

**How to register:**  
**Online Website:**  
www.njmgma.com  
Fax 609.450.7011

**Mail: NJMGMA**  
P.O. Box 3403  
Hamilton, NJ 08619

**Section 1: REGISTRATION INFORMATION**

Mr.  Ms.  Dr.

First Name Last Name Suffix

Organization Title

Address

City State Zip Code

Phone Fax E-Mail Address

Guest's Name (if applicable)

Guest's Address (if different from above)

NJMGMA'  MGMA'  Other State MGMA Chapter (please specify) \_\_\_\_\_

Is this your first time attending our conference?  Yes  No

To receive the special \$85/night rate at the Tropicana call 1-800-247-8767 by May 6, 2018 and use code HMGMA18.

**Section 2: REGISTRATION FEES**

Register On-Line @ [www.njmgma.com](http://www.njmgma.com)

**PRE CONFERENCE:**

21 Functions Every Excel User Should Know \$99 must be attending PMC2018  
You! The Force of Change (A Mindfulness Boot Camp) \$49 must be attending PMC2018

**ATTENDEES:**

General Member \$329  
3 or more attending w/general member \$279  
Affiliate member \$495  
National Member Only \$449  
Non-Member \$599  
ACHE Member \$429

For sponsorship, marketing, and advertising opportunities please visit [www.njmgma.com/pmc-2018](http://www.njmgma.com/pmc-2018) or call 609-208-3279

**Section 3: PAYMENT INFORMATION**

Registration forms **will not** be processed without **FULL PAYMENT** of registration fee.

Enclosed is Check # \_\_\_\_\_ in the amount of \$ \_\_\_\_\_ payable to NJMGMA.

Charge \$ \_\_\_\_\_ to the following credit card:  VISA  MC  AMEX  DISCOVER

Card Number Expiration Date SEC Code

Billing Address (Please print)

Cardholder's Name (Please print) Signature

*Fees are subject to verification based on member status. Additional funds will be charged to your credit card if the registration amount was miscalculated. By submitting this form, you agree to the terms and conditions stated.*

**Section 4: CANCELLATION POLICY**

**IMPORTANT NOTICE:** By submitting this form, you agree to the terms and conditions stated above. Requests for cancellation **MUST** be sent in writing by mail. A 50% refund will be granted to authorized requests received **ON OR BEFORE** May 6, 2018. Cancellation refund requests received **AFTER** May 6, 2018 will **NOT** be accepted. **No-shows are non-refundable.** Email Questions to [staff@njmgma.com](mailto:staff@njmgma.com)

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# TRANSFORM THROUGH TECHNOLOGY

## NJMGMA PMC 2018

### JUNE 6-8, 2018 TROPICANA CASINO & RESORT ATLANTIC CITY, NJ

## TRANSFORM THROUGH TECHNOLOGY KEYNOTE PRESENTATIONS

### OPENING KEYNOTE SPEAKER:

**Beth Ziesnis**

**Opening Keynote: A Day In The Life Of A Nerdy Medical Group Manager**



Beth Ziesnis

So many apps...so little time. How can you put the technology at your fingertips together to make your life easier at your practice? This fast-moving, laugh-filled session takes you hour by hour through the day in the life of a tech-savvy medical professional. You'll learn how a professional nerd solves a security crisis before 10am, learns to make more of a lunch hour with a set of virtual hands, saves money on software before the staff meeting and brings the team together online before the day is done.

### KEYNOTE SPEAKER:

**Stan Phelps**

**Using Technology, Data & Analytics to Drive Differentiation & Advocacy**



Stan Phelps

According to a recent study, 76% of customers expect brands to understand their individual needs. In his workshop, best-selling author and IBM Futurist Stan Phelps makes the business case for leveraging technology, data and analytics to create a competitive advantage and increased customer loyalty. He'll share cutting edge examples and insights from the Blue Goldfish Project. Attendees will learn actionable strategies to turn big data into useful data.

### CLOSING KEYNOTE SPEAKER:

**Mary Kelly, PhD, CSP, Commander, US Navy (ret)**

**Master Your Practice Management World: 10 Executive Strategies to Improve Productivity, Profits and Communication**



Mary Kelly

Practice managers have to stay ahead of trends and technologies to lead their teams, attract top talent, and make their practices effective. Is your practice ready to respond to patients via live streaming? Are you using medical treatment apps? Are you helping patients use technology to track their prescriptions? Is your practice leading the way into the future of health care?

