



MMGMA 2011 WINTER CONFERENCE

GAME ON: HEALTH CARE'S REFORM

MARCH 1-2, 2011 • SAINT PAUL RIVERCENTRE • SAINT PAUL, MINNESOTA

CONFERENCE AGENDA

Register online at
www.mmgma.org

TUESDAY, MARCH 1, 2011

7:30 a.m. – 7:00 p.m.

Registration for all Attendees

7:30 a.m. – 8:30 a.m.

Continental Breakfast for all Exhibitors, Pre-Conference Session Attendees and Morning at the Capitol Attendees

8:30 a.m. – 11:30 a.m.

Morning at the Capitol

Sign up on page 7 to join your colleagues for an excursion to the Capitol. More details on page 6.

8:30 a.m. – 11:30 a.m.

Pre-Conference Session (Special Two-Part Workshop!)

Part One: Every Employee Can Be a Leader | Part Two: Dealing With Difficult Employees (separate fees apply)

Bruce Miles, Ed.D., Big River Group, LLC

See details on page 6 and sign up on page 7.

11:30 a.m. – 12:15 p.m.

Networking Lunch in the Kellogg Lobby for everyone

12:15 p.m. – 1:00 p.m.

Dessert with the Exhibitors in the Resource Center X-hibitor Quest Game

12:15 p.m. – 5:00 p.m.

Resource Center is Open to Attendees

12:15 p.m. – 5:00 p.m.

Cyber Cafe in the Resource Center

1:00 p.m. – 1:15 p.m.

President's Address

Shari Ohland, MMGMA President

1:15 p.m. – 2:15 p.m.

Making Sense of the Converging Forces of Health Reform

Keynote Speaker: Jennifer P. Lundblad, PhD, MBA, Stratis Health

The many and varied changes in health in recent years – including transparency and public reporting, pay for performance and value-based purchasing, health system re-design, and health information technology – can be both exciting and confusing. These changes have converged in the passage of recent federal legislation in the HITECH Act (2009) and the Affordable Care Act (2010). This session is intended to give you an overview of federal health reform, inform you of the key elements of the health reform and HIT Meaningful Use requirements and their potential impact for medical groups, and enable participants to apply the learning to your organizations and identify next steps for your team.

2:15 p.m. – 3:00 p.m.

Break with Exhibitors in the Resource Center X-hibitor Quest Game

3:00 p.m. – 3:15 p.m.

MMGMA, MGMA and ACMPE Overview, and Certificate in Advanced Health Care Management Pinning Ceremony

3:15 p.m. – 3:45 p.m.

Your Social Media Health Matters

Learn how to reach 175 million people in 140 characters or less. Join the MMGMA Communications Committee and MMGMA Payer Relations Committee in a dynamic session about getting started in the social media realm, current social media trends in healthcare and what's ahead. This session will focus on setting up and integrating Twitter, LinkedIn and Facebook into your communication and marketing efforts.

3:45 p.m. – 5:00 p.m.

MMGMA's Perspective on Redesigning the Health Care Delivery System

Want to learn more about how the local insurance companies are planning to address new state and federal healthcare regulations? This joint session presented by the MMGMA Government Affairs Committee and MMGMA Payer Relations Committee will help identify some of the key upcoming changes and how insurance companies in Minnesota are planning on implementing the new requirements.

5:00 p.m. – 7:00 p.m.

Reception at the Saint Paul RiverCentre

Wrap up your day in a relaxed environment with great appetizers, tasty beverages and new and old friends. The best part is that you will skip rush hour and have a chance to connect with colleagues you missed during the day.

WEDNESDAY, MARCH 2, 2011

7:30 a.m. – 3:45 p.m.

Registration

7:30 a.m. – 8:30 a.m.

Full Breakfast with Roundtable Discussions

8:30 a.m. – 2:30 p.m.

Resource Center is Open to Attendees

8:30 a.m. – 2:30 p.m.

Cyber Cafe in the Resource Center

8:30 a.m. – 8:45 a.m.

President's Announcements

Shari Ohland, MMGMA President

8:45 a.m. – 9:45 a.m.

