



MGMA[®]

SOUTH CAROLINA

PRESENTS



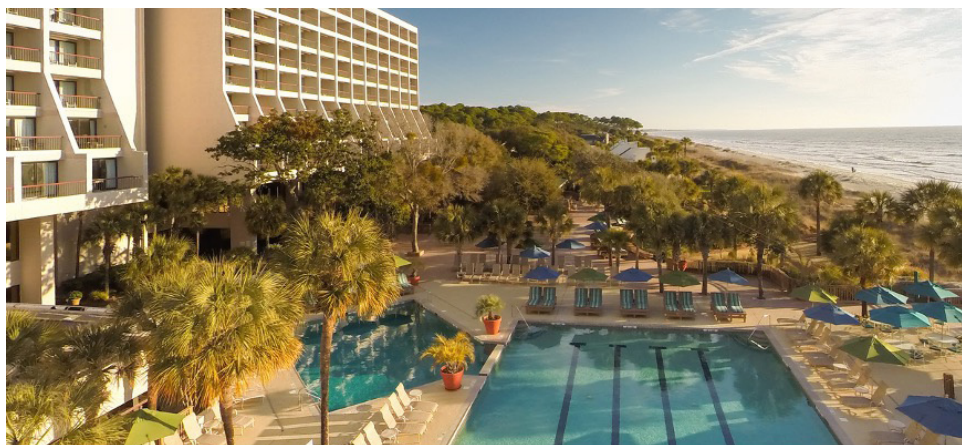
"The Roaring 2020's and Healthcare Trends"

August 25th-27th, 2021

Marriott Hilton Head Resort and Spa
Hilton Head Island, SC



Welcome to the Hilton Head Marriott Resort & Spa



While you're here, be sure to enjoy our many resort amenities and local attractions:

- ☐ Enjoy a cup of coffee, snack or meal at one of our dining options: The Café, Blue Restaurant and Lounge, Coffee Shop or Ocean Blu.
- ☐ Get in a work-out at our fitness center: treadmills, bikes, weight machines and free weights; indoor and outdoor pools.
- ☐ Relax at the Spa Soleil: massages, body wraps, paraffin hand treatments and make-up services (by apt. only 843.686.8420).
- ☐ Book at tee time for a round of golf:
Palmetto Dunes (843.785.1130); Sea Pines (843.842.8484);
Palmetto Hall (843.342.2582); Golden Bear (843.689.2200).
- ☐ Do some retail therapy: on-site gift shop and tons of shopping in the local area.
- ☐ Put your toes in the sand: take a swim, read a book or enjoy an evening sunset.

Helen Palmer

Governor, CMPE
SCMGMA

Welcome to the SCMGMA 2021 Annual Conference at Hilton Head Island!

Well, the 2020's are certainly roaring and while the past year has not been easy, we have all adapted and grown in new ways! SCMGMA is excited to have you join us for our 2021 Annual Conference. Your 2021 Conference Committee is the bee's knees and has worked hard to provide you with a unique and inspiring group of speakers.

We have learned over the past year that what really matters is community. We would like to thank everyone who has been a part of our SCMGMA community for all the continued support.

We have all dealt with trying times, and now, it is time to relax and enjoy some fellowship. Let's all get *hotsy totsy* and *cut a rug* at our Roaring 20's party, Thursday, August 26th at 7:00 PM with entertainment provided by DJ Mike Lockaby. Don't miss our Leadership Training session on Friday, August 27th at 9:00 AM with Steve Ward from Echelon Front Navy SEALs. He will provide you with ways to build teams and relationships across all levels of your organization.

This year's conference is really the *cat's pajamas*, and we hope you enjoy your time with us!

Helen Palmer



FEATURED SPEAKERS

Steve Ward

Leadership Instructor, Speaker
and Strategic Advisor
Echelon Front

General Session IV: “Leadership Training”

Friday, August 27, 2021

9:00 a.m. - 12:00 p.m.