### PMC 2018 Program Learning Objectives

MGMA's Body of Knowledge, a tool developed for practice managers by medical practice managers, helps professionals design and maintains efficient and effective operations that support the delivery of patient-centered care. It also serves as the exam blueprint for NJMGMA members who are pursuing certification and Fellowship through the American College of Medical Practice Executives (ACMPE), the certification and standard-setting entity of MGMA.

Simply put, the Body of Knowledge is the authoritative guide to managing a successful medical group practice and is the most valid and reliable resource available in the field.

The NJMGMA Program objectives for PMC2018 embody the spirit of the Body of Knowledge Competencies; Operations Management, Financial Management, Human Resources Management, Risk and Compliance Management, Organizational Governance, Patient-Centered Care.

This conference will give you high quality educational experiences comprised of the main components essential to the success of today's practice managers.



# “Transform Through Technology” NJMGMA 2018 Practice Management Conference

## Wednesday, June 6, 2018

12:00pm-8:00pm	<b>Exhibitor Set-Up/Attendee Registration</b>
1:00pm-4:00pm	<b>Pre Conference – 21 Functions Every Excel User Should Know</b> Nate Moore, CPA, MBA, FACMPE, “The Excel Guru”, Moore Solutions Inc.
2:00pm-4:00pm	<b>Pre Conference – You! The Force of Change (A Mindfulness Bootcamp)</b> Dennis Budinich, SVP & Chief Culture Officer, Investors Bank
6:00pm-8:00pm	<b>Welcome Reception Dinner</b>

## Thursday, June 7, 2018

7:00am-5:00pm	<b>Attendee Registration/Exhibit Hall Open</b>
7:00am-8:00am	<b>Breakfast – Grand Exhibition Center</b>
7:00am-8:00am	<b>New Member/First Time Attendee Breakfast with the Board – Grand Exhibition Center</b>
8:00am-8:15am	<b>Opening Remarks</b> Joan Hendler, President, NJMGMA Donald Callahan, MBA, FACMPE, Vice President, PMC Co-Chair, NJMGMA Wanda Torres, CCS-P, ACS-EM, CMDP, AIHC ICD-10 CT, PMC Co-Chair, NJMGMA
8:15am-9:15am	<b>Opening General Session – A Day in the Life of a Nerdy Medical Group Manager</b> Beth Ziesnis, Avenue Z, Inc.
9:20am-10:20am	<b>Workshop 101 – Reinvent Your Social Media</b> Jim Mathis, Reinvention Nation, LLC
9:20am-10:20am	<b>Workshop 102 – Using Appointment Data to Thrive in the Future</b> Nate Moore, CPA, MBA, FACMPE, “The Excel Guru”, Moore Solutions Inc.
9:20am-10:20am	<b>Workshop 103 – Practical Controls and Risk Mitigation Strategies</b> Ray Gasnick III, Miles Technologies
9:20am-10:20am	<b>Workshop 104 – The 5 Most Serious Human Resources Problems in a Medical Practice</b> Sheila Mints, Esq., Capehart & Scatchard P.A.
10:20am-10:50am	<b>Break – Grand Exhibition Center</b>
10:50am-11:50am	<b>Workshop 201 – Using Appointment Data to Thrive in the Future</b> Nate Moore, CPA, MBA, FACMPE, “The Excel Guru”, Moore Solutions Inc.
10:50am-11:50am	<b>Workshop 202 – The Intersection Between Human Resources, Information Technology and Compliance Officers</b> Deborah Cmielewski, Schenck, Price, Smith & King, LLP
10:50am-11:50am	<b>Workshop 203 – You’re So Un-Google Like</b> Scott Dailey, Single Throw Marketing
10:50am-11:50am	<b>Workshop 204 – Improving Practice Management Using Modern Analytics and Visualization Tools</b> Dale Tuttle, Withum Smith+Brown PC John Tate, Withum Smith+Brown PC
11:50am-1:20pm	<b>Lunch – Grand Exhibition Center</b>
11:50am-1:20pm	<b>ACMPE/FACMPE Lunch (Must Register)</b> Kathy Giannuzzi, NJMGMA ACMPE Forum Representative Vice Chair
1:20pm-2:20pm	<b>Workshop 301 – Managing Clinical Data Partners and the Associated Risks in the Era of Population Health</b> Nick Melchiorre, Accurate Diagnostic Labs Nelson Gomes, PriorityOne Group Scott Parker, Acadia Kimberly Kempton, Garfunkel Wild
1:20pm-2:20pm	<b>Workshop 302 – Ambush State Inspections: Don’t Panic Be Prepared</b> Gina Campanella, Esq., Gallagher Campanella LLC Nan Gallagher, Esq., Gallagher Campanella LLC
1:20pm-2:20pm	<b>Workshop 303 – Keeping Up With TeleMedicine - To Infinity and Beyond!</b> Grace Mack, Esq., Wilentz, Goldman & Spitzer, P.A. Michael Schaff, Esq., Wilentz, Goldman & Spitzer, P.A.
1:20pm-2:20pm	<b>Workshop 304 – Bracing Providers for the Burden of Bundles and Risk-Based Payments</b> Brian Kern, Esq., Frier Levitt, LLC David DeSimone, CentraState Healthcare System John Washlick, Buchanan Ingersoll & Rooney, PC

