

2019 South Carolina MGMA Conference Speakers

OPENING KEYNOTE SPEAKER



**Danny Brown from Live PD - “Rethinking Your Safety”
Wednesday, August 28, 2019, 4:30 p.m.**

Lt Brown has been a part of the Live PD Richland County crew since it's been filming in the county since 2016. **Live PD** is an American television program on the [A&E Network](#). It follows police officers in the course of their nighttime patrols live, broadcasting select encounters with the public. Most recently, he has worked at the Richland County Sheriff's Department for 19 years, rising from the rank of Deputy in Region 3 to Lieutenant. 1SG Brown has 23 years of service in the US Army. Currently 12 of those years on active duty. He has been on 5 deployments, 1 to Bosnia, and 2 of those to Afghanistan, the most recent serving at the OPS NCOIC for the International Military Police in Kandahar. He will talk about fame, the military, and what nearly got him killed!

GENERAL SESSIONS SPEAKERS



**Drew Voytal - “MGMA Government Affairs Update”
Thursday, August 29, 2019, 8:00 a.m.**

Drew serves as an Associate Director for MGMA Government Affairs in Washington DC. In his primary role as a Government Affairs member liaison, he works to inform membership of the federal rules and regulations impacting medical group practices around the country. He works closely with MGMA state affiliate chapters to organize grassroots efforts and is a frequent speaker at state and national meetings. From Mr. Voytal’s presentation, you will be able to:

- Discuss new or pending federal policy changes
- Discuss legislative and regulatory initiatives affect your daily work



**Raj Shah JD “Should I Could I: New Risks in the Workplace”
Thursday, August 29, 2019, 11:00 a.m.**

Raj Shah is the Senior Regulatory Attorney, Policyholder Advisor at The Institute at MagMutual® where he provides consultation to MagMutual policyholders regarding federal and state

regulatory matters in the healthcare arena. He prepares risk management educational materials for MagMutual policyholders on best practices regarding healthcare compliance. He also serves as MagMutual's internal subject matter expert on healthcare regulatory matters and fields all related questions from MagMutual's agents, brokers, employees, and consultants. He regularly speaks at local and national conferences regarding healthcare regulatory matters and has been recognized as a Rising Star by Super Lawyers Magazine and a Legal Elite by Georgia Trend magazine. After his presentation, you will be able to:

- Discuss current law regarding guns in the workplace, minor consent, limited English proficiency, and animals in the workplace
- Recognize the legal and risk management challenges associated with these issues
- Discuss current techniques implemented by practice managers in South Carolina
- Identify resources available to assist you



Cameron Cox FACMPE - "Artificial Intelligence"
Thursday, August 29, 2019, 1:45 p.m.

Cameron Cox is the MacGyver of healthcare business management, and he's a man with a mission: to help medical practices thrive. Once a practice administrator himself, Cam is now the president and CEO of MSOC Health, a leading medical billing and consulting company. Cam and his team have worked with more than 500 medical practices ranging in size from one part-time physician to over 50 providers in virtually every medical specialty.

BREAKOUT SPEAKERS



**Kari Vereen- “Cultivating a Framework for
Patient Engagement and Accountability”
Thursday, August 29, 2019, 9:45 a.m.**

Kari Vereen is in a Senior Management role with an independent, 35+ physician group in Myrtle Beach, South Carolina, representing eight different specialties. She has 25 years of experience in the healthcare industry, starting her career with BCBS SC. Ms. Vereen received her bachelor’s degree from Virginia Tech and is a certified member of the American College of Medical Practice Executives and past President of the Coastal Chapter of SCMGMA. Her practice has been recognized as one of the top 20% of highest performers on athenahealth’s practice management system. Ms. Vereen oversees the practice’s centralized call center, accounts receivables, payer contracting, quality management, patient engagement and managed services for other healthcare client organizations. From her presentation, you will be able to:

- Examine strategies for putting patients at the center of care
- Collaborate the clinical and financial impacts (retention, no-show rates, days in accounts receivable) of improved patient engagement
- Survey results of patient accountability framework as it relates to patient loyalty, satisfaction, and communication



Gerald Auger - "Healthcare Cyber Security Threat Landscape"
Thursday, August 29, 2019, 9:45 a.m.

