

Mississippi Association Medical Staff Services

Annual Conference

September 26-28, 2012

Hyatt Place

Ridgeland, MS



2012 MAMSS Annual Conference

September 26-28 • Hyatt Place • Ridgeland, MS

YOU are invited to join your friends and colleagues in Ridgeland, Mississippi, September 26-28, for the MAMSS Annual Conference. The Conference will offer excellent educational opportunities at an affordable price for medical staff services professionals, managed care professionals, and provider credentialing specialists from across the state. Administrators, risk managers, chiefs of staff and other medical staff leaders are invited and encouraged to attend.

The event is open to MAMSS members and non-members. Managers, supervisors and team leaders are urged to encourage additional staff members to attend. The Annual Conference offers the perfect opportunity for non-members to realize the valuable professional enhancement opportunities offered by MAMSS.

LOCATION AND ACCOMMODATIONS

All Conference activities will take place at the Hyatt Place (Ridgeland). The Hyatt Place is within walking distance to the Renaissance at Colony Park Shopping Center and is conveniently located off I-55. You'll be close to numerous restaurants, shopping, fitness centers and spas while enjoying your full service accommodations at Hyatt Place.

A limited block of guest suites has been reserved for MAMSS Conference registrants at a discounted rate of \$109.00 (plus taxes and fees) per night. To receive the discounted rate, make reservations directly with the hotel at www.hyattplacejacksonridgeland.com using the Corporate/Group #: **G-MAMS**. You may also make reservations via phone by using the Corporate/Group code above and dialing 1-888-492-8847 or 601-898-8815.

The cut-off date for reservations is Tuesday, September 4, 2012. After that date reservations will be accepted on a space available basis only.

AIR TRAVEL

The Jackson-Evers International Airport is approximately fifteen miles from Hyatt Place.

TEMPERATURE/ATTIRE

The average temperature in Ridgeland in September is in the low to mid 80s. Attire during all sessions and events at the conference will be business casual. It is usually best to dress in layers due to fluctuation in room temperatures.

CONTINUING EDUCATION

The program is pending up to 19 CEUs by NAMSS. Conference participants are expected to claim credit for only those sessions attended.

EXHIBITS

Exhibiting companies may showcase products and services of interest to MAMSS members and Annual Conference registrants both days of the conference. Refreshment breaks will be served in the area when possible and drawings for great door prizes will be held in conjunction with some exhibits. All attendees are encouraged to spend time in the exhibit area.

CANCELLATION

Cancellations received no later than September 11, 2012, will receive a full refund, less a \$20 processing fee. After September 11, no refunds will be made, but a substitute from the same organization can be named. Replacement name(s) must be submitted to MAMSS prior to the Conference.



CONFERENCE PROCEEDINGS – GOING GREEN

MAMSS is pleased to join the growing number of associations and companies making the decision to support environmental responsibility by providing the educational session handouts and materials to Conference Registrants on the MAMSS website. Registrants may print the session materials prior to arrival or view materials during the sessions. A printed Program which will include an Agenda/Schedule of Events will be distributed on-site.

Featured Speakers

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Geneva Harris, CPMSM, CPHQ, CPCS, CHC

Geneva Harris, CPMSM, CPHQ, CPCS, CHC, has more than 25 years of experience in Medical Staff Administration at the University of California, Davis Health System in Sacramento. She is a Past President of NAMSS, faculty member of NAMSS certificate programs, and represented NAMSS on the Joint Commission Professional and Technical Advisory Committee for the hospital accreditation program. Geneva also is a consultant for the National Committee on Quality Assurance (NCQA) and for the Credentials Verification (CVO) program.