Ballrooms A, B and C

Steve Ward is a former U.S. Navy SEAL, combat leader and currently a leadership instructor at Echelon Front. Steve spent almost 30 years in the SEAL Teams with eleven deployments across the globe. He brings unmatched experience in demonstrating combat leadership in dynamic environments, building winning teams and developing relationships across all levels of an organization. Steve operated in violent urban environments in both Iraq and Afghanistan, seeing first-hand the power of applying the leadership lessons taught at Echelon Front.



Steve brings a unique front-line perspective coupled with executive leadership experience, starting with his military career as a SEAL sniper and finishing as the Command Master Chief of Naval Special Warfare Group One. His Task Unit relieved Task Unit Bruiser in Ramadi in October 2006. Upon returning from that deployment, he went to work for Jocko as a Lead Instructor at the SEAL training command. In his role, Steve has consistently innovated training techniques to improve and challenge SEAL units in preparation for the real-world battlefield.

At Group One, he provided leadership and guidance to the 4 West Coast SEAL Teams, managing the supply chain and training to better equip and prepare dozens of SEAL units for deployments across the globe. Steve is the recipient of three Bronze Stars, two Defense Meritorious Service Medals, three Meritorious Service Medals and numerous other awards. He serves as a leadership instructor, speaker and strategic advisor at Echelon Front.

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John Conway Ropp III,

MD, MBA

President

South Carolina Medical Association

General Session I: "Issues Affecting Practices in the 2020's"

Thursday, August 26, 2021

9:00 a.m. – 10:00 a.m.

Ballrooms A, B and C

General Session III: "Healthcare Panel"

3:15 p.m. – 4:30 p.m.

Ballrooms A, B and C

In his early practice career, Dr. Ropp was an active SCMA member, attended annual meetings each year and joined the Young Physician Section, eventually becoming its Chair and then YPS Board Trustee in 2008. This position introduced him to the SCMA Bioethics Committee where he served for several years before helping SCMA become a founding member of the South Carolina Care for the Seriously Ill Coalition (CSI). He has served as Chairman of CSI since 2010, and the highlight of his tenure has been the emergence of Advance Care Orders for Scope of Treatment (POST). Dr. Ropp was later elected as the SCMA District Trustee from the Florence area, Executive Committee At-Large Member in 2014, Vice Chairman in 2016 and Chairman in 2018. The Board of Trustees, acting in place of the House of Delegates in 2020 due to the COVID-19 pandemic, elected him President-Elect of the SCMA.

Coinciding with these state and local efforts, Dr. Ropp's interest in the business aspects of healthcare continued to grow and led to his consulting business, a new hospice company and completion of an M.B.A. in Healthcare from George Washington University in 2015. These experience have allowed him to integrate business principles with clinical care as the Executive Director of Medical Services for Agape Care Hospice and as founder of Helping People Technologies, LLC – a healthcare tech company.



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Drew Voytal, MPA

Associate Director
MGMA Government Affairs

General Session II: “Washington Update”

Thursday, August 26, 2021

1:15 p.m. – 2:15 p.m.

Ballrooms A, B and C

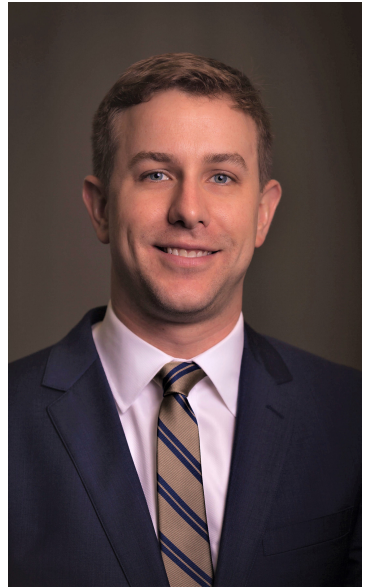
General Session III: “Healthcare Panel”

3:15 p.m. – 4:30 p.m.

Ballrooms A, B and C

Drew serves as an Associate Director of Government Affairs for the Medical Group Management Association (MGMA) in Washington, D.C. In his role, he informs and advises MGMA members on multiple federal healthcare policies and programs and assesses the impact on group medical practices. He is also responsible for helping MGMA advocate for member practices by providing guidance and insight to policymakers in Congress and the administration on how federal policies and programs impact physician group practices. Drew has previously worked for the CAQH Committee on Operating Rules for Information Exchange, the Society for Cardiovascular Angiography and interventions.