Journey to Market Relevance

Keynote Speaker: David Moen, MD, Fairview Health Services

As leader of innovation and network development at Fairview in Minneapolis, Dr. Moen and his team have engaged patients, clinicians, staff, payors, employers, and the community in a system transformation to drive new value to the market. In two years, Fairview has developed and diffused foundational elements of a new team-based primary care model as they actively build out innovative patient engagement strategies. Payors have supported this work with shared savings contracts that help drive alignment of payment and benefits design needed to transform the system. His team is now working with specialists and hospitals on new value exchanges to drive value.

THANK YOU TO...Eric Jax, Chair of the Conference and Education Committee, and Irene Berg and Pamela Wolfe, Co-Chairs of the Exhibitor and Sponsorship Committee for their committees' countless efforts on this conference.

Visit www.mmgma.org and click on "About Us" then "Committees" for full committee lists.

ATTENTION ALL MEMBERS!

Do you have friends/colleagues that you think would make great MMGMA members? Do they need a little convincing?

Invite them to experience all the benefits of being an MMGMA member by registering to attend the 2011 Winter Conference! Non-member conference registration includes a 1-year complimentary regular membership (for clinic management professionals).

Make sure the friend or colleague you invite writes your name on the Conference registration form.

You BOTH will be entered in a drawing to win a \$100 Visa Gift Card!

See you at the Conference!

Sponsored by the MMGMA Membership Committee

9:45 a.m. – 10:30 a.m.

Break with the Exhibitors in the Resource Center X-hibitor Quest Game

10:30 a.m. – 11:30 a.m.

Concurrent Breakouts—Attend one of the following:

Waypoint Ahead!: A Study on Navigating Adaptive Challenges

Barbara Daiker, MS, FACMPE, Northwest Eye Clinic

Medical practices are in constant change trying to keep up with the chaotic health care industry. Some of the changes present challenges where the leadership of the medical practice has no prior experience in finding a solution. A study was conducted of five medical practices that successfully navigated adaptive challenges. This research provides medical practices with insight into the process and what leaders need to know to support management to a productive conclusion. Experiences and insight gained from these practices leads to lessons to practical help for what is yet to come in health care.

Competing with the Big Box Clinics – How to Stay Independent

Gary M. Cavett, CPA, DS&B, Ltd.

Identifying the attraction and lure of the larger groups, this session will show attendees how to combat areas where the clinic is vulnerable and develop a plan for implementing a process to stay independent.

Cloud Computing Removes Barriers to Entry and Enables Health IT Cost Reduction

Loan Gordon, 7 Medical Systems, LLC

Regulatory and industry developments are dramatically changing the health information technology (HIT) game. HIT enables physician practices to implement systems such as EMR/EHR, digital imaging (RIS, PACS, teleradiology) and revenue cycle management to improve operations and deliver higher quality of care. However, it also presents challenges in managing and integrating complex technologies from multiple vendors using finite resources. Federal and health industry experts agree that cloud computing is a viable alternative for clinics looking to eliminate the large upfront and ongoing capital costs of adoption, while ensuring the necessary technical expertise and support. Case studies will show successful implementations of on-demand systems in real-life clinical settings. See how cloud computing is a strategy in the playbook that beefs up your defensive game to mitigate risk, but also sets up your offense to score and win.

11:30 a.m. – 12:15 p.m.

Networking Lunch in the Kellogg Lobby

12:15 p.m. – 12:45 p.m.

Dessert with the Exhibitors in the Resource Center X-hibitor Quest Game

12:45 p.m. – 1:45 p.m.

Concurrent Breakouts—Attend one of the following:

HITECH Impact on Business Associate Agreements

Grant Peterson, JD, DGPeterson, LLC

The new HITECH Act has significantly expanded the scope and ap-

plication of HIPAA Privacy and Security Rules. In this session, attendees will review the new HITECH Act requirements as they relate to business associates and business associate agreements, how to evaluate existing agreements, and learn current best practices for managing the business associate relationship.

Moving Up, Over or Out: Career Transition Strategies for Today's Healthcare Leader

George Dow, George Dow Consulting, LLC

This presentation will describe nine distinct career options and corresponding strategies to help participants prepare to move up, over or out. Degree of difficulty, positives, negatives and economic factors for each option will be discussed as well. Participants will learn about career management best practices for today's leader, and will have the opportunity to discuss the career pathways and strategies for today's healthcare leader wanting to optimally manage his or her career.