Vicki Searcy, CPMSM



Vicki L. Searcy, CPMSM, is the Vice President, Consulting Services at Morrisey Associates, a Chicago-based company. In addition to oversight of all consulting services, she provides healthcare consulting services specializing in practitioner competency management, including credentialing, privileging, privileging of advanced practice professionals, quality and peer review as well as management issues related to medical staff organizations. Prior to joining Morrisey Associates, Inc., she served as the Practice Director, Credentialing & Privileging for The Greeley Company and as President of Searcy Resource Group, LLC. Ms. Searcy's career also includes being a partner with BDO Seidman, LLP, one of the nation's leading accounting, tax, and consulting firms, heading up their national healthcare accreditation and compliance consulting practice. For over ten years, Ms. Searcy was a surveyor for the National Committee on Quality Assurance for their CVO certification program. She is certified by the National Association Medical

Staff Services as a CPMSM. She is a past-President of the National Association Medical Staff Services (NAMSS). Ms. Searcy provides consulting services to a variety of healthcare organizations, including hospitals, healthcare systems, health plans, medical groups and credentials verification organizations. Ms. Searcy is often involved in projects where changes in operations are necessary in order to meet accreditation/licensing standards as well as to improve productivity and operational efficiency. She has been instrumental in working with organizations achieve paperless/electronic credentialing. She also provides retreats and other education programs for physician leaders and governing body members.

During her work in hospitals and health systems, Ms. Searcy had responsibility for program design and implementation in the following areas: Utilization/Case Management, Medical Records, Medical Staff Services, Quality Management, Risk Management, and Outpatient Services.

Ms. Searcy has served as seminar faculty for several national educational providers and professional organizations, including the national seminars of The Greeley Company (Advanced Credentialing & Privileging Retreat, Credentialing Resource Center Symposium, Core Privileges Essentials), the American Society for Healthcare Risk Management, National Association Medical Staff Services, National Association for Healthcare Quality, the American Medical Group Association, American Health Information Management Association and the American Hospital Association.

Ms. Searcy was the founding editor for *Health Care Competency & Credentialing Report*. She has written numerous articles related to issues in medical staff organization management which have been published in a variety of newsletters and magazines. Books include:

- ***Core Privileges for AHPs: A Practical Approach to Developing and Implementing Criteria-Based Privileges*** Co-authors: Carol Cairns and Sally Pelletier

Featured Speakers

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- **Core Privileges for Physicians: A Practical Approach to Developing and Implementing Criteria-Based Privileges** (published in 2007 by HcPro, Inc.) Co-authors: Wendy R. Crimp, Sally Pelletier and Mark A. Smith, M.D.
- **Measuring Physician Competency: How to Collect, Assess and Provide Performance Data** (published by HcPro, Inc. 2007) Co-authors: Robert Marder, M.D. and Mark A. Smith, M.D.
- **Credentialing Audits: Tools for Compliance and Reduced Liability** (published in 2006 by HcPro, Inc)
- **The Medical Staff Services Handbook: Fundamentals and Beyond** (published by Jones and Bartlett in 2010). Co-authors are Cindy Gassiot and Christine Giles. See website: <http://www.pohly.com/books/medicastaffservices.html>
- **Professional Excellence = Professional Advancement – 101 Smart Things Every Medical Staff Services Professional Should Do** (published in 2005 by Searcy Resource Group, LLC and distributed by NAMSS). Co-author is Peggy A. Greeley.

Ms. Searcy is a recipient of the Woman of Achievement Award in Healthcare from the City of Los Angeles.

Joseph Clift, EdD, MS, PMP



Joseph Clift, EdD, MS, PMP, works in the Compliance Branch of the Division of Practitioner Data Banks at the Health Resources and Services Administration (HRSA). He works alongside state licensing boards to ensure that all disciplinary actions taken by state boards are reported to the Data Bank as required by law. In addition to his compliance work, Dr. Clift also works on some research projects around hospital compliance and medical malpractice payments. Dr. Clift has many years of experience in the public health field. He obtained his doctorate in health education from Nova Southeastern University and spent a few years as a researcher and evaluator of public health and social justice projects for small companies before entering the federal government. His earlier federal work included being a project officer at the Agency for Healthcare Research and Quality and as an analyst at the Environmental Protection Agency. Dr. Clift is also an adjunct instructor in the health care administration program at the University of Phoenix.