Drew attended Western Michigan University where he earned a master's degree in Public Administration with a healthcare administration focus and a bachelor's degree in Political Science.



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Lucinda DeMarco, MD

SC Chief Medical Officer
United Healthcare

General Session III: "Healthcare Panel"

Thursday, August 26, 2021

3:15 p.m. – 4:30 p.m.

Ballrooms A, B and C

Dr. Lucinda DeMarco is the Chief Medical Officer for United Healthcare of South Carolina. She brings more than 30 years of experience in the medical field, including her passion for pediatric medicine and dedication to consumer health and well-being.

As a member of United Healthcare's leadership team for more than three years, Dr. DeMarco serves as Chair for the Regional Peer Review Committee, while maintaining her daily work of assisting local practices and facilities to provide excellent quality and affordable care for our members.

Previously, Dr. DeMarco was a hospital-based physician in Pediatric and Neonatal Medicine, as well as a Physician Advisor. Before becoming a hospital-based physician, she served as the managing partner of a large pediatric practice in Wheeling, West Virginia, overseeing inpatient and outpatient pediatrics. Dr. DeMarco is Board Certified by the American Academy of Pediatrics.

A graduate of Lehigh University in Bethlehem, PA, Dr. DeMarco received her BS in Biochemistry and a minor in Psychology. She received her medical degree from Ross University School of Medicine before completing her pediatric residency at Hahnemann University Hospital, where she also served as Chief Resident for a year.



Cedrek McFadden, MD
Surgeon, Speaker, Writer and Mentor
PRISMA Health

**General Session III:
“Healthcare Panel”**

*Thursday, August 26, 2021
3:15 p.m. – 4:30 p.m.
Ballrooms A, B and C*

Dr. Cedrek McFadden is a surgeon, speaker, writer and mentor. He is a board-certified colorectal and general surgeon and teaches as a clinical assistant professor of surgery. He treats a wide range of disorders of the large intestine, including colorectal cancer, inflammatory bowel disease, diverticular disease and hemorrhoids. He performs colonoscopies, minimally invasive surgery and robotic surgery. He has lectured nationally to hospitals, civic organizations, churches and community groups.



Dr. McFadden graduated with honors from Xavier University of Louisiana in New Orleans and earned his medical degree from Temple University School of Medicine in Philadelphia. His medical training includes a residency in General Surgery from the Greenville Health System and University of South Carolina Greenville and a fellowship in Colon Rectal Surgery from the Georgia Colon and Rectal Clinic in Atlanta, Georgia. He is a member of the American Society of Colon and Rectal Surgery and American College of Surgery.

Dr. McFadden regularly appears as an on-air expert on both television and radio (medical contributor to CBS WSPA 7 News) in the Upstate of South Carolina.

He has made appearances on CBS, FOX, NBC, MSNBC and his advice has been featured in Dr. Oz: The Good Life, FoxNews.com, Essence Magazine, Reader's Digest, Prevention, Shape Magazine and BlackDoctor.org. His blogs have also been published on kevinmd.com. He is a mentor to college students, medical students and surgical residents.

He is a Liberty Fellow and a member of the Aspen Global Leadership Network.

Dr. McFadden lives outside of Greenville, SC with his family. He is a runner and singer.



Sharon Poston,

CMPE, RT-R, CNMT, CPC

General Session III: “Healthcare Panel” – Facilitator

Thursday, August 26, 2021

3:15 p.m. – 4:30 p.m.

Ballrooms A, B and C

Sharon Poston has been a member of the SCMGMA for over 30 years. She has chaired many committees and held many offices at the state, local and national levels. Because of her love for legislation, she she also served as the MGMA Legislative Liaison for South Carolina for over 10 years.

Sharon served as the Chair of the Southern Section of the national MGMA, which is comprised of 13 states. She had also served on the national level as a state liaison.