Decision Support for Ordering High-Technology Diagnostic Imaging

Cally Vinz, RN, Institute for Clinical Systems Improvement and Barry Bershaw, MD, Fairview Health Services

High-technology diagnostic imaging (HTDI) utilization continues to grow. As a result, some Minnesota health plans implemented prior notification (PN), where providers call in to verify insurance coverage on orders. Through ICSI, providers, radiologists and health plans developed an EMR- and Web-based decision-support option to PN. Using this approach in five medical groups for three years improved the diagnostic quality of scans ordered, increased clinic efficiency, reduced patient exposure to radiation and saved \$84 million. This decision-support option is now available to Minnesota clinics and hospitals. The presentation will explain how this option will alter HTDI ordering practices in Minnesota.

1:45 p.m. – 2:30 p.m.

Break with the Exhibitors in the Resource Center

2:30 p.m.

Drawing for PRIZES

2:45 p.m. – 3:45 p.m.

New Marketing Initiatives to Improve Patient Referrals

Keynote Speaker: Jamie Verkamp, (e)Merge

In the reality of our shifting economic climate, successful, business-minded medical practices are shifting the way they approach marketing. Successful practices are now putting the focus back on their patients and using innovative marketing strategies that bring greater return on their investment. You can expand your practice in this economy, and during this session you will learn what it takes to make that happen. You will learn key marketing initiatives you can implement right away in your practice to increase your new-patient volume and successfully market to your current patients to increase patient retention and referrals, including:

- Attract new patients using online and offline marketing strategies
- How to create “wow” patient experiences that will increase referrals
- Effectively market to your current patient base

SPEAKER BIOGRAPHIES

Complete speaker biographies will be provided onsite.



BARRY BERSHOW, MD

Barry Bershow, MD, is Vice President, Quality at Fairview Medical Group, where he is responsible for leading culture change in order to produce a consistent high-quality product in the delivery of medical care. He has held other senior positions

within the Fairview system, and earlier in his career, he co-founded Burnsville Family Physicians, PA, one of the few remaining independent family practice clinics in the Minneapolis area.



GARY M. CAVETT, CPA

Gary Cavett, CPA is a medical consultant at DS&B, Ltd. and is also the owner of an accounting firm and medical consulting firm. Prior to creating his business entities, he worked at a large national

corporation as well as a large regional CPA firm. His healthcare experience began in 1968 when he was a Medicare Auditor. Currently, Gary contributes to both Accounting and Healthcare articles, speaks at State and National conferences and regularly organizes seminars on Healthcare and Accounting topics.



BARBARA DAIKER, MS, FACMPE

Barb Daiker is a senior health care executive with extensive experience in health care operations and management. She began her health care career as a registered nurse, progressed to management roles

in product development, managed care, and provider network management. She has worked for large publicly traded health care companies and independently as a consultant. Since 2000, Barb has held the position of executive director at Northwest Eye in Minneapolis.



GEORGE DOW

George Dow has over 20 years of experience advising executives during their career transitions. His focus is on assisting his clients with career assessment, identification of options, and coaching to achieve desired outcomes, both personally

and professionally. George is highly effective in the development of executive job campaign strategies, whether the choice is a more traditional transition, an alternative career direction, or a more significant career transformation. Visit www.georgedow.com for more information about George.



LOAN GORDON

Loan Gordon brings more than 15 years of experience in strategic marketing in the healthcare and technology sectors. As VP Marketing for 7 Medical, Gordon is responsible for all aspects of the company's executive, organizational and

employee communications, public and media relations, and branding and marketing. Gordon directs the integrated marketing and communications efforts for the company's RIS/PACS, EMR, teleradiology and disaster recovery product lines, including branding, public relations, product launches, website and online marketing, and trade show and events management.



JENNIFER P. LUNDBLAD, PHD, MBA

Dr. Lundblad leads Stratis Health, an independent non-profit quality improvement organization based in Bloomington, that leads collaboration and innovation in health care quality and patient safety. She has

an extensive background in leadership, organization development, and program management in both non-profit and education settings.