Rhonda Freeman, CPM

Rhonda Freeman has been the Director of Licensure and Administration with the Board of Medical Licensure for the past thirteen years and has been with the Board for twenty years. She started with the Board as a secretary in the Investigative Unit; she later transferred to the Licensure Division where she has seen the Agency grow from ten employees with one state mainframe computer to twenty-five employees with web-based licensure and credentialing capabilities.

Rhonda spends most of her time away from the Board with her husband, Bobby and two children; Derek, twelve and Lexie, seven. The family is very active in Philadelphia Baptist Church. They also spend a great deal of time attending various athletic functions due to Derek and Lexie being very active in baseball, football, dance and gymnastics.

Featured Speakers

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Yolanda Morrow

Yolanda Morrow is a Special Projects Officer IV with the Mississippi State Department of Health's Professional Licensure Division. Her responsibilities include supervise licensing personnel, supervise the day-to-day operations of licensing several allied health professions (Occupational Therapy, Speech-Language Pathology, Audiology, Hearing Aid Specialists, and Professional Art Therapist), act as a liaison to advisory councils, state and national organizations, and provide program information to the public.

Festus Simkins, MA, CPM

Mardi Allen, Ph.D.

Dr. Allen attended the University of Southern Mississippi. She completed her psychology internship at Primary Children's Medical Center and her residency at Neurology, Learning and Behavior Center, both in Salt Lake City, Utah. Dr. Allen practices at Psychological Associates in Jackson and also serves as a Clinical Services Liaison to the Mississippi Department of Mental Health, Office of Clinical Services.

Dr. Allen is a member and Past President of the Association of State and Provincial Psychology Boards, a Past President of the Mental Health Association of the Capital Area, and a Past Chair of the Southern Human Resources Development Consortium. She has served three stints on the Mississippi Board of Psychology, spanning over thirteen years. Dr. Allen received the Mississippi Board of Psychology Service award in 2002. She has additionally been recognized as an AAAS/APA Congressional Fellow to the 105th Congress, an ASPPB Fellow and a recipient of the Karl F. Heiser Award, which is given in recognition of contributions to the American Psychological Association and State associations in promoting state and federal legislation affecting the regulation and function of psychologists. She has numerous presentations and publications.

Featured Speakers

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Angela J. Koestler, Ph.D.

Dr. Koestler attended the University of Southern Mississippi and completed her psychology residency at the Memphis Clinical Psychology Internship Consortium, University of Tennessee Center for Health Sciences, College of Medicine, where she trained in an interdisciplinary inpatient and outpatient pain program under the Department of Anesthesiology. She was co-founder of the first interdisciplinary pain clinic in Mississippi in 1987. Dr. Koestler is owner of the Nordal Clinic with offices in Vicksburg and Jackson, Mississippi. She participates with multispecialty physicians and other healthcare practitioners in providing an interdisciplinary continuum of pain and rehabilitation services to individuals with pain and health-related problems. She consults with NewSouth Neurospine and Methodist Rehabilitation Outpatient Center in Flowood, Mississippi.

Dr. Koestler is a fellow and Past President of the Mississippi Psychological Association, a Past President and founding board member of the Mississippi Pain Society, and a Past President of the Southern Pain Society. She served as Chair of the Mississippi Board of Psychology from 2003-2005, and was reappointed to the Board in 2008 for a five year term. Dr. Koestler received the Mississippi Psychological Association's Distinguished Practitioner Award, and the Southern Pain Society's President's Distinguished Service Award and Award for Excellence in Pain Treatment and Research. She has numerous presentations and publications, including a co-authored book chapter, *The Psychology of Pain*, and book, *Understanding Chronic Pain*.

Faith Rhoades, CMPMS, MMHC

Ms. Rhoades is the Director of Medical Staff Services at Huntsville Hospital, a 900-bed tertiary care facility in Huntsville, Alabama. She has more than 25 years of experience in the field of medical staff management and development—including credentialing and privileging, peer review, investigations, due process, and bylaws. Ms. Rhoades served as President of the Alabama Association of Medical Staff Services, has served on NAMSS' Bylaws Committee and Industry and Government Relations Committee, and currently is a NAMSS Board member-at-large.