Sharon has over 40 years in the medical practice arena having served as a hospital CEO, a Medical Practice Administrator, a Radiology Technologist, a Certified Nuclear Medical Technologist, a Medical Practice Executive and an aerobics instructor.

Sharon has had a profound impact on those who have worked with her and the many friends and SCMGMA colleagues she has met throughout her journey.

Thank you, Sharon – for your many years of hard work and dedication to healthcare, patients and communities served under your leadership.

From all of us at SCMGMA, we appreciate your service, and we love you.



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MEET THE BREAKOUT SPEAKERS

Julian “Bo” Bobbitt

Head of Health Law Group
Smith Anderson

Breakout I: “Value Based Payments: The New Healthcare”

Thursday, August 26, 2021

11:00 a.m. – 12:00 p.m.

Ballroom A

As Head of the Health Law Group at Smith Anderson, Julian (“Bo”) Bobbitt, Jr., has over 30 years of experience in providing sound, strategic counsel and sophisticated legal advice to help healthcare providers and organizations successfully navigate the business, culture, regulatory and legal minefields confronting them. Through his legal practice at Smith Anderson, Bo has overseen the formation of over 30 clinically-integrated Physician Organizations and Physician Hospitals and over a dozen MSSP and Next Gen ACOs.



Alex Nunez

Chief Operating Officer
ValueHealth Partners

Having started his career over 25 years ago, Alex has spent the last 20 in healthcare. Beginning as an accountant with a large, regional health insurance company, he was able to gain understanding of the financial mechanics of the insurance industry. Since then, Alex has spent time in both the public and private sectors, including 10 years with Banner Health, one of the largest and most successful healthcare systems in the nation. It was with Banner that he had the chance to see multiple aspects of healthcare, including self-insured and self-administered medical, pharmacy and dental health provisions for all Banner Health employees and their dependents; administration of a Physician Hospital Organization (PHO) with fully delegated financial risk for members enrolled with major insurers; and as CEO for MediSun, an independent Medicare Advantage Plan in the Phoenix metropolitan area.



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Nelda D. Fields

MBA, FACMPE, FHFMA
Director, Healthcare Services Group
WebsterRogers, LLP

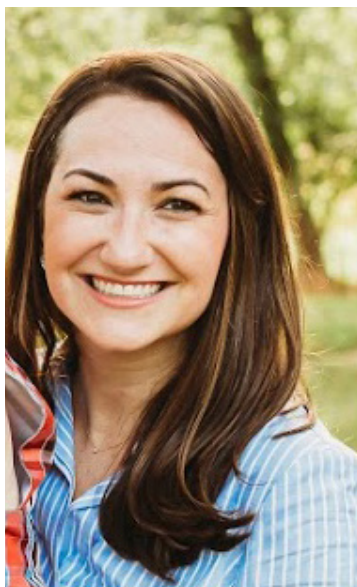
Nelda D. Fields is the Director of the Healthcare Services Group at Webster Rogers, LLP. With a strong local presence throughout the state of South Carolina, Webster Rogers, LLP also has global reach through the strategic partnership with the BDO Alliance. Webster Rogers, LLP is a leading South Carolina based accounting and consulting firm that provides a broad spectrum of insurance, tax and advisory services to its clients. The firm's Healthcare Services Group specializes in providing practice management, consulting, compliance and other services to physicians, clinics, healthcare systems, ambulatory surgery centers and other healthcare providers.



Beth Hyman

Healthcare Consultant
WebsterRogers, LLP

Beth Hyman is a consultant in the Healthcare Services Group at Webster Rogers, LLP. With a local presence since 1984, Webster Rogers, LLP is a leading South Carolina-based accounting firm and works with a variety of healthcare organizations, including medical practices, individual physicians, ambulatory surgery centers, dentists and orthodontists.



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Lowell Rhodes

Technology Consultant
WTS/IT Simplified

Breakout 2: “Taking an Active Role in the Security, Compliance and Efficiency of Your Practice”

Thursday, August 26, 2021

11:00 a.m. – 12:00 p.m.

