health in the long run.