DAVID MOEN, MD

David Moen, MD, is the executive medical director for care model innovation and network development for Fairview Health Services in Minneapolis. Fairview is reforming health care, and Dr. Moen plays a critical role in the transformation.

Dr. Moen's work aims to increase quality of care, increase patient satisfaction while decreasing the total cost of care at Fairview, the second largest health system in Minnesota with more than 22,000 employees. Dr. Moen also serves as the Chief Medical Officer of NetClinic.



GRANT PETERSON, JD

Grant Peterson is a HIPAA privacy and security consultant specializing in the American Recovery and Reinvestment Act's (ARRA) HITECH ACT, HIPAA privacy and security audits and implementations, strategic compliance planning, and

HIPAA training and awareness programs. Grant holds a BS degree in Public Administration from Minnesota State University, and a Juris Doctor law degree from Hamline University School of Law.



JAMIE VERKAMP

Jamie Verkamp is a Partner and Director, Growth and Development at (e)Merge. Jamie is a "people person". She has a passion and a knack for understanding people, what contributes to their behavior and what attracts their attention.

She uses her passion and knowledge in working with medical professionals to identify how their patients think, what factors are involved in making healthcare decisions and how to attract the attention of new patients to grow an organization.



CALLY VINZ, RN

Cally Vinz, RN, Vice President, Clinical Products and Strategic Initiatives, leads ICSI's health care guideline, education and collaborative programs. She is the leader of ICSI's high-tech diagnostic imaging initiative, as well as

ICSI's recently launched palliative care initiative. Ms. Vinz has more than 30 years of experience in clinical, administrative and leadership roles. She has worked in both large integrated systems (Mayo Clinic) and small rural settings (Olmsted Medical Center), as well as in industry, education and health care improvement.



OTHER INFORMATION

PARKING PASSES

All MMGMA 2011 Winter Conference pre-registered attendees will receive Saint Paul RiverCentre parking passes via e-mail no later than Friday, February 25, 2011 for parking Tuesday and Wednesday, March 1-2. If you do not receive your parking passes prior to the conference, please contact the MMGMA office at (952) 928-4644. For more information regarding parking in downtown Saint Paul, please visit www.rivercentre.org. **Remember to bring your parking pass, as no free parking will be allowed without one.**

DIRECTIONS

The Winter Conference is held at the Saint Paul RiverCentre, 175 West Kellogg Boulevard in downtown Saint Paul. Visit www.rivercentre.org for complete directions.

CANCELLATION POLICIES

Cancellation of conference pre-registration must be postmarked no later than Friday, February 18, 2011 and is subject to a \$50.00 processing fee. No partial or full refunds will be made after Friday, February 18, 2011. Please call the MMGMA office at (952) 928-4644 if you plan to send a substitute.

CEU CREDIT

MMGMA has applied for credits through the ACMPE for this event. If approved, continuing education credit submission instructions will be distributed to conference attendees at the event. You can submit your hours online at www.mgma.com/acmpe.

HOTEL INFORMATION

MMGMA has secured discounted room rates at the following facilities. Please reference the Minnesota Medical Group Management Association room rate when calling. A limited number of rooms are available at the reduced rate so call now to secure your room.

Holiday Inn Saint Paul Downtown
\$119 single/double plus taxes
Phone: (651) 225-1515

The Saint Paul Hotel
\$172 single/double plus taxes
Phone: (651) 292-9292 or (800) 292-9292

THANK YOU TO THE 2011 MMGMA BUSINESS PARTNERS

As of 12/14/10. A complete list will appear in the conference program.

PLATINUM



EXHIBITORS

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Also sharing information in the exhibit area are the University of St. Thomas, the MMGMA Government Affairs Committee, the MMGMA Membership Committee, Wells Fargo Bank and Minnesota Physician Publishing, Inc.

ANNUAL SPONSORS

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If you are interested in becoming a sponsor or exhibitor, please contact Adrienne Fjerstad at (952) 928-4644 or info@mmgma.org. Sponsor and Exhibitor contracts are located under the "Business Partners" tab at www.mmgma.org.

TWO GREAT WAYS TO KICK OFF YOUR CONFERENCE EXPERIENCE!