Ballroom B

Lowell Rhodes is a Technology Consultant with WTS based in Myrtle Beach, SC. Lowell earned his bachelor's degree from the University of North Carolina at Chapel Hill. He has been in sales for 35 years and the technology field for over 15 years. He has held a number of industry certifications, including Cisco, Sonicwall and Dell. His passion lies in helping companies be more secure, efficient and productive. Lowell enjoys golf, pickleball and travel. He and his wife, Lea, live in Myrtle Beach and have two adult children, Trevor and Ashlyn.



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F. Renee Alexander,

MHRD

Master Coach Enneagram

Talent & Organizational Development

Consultant

Prisma Health



Breakout 3: “Using the Enneagram for Leadership and Team Development”

Thursday, August 26th. 2021

11:00 a.m. - 12:00 p.m.

Ballroom C

Renee Alexander specializes in leadership and organizational development. She works with new and seasoned leaders to support their organizational, professional and personal goals. Additionally, she designs and develops learning and training tailored to the needs of various leadership cohorts, as well as leadership programs focusing on those leaders and individual contributors who are high performers and show high potential.

Renee is also a skilled facilitator who engages participants to be part of the learning in creative ways. She also serves as a mediator and coach, supporting leaders and team members through difficult conversations and situations. Renee has facilitated training in various organizations and firms: healthcare, law-enforcement, advertising and architecture.

Renee received her Master Coach designation for the Enneagram in 2019, and she enjoys sharing what she has learned over the past ten years of being a student and coach of the tool. She earned her Masters in Human Resource Development from Clemson University and her Bachelors in English and Secondary Education from Erskine College.

Renee currently serves as Governor-Elect for SCMGMA and President of the Greenville Chapter.

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CUTTIN' A RUG ENTERTAINMENT BY

Mike Lockaby

Roaring Great DJ

Roaring 2020's Party!

Deck out in your best 1920's attire and come enjoy dancing, dining and delicious conversation!

Thursday, August 26, 2021

Sabal "Speakeasy" Ballroom



Mike Lockaby "Mike at Nite" was born in Union SC. His family moved to Newberry when he was 5 months old. He graduated from Newberry High Class of 72 and studied business at Piedmont Tech. He started his radio career at WKMG while in the tenth grade working afternoons and weekends.

In 1978, he moved to Columbia and has served as air talent for WCOS-AM Position 14 and the Great 98 WCOS FM for nine years. He was on three Texas stations KGKL and KKCX in San Angelo, Tx (syndication) and KICKS 99 in Midland, Tx (syndication). He served as air talent on New 92 WYNU FM, Country Legends 94.3 WYNUQ- FM (now the DUDE) all in Columbia SC and 93.1 The Lake in Lexington, SC.

"It really feels great to be back home where it all began," Mike says. "I have come full circle!"

CONFERENCE CHECKLIST

Wednesday, August 25

- ☐ Hotel Check-in and Registration for Conference
- ☐ Get settled into your room and rest for a bit
- ☐ Join the Welcome Reception with our Exhibitors in Ballrooms G, J and West Hall
- ☐ Catch the sunset on the beach

Thursday, August 26

- ☐ Rise and Shine! It's Breakfast Time – with our Exhibitors
- ☐ General Session 1: Learn about the issues we face as we move forward in healthcare
- ☐ Be sure and visit with our Exhibitors when we have breaks
- ☐ Hop into one of our 3 Breakout Sessions: 1) Value Based Care and Payments, 2) Active Role in the Security, Compliance and Efficiency of Your Practice, or 3) Learn how the Enneagram can develop you and your team
- ☐ General Session 2: Learn what's going on in Washington DC
- ☐ General Session 3: The Healthcare Panel – we've got some great panelists this year; join us with your questions and let's have a conversation about healthcare
- ☐ DO NOT miss the Roaring Twenties Party! DJ Mike Lockaby will have us doing the Charleston in no time flat

Friday, August 27

- ☐ Rise and Shine! It's Breakfast Time – with our Exhibitors and announcement of the booth decorating contest winner
- ☐ Session 4: Former US NAVY SEAL, Steve Ward – it's a must see
- ☐ Door Prizes – 12:30 p.m. – must be present to win!
- ☐ Complete conference for 9.0 hours of CEVs
- ☐ Time for YOU: Rest on the beach, read a book, do retail therapy or go for a round of golf!