2:25pm-3:25pm	<b>Workshop 401 – Reinvent Your Social Media</b> Jim Mathis, Reinvention Nation, LLC
2:25pm-3:25pm	<b>Workshop 402 – Make Technology Work for You - Not the Other Way Around: Potential Liability Exposure and Lessons Learned from the Missteps of Others</b> LeeAnn Trulio, MDAAdvantage Insurance Company of NJ
2:25pm-3:25pm	<b>Workshop 403 – The Tax Cuts and Jobs Act of 2017 - How it May Impact Your Medical Practices and Physicians in 2018 and Beyond</b> Thomas Cimochoowski, CohnReznick Neil Becourtney, CohnReznick
2:25pm-3:25pm	<b>Workshop 404 – Secret Tech Weapons for Medical Group Managers</b> Beth Ziesnis, Avenue Z, Inc.
3:25pm-3:55pm	<b>Break – Grand Exhibition Center</b>
3:55pm-4:55pm	<b>General Session/Keynote – Using Technology, Data &amp; Analytics to Drive Differentiation &amp; Advocacy</b> Stan Phelps, Purple Goldfish.com
5:30pm-8:30pm	<b>Boogie Nights Night Club, Evening Networking Event</b>

## Friday, June 8, 2018

8:00am-2:00pm	<b>Attendee Registration/Exhibit Hall Open</b>
8:00am-9:00am	<b>Breakfast – Grand Exhibition Center</b>
9:00am-10:00am	<b>Workshop 501 – 5 Reasons Text Messaging Should Be Next for Your Practice</b> Mike Brannelly, Solutionreach
9:00am-10:00am	<b>Workshop 502 – Evolving Referral Networks: Increasing Access to Mental Health Care with Online Therapy and Psychiatry</b> Anne Marie Jones, InSight Telepsychiatry
9:00am-10:00am	<b>Workshop 503 – Opioids: The History. The Crisis. The Law</b> Lisa Gora, Wilentz, Goldman & Spitzer, P.A. Jason Krisza, Wilentz, Goldman & Spitzer, P.A.
9:00am-10:00am	<b>Workshop 504 – Top Secret Leadership - How The Military Builds Teamwork, Responds to Change, and Focuses on Mission Accomplishment, and How You Can, Too!</b> Mary Kelly, CEO, Productive Leaders
10:05am-11:05am	<b>Workshop 601 – Ambush State Inspections: Don’t Panic Be Prepared</b> Gina Campanella, Esq., Gallagher Campanella LLC Nan Gallagher, Esq., Gallagher Campanella LLC
10:05am-11:05am	<b>Workshop 602 – Are You Sure Your Practice is Fully Covered? A Primer in Risk Management</b> Ron Barberan, Gallagher Healthcare
10:05am-11:05am	<b>Workshop 603 – Technology as a Catalyst for Process Improvement</b> Patrick Buchnum, Community Clinic Contracting Network
10:05am-11:05am	<b>Workshop 604 – How Do You Know if Your RCM Department is Performing?</b> Robert Trivett, Medi Centrix
11:05am-11:35am	<b>Break – Grand Exhibition Center</b>
11:35am-12:35pm	<b>Closing General Session/Keynote</b> <b>Transform Your Practice Management: 10 Executive Strategies to Improve Productivity, Profits and Communication</b> Mary Kelly, CEO, Productive Leaders
12:35pm-2:00pm	<b>Lunch, Raffles and Giveaway Prizes – Grand Exhibition Center</b>
2:00pm-5:00pm	<b>Exhibitor Break Down – Grand Exhibition Center</b>

Repeating Session

\* Program subject to change.