Register online or on page 7 to attend the Pre-conference Workshop or the complimentary Morning at the Capitol.

MORNING AT THE CAPITOL

Tuesday, March 1, 2011

7:30 a.m. – 8:30 a.m.

Continental Breakfast at the Saint Paul RiverCentre

8:30 a.m. – 11:30 a.m.

Capitol Excursion

We all know the benefits of networking in our day-to-day professional lives. The same philosophy can be applied to our efforts advocating on behalf of our patients and practices at the Legislature. Join your colleagues from around the state in a free, three-hour excursion to the Capitol.

During this time you will:

- Meet your state representative and/or senator in brief meetings pre-set for you. You'll have the opportunity to discuss MMGMA's agenda with legislators from your own district...one-on-one or in small groups!
- Hear from key legislative policy makers.

- Receive tips for communicating with legislators.
- Enjoy the camaraderie of your colleagues.
- Learn even more about MMGMA's legislative agenda.

Let MMGMA take care of the details! A complimentary breakfast at the Saint Paul RiverCentre will get your day started off right, and round-trip transportation will be provided free of charge from the Saint Paul RiverCentre to the Capitol. The bus will return to the Saint Paul RiverCentre by 11:30 a.m., just in time to meet up with all of the MMGMA conference attendees for lunch.

Register online at www.mmgma.org or fill out the registration form on page 7.

*Attendance is limited to 50 people and pre-registration is required. Legislators want to know how their decisions will affect their local communities, and this is your opportunity to get intimately involved in the political process. We look forward to your participation in this exciting activity! *If you register for this activity, and later find you cannot attend, please call and let us know so we can cancel your appointment with your legislator.*

**CAN'T ATTEND THE WHOLE CONFERENCE?
You can attend just the Morning at the Capitol!**

PRE-CONFERENCE WORKSHOP

This is a special two-part session!

**Part One: Every Employee Can Be a Leader
Part Two: Dealing With Difficult Employees**

There is a separate \$99 fee for this three-hour workshop which includes a continental breakfast and lunch. Please register for this session on the main conference registration form on page 7. Class size is limited to 30 people.

Tuesday, March 1, 2011

8:30 a.m. – 11:30 a.m.

(registration and breakfast available at 7:30 a.m.)



**Presented by
Bruce Miles, Ed.D.,
Owner & CEO
of Big River Group, LLC**

PART ONE: EVERY EMPLOYEE CAN BE A LEADER

This session is designed to deliver ideas for employees inside organizations that have been through tough times. Content will be directed toward the best-practice and research-based work that can be done by everyone in the organization to help the organization thrive and be successful.

PART TWO: DEALING WITH DIFFICULT EMPLOYEES

This session will demonstrate strategies and resources that have been taught to more than 8,000 leaders and that are currently used to make working with difficult and resistant employees easier. Participants will benefit from a greater understanding of applied research and techniques that are quick, effective and easy to use.

Examples of strategies and case studies will be presented during both parts of the workshop. Session participants will review the above topics during a lecture/interactive presentation with ongoing questions and answers. Handouts detailing each best practice, research result and strategy will be handed out to participants.

About the Instructor: Dr. Bruce Miles is the Owner & CEO of the Big River Group, LLC. For five years, he was an Assistant Professor at St. Cloud State University and taught Graduate and Doctoral coursework in the areas of leadership, planning, finance and personnel. He is a national-level presenter and trainer in the areas of strategic planning, organizational improvement, organizational conflict, and difficult employees.

ATTENDEE REGISTRATION | 2011 MMGMA WINTER CONFERENCE

TUESDAY, MARCH 1-WEDNESDAY, MARCH 2, 2011 | SAINT PAUL RIVERCENTRE

Please register on our website at www.mmgma.org. It's quick, easy, and convenient. Our secure online payment option allows you to pay for your conference registration with a credit card or check. You may also mail or fax this form with payment to: **Minnesota Medical Group Management Association; 4248 Park Glen Road, Minneapolis, MN 55416. Phone: (952) 928-4644, Fax: (952) 929-1318, Email: info@mmgma.org**

PERSONAL INFORMATION (PLEASE PRINT OR TYPE) ONE FORM PER REGISTRANT

First Name _____ Last Name _____
Title _____ Organization _____
Address _____
City/State/Zip _____
Phone _____ Fax _____
E-mail _____

Please check here if you require a specific accommodation in order to participate in the conference.