CONFERENCE SCHEDULE

Wednesday, August 25, 2021

- 9:00 a.m. – 12:00 p.m. **Drayage Company Set Up Exhibit Hall**
Ballrooms G, J, and West Hall
- 12:00 Noon – 1:00 p.m. **State Board Meeting**
Palmetto Board Room
- 1:00 p.m. – 4:00 p.m. **Exhibitors Set Up/Decorate Their Booths**
Ballrooms G, J, and West Hall
- 1:00 p.m. – 2:00 p.m. **Registration for Attendees Set Up**
West Registration Counter
- 2:00 p.m. – 7:00 p.m. **Registration Open**
West Registration Counter
- 4:00 p.m. – 7:00 p.m. **Welcome Reception with Exhibitors**
Ballrooms G, J, and West Hall

Thursday, August 26, 2021

- 7:30 a.m. – 4:30 p.m. **Registration Open**
West Registration Counter
- 7:30 a.m. – 9:00 a.m. **Attendees Breakfast with Exhibitors**
Ballrooms G, J, and West Hall
- 7:30 a.m. – 9:00 a.m. **Leadership Breakfast** by invitation sponsored by Council of Governors
Invited guests include Council of Governors, State Officers, Retirees, Life Members, Past Chapter Presidents
Ballroom D
- 9:00 a.m. – 10:00 a.m. ***General Session I: John Ropp MD**
South Carolina Medical Association
“Issues Affecting Medical Practices in the 2020’s”
Ballrooms A, B, and C
- 10:00 a.m. – 11:00 a.m. **Break with Exhibitors**
Ballrooms G, J, and West Hall
- 11:00 a.m. – 12:00 p.m. ***Breakout 1: “Value Based Care and Payments: The New Healthcare”**
Nelda Fields MBA FACMPE FHFMA;
Beth Hyman; Julian “Bo” Bobbitt; Alex Nunez
Webster Rogers LLP
Ballroom A & B
- 11:00 a.m. – 12:00 p.m. ***Breakout 2: “Enneagram as a Team Building Tool”**
Renee Alexander, MHRD, Master Coach, Prisma Health
Ballroom C & D
- 11:00 a.m. – 12:00 p.m. ***Breakout 3: “Taking an Active Role in the Security, Compliance, and Efficiency of Your Practice”**
Lowell Rhodes, Technology Consultant, WTS/IT Simplified
Ballroom E

12:00 p.m. – 1:00 p.m.

Awards Luncheon with Exhibitors

"Medical Practice Executive of the Year" presented by
MAGMutual Insurance Company
Sabal Ballroom

1:15 p.m. – 2:15 p.m.

***General Session II: "Washington Update" [Virtual]**

Drew Voytal, MGMA Government Affairs
Ballrooms A, B, and C

2:15 p.m. – 3:15 p.m.

Break with Exhibitors

Ballrooms G, J, and West Hall

3:15 p.m. – 4:30 p.m.

***The Healthcare Panel**

Sharon Poston CMPE CPC, MGMA Legislative Liaison, Facilitator
John Ropp III MD, President of the SC Medical Association
Drew Voytal, MGMA Government Affairs [Virtual]
Cedrek McFadden MD, Assistant Professor of Surgery, Greenville
Lucinda DeMarco MD, United Healthcare Medicare [Virtual]

4:45 p.m. – 5:30 p.m.

Exhibitor Toast and Door Prize Drawings

Ballrooms G, J, and West Hall

7:00 p.m. – 10:00 p.m.

Roaring 2020's Party with DJ Mike Lockaby

Dancing, Socializing, Great Food,
Wear your favorite Roaring 20's Outfit
{not required for admission}

Friday, August 27, 2021

7:30 a.m. – 9:00 a.m.

Thank You Breakfast with Exhibitors

Announce Winner of Exhibitor Decorating Contest
Ballrooms G, J, and West Hall

9:00 a.m. – 12:00 noon

General Session IV: "Leadership Training"

Steve Ward, Echelon Front Navy Seals
<https://echelonfront.com/Steve-Ford>
www.echelonfront.com/videos
Ballrooms A, B, and C

12:30 p.m. – 1:30 p.m.