Gerry holds a PhD in Cyber Operations with a research focus in information security management decision processing at small healthcare practices. Additionally for fun, and with the intent of making information security knowledge accessible, he co-hosts a weekly healthcare and higher education cybersecurity podcast, "INFOSEC-ICU". He currently holds the role of information security architect at the Medical University of South Carolina where he's responsible for setting the information security strategy through developing standards, roadmaps, and solution paths, respectful of business constraints, emerging threats, and risk appetite. From his presentation, you will be able to:

- Present a foundational primer on the full scope of cyber security objectives that extends beyond technical controls implemented by their IT vendor.
- Enumerate the threat actors relative to the healthcare industry.
- Provide several risk reducing practices attendees can implement in the short-term at their practice to increase their cybersecurity awareness and reduce their cyber security risk.



Gary Life - "Refreshing Waves are Breaking"
Thursday, August 29, 2019, 4:00 p.m.

Gary is a native of Indianapolis, Indiana and has dedicated his entire career to providing exceptional customer service. After receiving a BA in French from DePauw University, he spent the first part of his career as a French/Spanish speaking vacation coordinator with RCI the world's largest vacation ownership exchange company eventually escalating his work with RCI to become the Account Executive managing new and existing business for the Orlando and Southeast Florida regions. Gary left RCI in 1996 to join the Walt Disney Company where he spent 8 years doing a myriad of jobs from parade performer, actor with the EPCOT acting company and training coordinator eventually moving into a training and facilitation role and moved to New York City with Disney as a corporate facilitator where he spent 7 years. From his presentation, you will be able to:

- identify how to break out of the current "land locked" definition of patient experience

- discuss how to revitalize the experience so it is refreshing, new and pleasing to our customer.

- Identify the keys to unlocking loyalty



**Stephen Bittinger - "Current payor Audit Mechanics and
How to Defend Against Them"**

Thursday, August 29, 2019, 4:00 p.m.

Stephen Bittinger is an attorney with the Nexsen Pruet's Health Care Practice Group. Stephen has a unique, national practice in health care reimbursement defense and litigation. Stephen's team has represented numerous types of physician practices, home health agencies, medical facilities, ancillary service providers, medical laboratories, revenue cycle management companies, and drug/device manufacturers in Medicare audits (RAC, ZPIC, UPIC, TPE), Medicaid audits (SIU), private payors audits, federal regulatory termination and exclusion proceedings (OIG, AG, private), False Claims Act defense and prosecution, and litigation related to the health care revenue cycle. From Mr. Bittinger's presentation, you will be able to:

- Discuss the most current and private payor audits

- Discuss the most common triggers/causes of audits

- Learn practical steps to prevent an audit and how to defend an audit once it starts



Helen Palmer CMPE - “Pathway to Certification”
Wednesday, August 28, 2019, 3:00 p.m.

Helen Palmer is a Certified Medical Practice Executive and works at Lexington Medical Center. She completed the Practice Administrator Fellowship at Lexington Medical Center in 2015 and is the Office Manager for their Cardiovascular Surgery Practice. She is a graduate of Belmont Abbey College with a Bachelor of Arts degree. She currently serves as the Secretary for the SCMGMA Midlands Chapter and is the Communications Chair for SCMGMA State. Helen completed her ACMPE certification in March of 2018 and is currently pursuing her Fellow of the American College of Medical Practice Executive (FACMPE) certification. From her presentation, you will be able to:

- Discuss WHY to work towards ACMPE certification
- Discuss HOW to work towards ACMPE certification
- Review the NOW-sample questions to ascertain current knowledge



Ken Shranko FACMPE - “Pathway to Fellowship”
Wednesday, August 28, 2019, 3:00 p.m.