Preliminary Conference Agenda

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WEDNESDAY, SEPTEMBER 26

- 12:00 pm – 1:00 pm** **Registration**
- 1:00 pm – 1:15 pm** **Welcome/Introductions**
Amanda Roberson, CPCS, CPMSM, President—MAMSS
- 1:15 pm – 2:45 pm** **Mississippi Professional Licensure Round Table**
Speakers:
Mississippi Department of Health: Festus Simkins, MA, CPM; Yolanda Morrow
Mississippi State Board of Medical Licensure: Rhonda Freeman, CPM
Mississippi Board of Dental Examiners: TBD
Mississippi Board of Psychology: Mardi Allen, PhD; Angela (Jeanne) Koestler, PhD
Drug Enforcement Administration: TBD
Mississippi Board of Nursing: TBD
Objectives:
Participants will be able to—
- Understand recent changes to the rules/regulations/laws affecting licensure of healthcare providers in Mississippi
 - Understand answers to licensing questions submitted in advance of the discussion
- 2:45 pm – 3:00 pm** **Break**
- 3:00 pm – 4:30 pm** **What's New at the NPDB**
Speaker: Joseph Clift, EdD, MS, PMP
Objectives:
Participants will be able to--
- Understand recent changes at the NPDB that may affect credentialing
 - Apply changes to fictional scenarios
 - Know how to use tools provided by the NPDB in assisting with the credentialing process
- 4:30 pm – 5:00 pm** **Business Meeting**
- 6:00 pm – 8:00 pm** **Charming Charlie's optional event**
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THURSDAY, SEPTEMBER 27

- 7:30 am – 8:00 am** **Registration/Breakfast**
Vendor Exhibits Open
- 8:00 am – 8:15 am** **Welcome/Introductions**
Amanda Roberson, CPCS, CPMSM, President—MAMSS

Preliminary Conference Agenda

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- 8:15 am – 10:00 am** **Becoming Your Own Advocate: Part I**
Speaker: Geneva Harris, CPMSM, CPHQ, CPCS, CHC
Objectives:
Participants will be able to—
- Gain understanding of tips for enhancing professional presence and credibility, including specific professional “presence builders” and “presence breakers”;
 - Successfully articulate the work of an MSP to multiple audiences;
 - Implement proven strategies for building successful coalitions at work;
 - Identify common management styles and how to effectively work within the style of his/her facility
- 10:00 am – 10:30 am** **Break**
- 10:30 am – 12:00 pm** **Becoming Your Own Advocate: Part II**
Speaker: Geneva Harris, CPMSM, CPHQ, CPCS, CHC
Objectives:
Participants will be able to—
- Gain understanding of tips for enhancing professional presence and credibility, including specific professional “presence builders” and “presence breakers”;
 - Successfully articulate the work of an MSP to multiple audiences;
 - Implement proven strategies for building successful coalitions at work;
 - Identify common management styles and how to effectively work within the style of his/her facility
- 12:00 pm – 1:00 pm** **Lunch**
- 1:00 pm – 2:30 pm** **Becoming Your Own Advocate: Part III**
Speaker: Geneva Harris, CPMSM, CPHQ, CPCS, CHC
Objectives:
Participants will be able to—
- Gain understanding of tips for enhancing professional presence and credibility, including specific professional “presence builders” and “presence breakers”;
 - Successfully articulate the work of an MSP to multiple audiences;
 - Implement proven strategies for building successful coalitions at work;
 - Identify common management styles and how to effectively work within the style of his/her facility
- 2:30 pm – 3:00 pm** **Break**
- 3:00 pm – 4:30 pm** **Becoming Your Own Advocate: Part IV**
Speaker: Geneva Harris, CPMSM, CPHQ, CPCS, CHC
Objectives:
Participants will be able to—
- Gain understanding of tips for enhancing professional presence and credibility, including specific professional “presence builders” and “presence breakers”;
 - Successfully articulate the work of an MSP to multiple audiences;
 - Implement proven strategies for building successful coalitions at work;
 - Identify common management styles and how to effectively work within the style of his/her facility
- 8:00 pm** **Dessert and Scavenger Hunt Awards—at Hyatt Place**