***Annual Business Meeting and Luncheon**

GRAND DOOR PRIZE DRAWING: MUST BE PRESENT TO WIN
Ballrooms A, B, and C

1:30 p.m.

Have Fun at the Beach and in the Shops!

4:30 p.m.

State Board Retreat – 2022 Officers, Chapter Presidents,
and Committee Chairs
Ballroom A

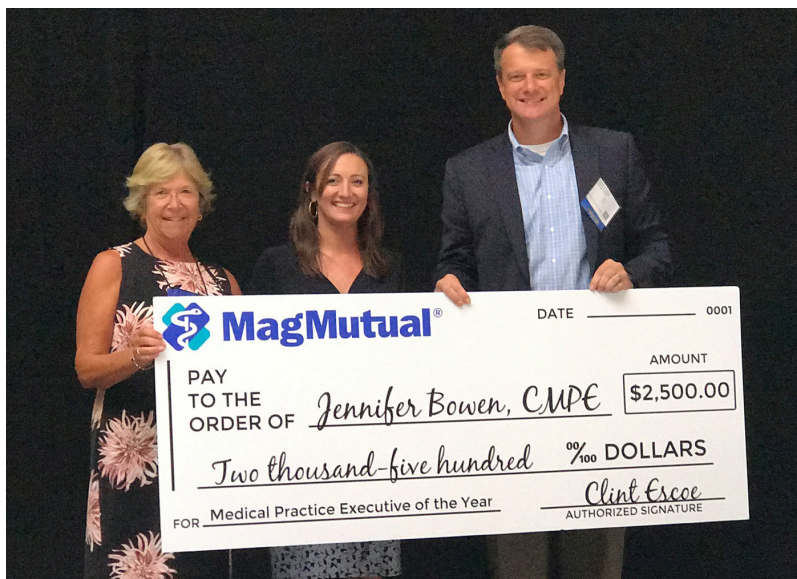
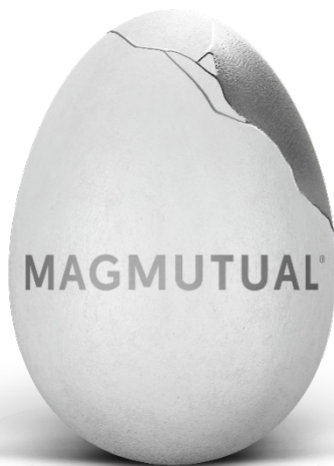
9.0 CEU credit hours are provided by the AAPC and the ACMPE.



MEDICAL PRACTICE EXECUTIVE OF THE YEAR

MAGMUTUAL

We are delighted that MAGMUTUAL is once again recognizing the Medical Practice Executive of the Year! This honor is given to a healthcare executive who has demonstrated the proficiencies and skills promoted by our organizations – someone who has demonstrated outstanding leadership qualities and abilities at the local, state or national level and who has shown great achievement and enhanced the strategic operational effectiveness in their work. Along with the title of Medical Practice Executive of the Year, MAGMUTUAL generously gives a monetary gift of \$2500.



2019 Medical Practice Executive of the Year:
Jennifer Bowen CMPE of The Columbia Skin Clinic

Join Us Next Year at Harrah's

SCMGMA ANNUAL STATE CONFERENCE
August 24 – 26, 2022

Harrah's Cherokee Hotel and Casino



The Cherokee Indian Reservation blends natural beauty, rich Indian culture and exciting family attractions into an ideal destination.

Located in the westernmost region of North Carolina, the Great Smokey Mountains National Parks shapes our northern boundary, and the North Carolina entrance to the scenic Blue Ridge Parkway is only a mile away. Visitors to the area enjoy year-round activities hiking, whitewater rafting, canoeing and some of the best trout fishing in America.

Harrah's Cherokee Hotel and Casino - Official Website ([caesars.com](https://www.caesars.com))

We can't wait to see you there!