Ken is the current Governor of the SCMGMA as well as the Immediate Past President and Treasurer of the SCMGMA Florence Chapter. Ken is the Vice President of hospital-based specialists at McLeod

Regional Medical Center in Florence SC. Prior to that Ken was an Associate Vice President/Contract Administrator for McLeod Physician Associates. Ken completed his Bachelors Degree in Accounting from the University of Akron in 1994. He went on to receive his MBA from Ashland University in the summer of 2002. Ken achieved certification as a Certified Medical Practice Executive (CMPE) in the American College of Medical Practice Executives in 2010 and went on to receive his Fellowship (FACMPE) in 2013. From his presentation, you will be able to:

- Interpret the purpose and contribution to the Body of Knowledge
- Identify how to get started and topic selection
- Summarize the essential elements for submission

The Healthcare Panel

Friday, August 30, 2019, 9:00 a.m.

Panel Participants

Sharon Poston CMPE CPC RT-R CNNT CEO, Williamsburg Regional Hospital
Drew Voytal MPA, Associate Director, MGMA Government Affairs – see bio and picture above
Cameron Cox III MHA FACMPE, CEO, MSOC Health – see bio and picture above
Michael Finch MD, Vice President, South Carolina Medical Association
Ben Homeyer JD, CEO, 1101 Public Affairs



Sharon Poston CMPE CPC RT-R CNNT CEO, Facilitator
Williamsburg Regional Hospital

Sharon Poston has been a member of SCMGMA for over 25 years. Although she has chaired many committees and held many offices on the state and local level, her love in legislation and served as the MGMA Legislative Liaison for over 10 years. She has also served as the Chair of the Southern Section of the national MGMA, which comprises 13 states. She has over 40 years of medical practice experience not only as a practice administrator, but also as a radiologic technologist, a certified nuclear medical technologist, a certified medical practice executive, and most recently as the CEO/Administrator of Williamsburg Regional Hospital. Sharon has left a profound effect on those who have worked with her.



**Ben Homeyer CEO
1101 Public Affairs**

Ben Homeyer is the President and CEO of 1101 Public Affairs, a full-service government relations firm. Prior to opening 1101 Public Affairs, Mr. Homeyer served as Director of Legislation for the House of Representatives Ways and Means Committee. He later transitioned to full-service lobbying. The firm has a specialty with health care clients, business issues, along with a proven track record on issues affected by state, local and federal government. Over the past decade, he has consistently kept the South Carolina Medical Association at the forefront of medical community in the state. Received tax incentives for a multitude of clients ranging from a reduction in income tax rates, sales tax incentives, and whole scale property tax reductions for owner occupied parcels in the state. He works with multiple state agencies to pass regulations effecting health care, the environment, workers' compensation, and the building industry.



**Michael Finch MD, Vice President
South Carolina Medical Association**

Michael Trezevant Finch Jr., MD and Fellow of the American Academy of Pediatrics, will be installed as the 159th President of the South Carolina Medical Association on May 2nd, 2020 in Greenville, South Carolina.

Dr. Finch is a native of Columbia, SC. He grew up in the St. Andrews area, and graduated from Irmo High School in 1981. He played center on the 1980 State 4-A high school championship for Irmo....the only title ever obtained there. Being an Eagle Scout, Dr. Finch, has enjoyed the outdoors his entire life. Many family vacations were spent on Sullivan's Island and the Isle of Palms, which likely drew him to the College of Charleston, from which he graduated with a B.S. in Biology in 1986. From there, he remained in Charleston and attended MUSC, graduating in 1990. Dr. Finch met his wife-to-be, Jen Clark, while at MUSC and they were married in 1990. The young couple moved to Augusta, GA for Dr. Finch's Pediatrics residency at MCG, which he completed in 1993. Several practice locations were considered, but Sandhills Pediatrics in Columbia is where the Finches decided to go. Dr. Finch was a former patient in this practice, having seen Nelson Weston, MD (SCMA President in 1998) as a patient, as well as his father William Weston, Jr., MD for a few years as a very small child. William Weston, Sr., MD was one of the very first physicians in the Southeast to limit his training and practice to Pediatrics in the early 1900's.

Blue Hawaii Luau
Thursday, August 29, 2019, 7:00 p.m.

PHIL UTZBAN WITH THE
No Holds Barred Band