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FRIDAY, SEPTEMBER 28

- 7:30 am – 8:00 am** **Registration/Breakfast**
Vendor Exhibits Open
- 8:00 am – 8:15 am** **Welcome/Introductions**
Amanda Roberson, CPCS, CPMSM, President—MAMSS
- 8:15 am – 9:45 am** **Paperless Credentialing and Privileging: How to Prepare your Department and Your Medical Staff for Electronic Credentialing**
Speaker: Vicki Searcy, CPMSM
Objectives:
Participants will be able to--
- Identify what is currently possible and how to obtain resources in order to become electronic
 - Understand how to get commitment from the medical staff organization to support an electronic credentialing and privileging environment
- 9:45 am – 10:00 am** **Break**
- 10:00 am – 10:45 am** **Regulatory Agencies: How to Achieve a Continuous State of Readiness**
Speaker: Vicki Searcy, CPMSM
Objectives:
Participants will be able to--
- Implement strategies to maintain compliance with regulatory standards
- 10:45 am – 11:45 am** **Best Practices in Credentialing: How to Speed Up the Initial Appointment Process without Taking Risky Short-Cuts**
Speaker: Vicki Searcy, CPMSM
Objectives:
Participants will be able to--
- Evaluate the potential benefits of the use of pre-application forms vs. an “intended practice plan”
 - Evaluate options for provision of materials (electronically vs. paper)
 - Identify best verification practices as related to what must (vs. could or should) be verified via primary sources
 - Identify what items are required – what accreditation or regulatory body requires them – and additional items that may not be required, but are considered to be “best practices”
- 11:45 am – 12:30 pm** **Lunch**
- 12:30 pm – 1:00 pm** **NAMSS Update**
Speaker: Faith Rhoades, CMPMS, MMHC

Preliminary Conference Agenda

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1:00 pm – 2:00 pm

Characteristics of High Functioning Medical Staff Offices

Speaker: Vicki Searcy, CPMSM

Objectives:

Participants will be able to--

- Determine whether your medical staff office or credentialing department is a “high functioning” department
- Identify the indicators of a “high functioning” department
- Understand how to identify those departments that are efficient and effective

2:00 pm – 3:00 pm

Onboarding Practitioners: Coordinating Credentialing/Privileging with Recruitment and Enrollment

Speaker: Vicki Searcy, CPMSM

Objectives:

Participants will be able to--

- Identify whether the credentialing process is perceived as the road-block to getting practitioners in your organization onboarded
- Understand what onboarding means
- Implement methods to stop duplication of effort and dissatisfaction especially when working with recruitment, contracted/employed practitioners and payer enrollment using resources that may not have been previously tapped

3:15 pm – 4:15 pm

MSPs: What Does the Future Hold for Medical Staff and Credentialing Professionals?

Speaker: Vicki Searcy, CPMSM

Objectives:

Participants will be able to--

- Understand the evolution of the field of medical staff services and credentialing
- Understand what it takes to be successful in this profession today and what competencies MSPs will need in order to flourish and be marketable during the next ten years

Intended Audience: Medical Staff Coordinators; Directors/Managers of Medical Staff Services; Managed Care Professionals; Medical Staff Assistants; Administrative Assistants; Medical Staff Services Consultants; Credentialing Specialists; Health Information Managers; Risk Managers; and other individuals responsible for supportive services required for their facility to maintain its medical staff organization.

This program is pending approval for 19 CE hours from National Association Medical Staff Services (NAMSS).



charming CHARLIE

charmingcharlie.com

Join us for networking and F-U-N at Charming Charlie in Ridgeland at Renaissance at Colony Park from 6pm – 8pm on Wednesday, September 26, for a MAMSS Charming Charlie Social! You won't want to miss the chance to save 20% on your entire purchase while enjoying a fun time with friends! Light snacks will be served!