If checked, please describe _____

Please check here if a friend or colleague referred you to this conference.

Please write their name here _____

What is your ACMPE Affiliation? Nominee Certified Member Fellow Non-Affiliated

ADDITIONAL INFORMATION

Please check your breakout session preferences for each session block:

Wednesday, 10:30–11:30 a.m. Navigating Adaptive Challenges Competing with Big Box Clinics Cloud Computing

Wednesday, 12:45–1:45 p.m. HITECH Impacts Career Transition Strategies Ordering High-Tech Diagnostic Imaging

MMGMA MEMBER PAYMENT

Paid and postmarked by February 1, 2011 \$275.00 \$ _____

Paid and postmarked after February 1, 2011 \$325.00 \$ _____

NONMEMBER PAYMENT

Minnesota Administrators will receive a one-year complimentary MMGMA membership when they pay a nonmember registration fee.

Paid and postmarked by February 1, 2011 \$500.00 \$ _____

Paid and postmarked after February 1, 2011 \$550.00 \$ _____

STUDENT PAYMENT

Full-time student discount. Verification of full-time student status is required \$175.00 \$ _____

ADDITIONAL REGISTRATION OPTIONS

Morning at the Capitol, Tuesday, March 1 from 8:30 a.m. – 11:30 a.m. (free)

Morning at the Capitol attendees, please write your home address here so we can schedule a meeting with your legislator:

Address _____ City/State/Zip _____

Pre-Conference Session, Tuesday, March 1 from 8:30 a.m.–11:30 a.m. (\$99.00)\$ _____

Tuesday evening reception at the Saint Paul RiverCentre (included in conference fee)

Guest Registration Tuesday Reception (Adults: \$30.00)

Please list names: _____ \$ _____

Please list names: _____ \$ _____

Total Fee Submitted\$ _____

Check enclosed (*payable to MMGMA*) VISA MasterCard American Express Discover

Cardholder Name _____

Card Number _____ Exp. Date _____

Authorization Signature _____

Confirmations will be sent via email.



Minnesota Medical Group
Management Association
4248 Park Glen Road
Minneapolis, Minnesota 55416
www.mmgma.org



Dear Friends:

Welcome to the 2011 MMGMA Winter Conference! **“Game On: Health Care’s Reform”** faces off on Tuesday, March 1 at the Saint Paul RiverCentre and promises to offer you a diverse collection of educational opportunities including honing your leadership skills, making sense of health care reform, delving into the latest details on ACOs and crafting new marketing strategies in our rapidly changing health care world.

We are offering two choices to begin the conference this year. You may decide to catch the special two-part Pre-Conference session on “Every Employee Can Be a Leader, and Dealing with Difficult Employees.” You will earn credit towards the Certificate in Advanced Health Care Management, a joint program of MMGMA and the University of St. Thomas as well as ACMPE credits. Your other option for Tuesday morning is the MMGMA Morning at the Capitol. This is the best opportunity you can find to experience our state legislature

in action. Our experienced GAC committee and legislative liaison group do all the leg-work—setting up meetings with your legislators and guiding you every step of the way.

New or relatively-new to the Conference? If so, we’d love to show you around. Contact us at info@mmgma.org and we’ll be glad to meet you and introduce you around the venue. MMGMA wants to be your resource for all of your health care management questions.

So, Remember to Save the Date: March 1st & 2nd. Count on two days of action-packed networking with colleagues, business partners, exhibitors and sponsors. Your commitment to attending this conference will demonstrate to your organization a dedication of your desire to strive for consistent quality improvement, a focus on both sustainability as well as growth despite the financial and administrative challenges we face daily, and a conscious effort to stay abreast of enhancements in technology that can aid us in expanding our resources. Our goal with this conference is to help coach you through the unpredictable challenges brought on by changes in our health care system.

My sincere appreciation to each of you who so willingly participated in bringing this conference to life. Looking forward to seeing you at the Saint Paul RiverCentre on Tuesday, March 1.

All the best,

Shari Ohland
MMGMA President 2010-2011