MAMSS T-Shirts are still available! To purchase, go online to www.mamss.org and click on MAMSS Online Store or contact Paula Whitehorn at secretary@mamss.org. All proceeds from shirt sales benefit Mississippi charities.

Make a Difference!

You will have a chance to make a difference beyond this year's conference by bringing items to donate to veterans at the G.V. "Sonny" Montgomery VA Medical Center! The medical center depends on the goodwill of its benefactors and volunteers who wish to give something back to America's heroes. Items donated for needy service men and women may include magazines, coffee and cookies, new or gently used clothing, telephone cards, diapers, and sleeping bags.

Boxes will be available at the conference to deposit donations. Cash donations will also be accepted.

MAMSS is proud to support Mississippi's veterans through this project!

THE AMAZING MAMSS SCAVENGER HUNT

You will definitely not want to miss the excitement of

The Amazing MAMSS Scavenger Hunt

The "hunt" will begin with the conference on Wednesday afternoon at registration. To conclude the hunt, we'll gather for dessert and prizes at 8pm, Thursday night at Hyatt Place.

What a great time to connect with fellow MAMSS members and guests!



Registration Form

2012 MAMSS Annual Conference

Attendee Information

REGISTRATION DEADLINE: September 4, 2012

I am registering as a: Current member New member Non-member

Name: Last First MI

Please print your name exactly as you want it to appear on your badge

Facility/Employer

Title/Position

Facility Address: Street Address City State ZIP

Work Phone Alternate Phone

Email Address*

Emergency Contact Name Phone Number

Registration Information

Optional Event Registration Information

Conference Registration Member Non-Member
 \$150 \$190 **

Charming Charlie Event \$0
Guest(s) \$0 x _____

Conference registration fee includes \$50 NAMSS fee for *Becoming Your Own Advocate* printed materials.

Scavenger Hunt Event \$0
Guest(s) \$0 x _____

Subtotal: \$ _____

Total Payment Enclosed: \$ _____

* You grant permission to MAMSS for receipt of any future MAMSS promotions via e-mail.

**Includes membership dues for period of 4/1/12-3/31/13.

Pay Online

The quickest and easiest way to register is online at www.mamss.org.

Mail

Include your check and mail to MAMSS, PO Box 4572, Jackson, MS 39296. And don't forget the stamp! Registrations will not be accepted over the phone. Please do not mail *and* fax forms.

Special Event Registration

If you would like to attend the Charming Charlie event on September 26 or the Scavenger Hunt event on September 27, please ensure you check the appropriate box(es) on this registration form.

Guest Registration

If you are bringing a guest to any special events, be sure to complete the "guest" section for each event and include the appropriate fee. Guests must be age 18 or older.

Questions about the registration process?

Please contact MAMSS at (601) 984-4121 or e-mail secretary@mamss.org.

Payment Information and Confirmations

Full payment must be submitted with your registration form. Make all checks payable to MAMSS. Confirmation emails will be sent approximately 10 days after receipt of payment. MAMSS will not accept purchase orders.

Cancellation Policy

All cancellations must be made in writing and faxed to MAMSS at (601) 984-4119 or e-mailed to secretary@mamss.org. Cancellation deadline is September 11, 2012. Cancellations made in writing on or before September 11, 2012, will be eligible for a full refund, less a \$20 processing fee. No refunds will be made for cancellations received after September 11, 2012. No refunds will be made for no-shows. All refunds will be processed 6-8 weeks after the conference.

Photographs

On occasion, a MAMSS photographer may take photos at the conference of attendees who are participating in sessions, functions, and/or activities. Please be aware that these photos are for MAMSS use only and may appear in MAMSS conference brochures, programs, publications, the MAMSS website, or other MAMSS materials. Your attendance at the conference constitutes your permission and consent for this photography.

MAMSS is a not-for-profit organization that depends on the support of volunteers. If you are interested in becoming a volunteer for officer positions, committees, membership recruitment, or any other duties, please go to www.mamss.org and click on Volunteer Now under the Important News section.