What an exciting year we have had so far! Our March Insurance Forum was well attended and provided a host of information presented by Blue Cross Blue Shield of MS and United Healthcare. Harold Ingram, President Elect, did an exceptional job in preparing the open forum agenda with topics ranging from the 90-day filing limit to navigating their web sites. It was well attended with very positive feedback. Thank you, Harold and Karen, for preparing such an informative meeting.

You certainly don't want to miss our summer meeting. “Someone will be killed...no John!....not literally....figuratively”. This year’s meeting will again be held at the Imperial Palace in Biloxi, June 16 – 18. We will learn to “Solve the Mysteries of Management” and have some additional fun at solving a murder mystery. The meeting will begin on Wednesday at 2:00 with our annual Bingo contest. Each game winner will be awarded one of the many outstanding vendor door prizes available. It is no secret that MGMA of MS has the most outstanding vendors! By joining in the fun and games, you could be a lucky prize winner. I hope you will make plans to be there and share in the festivities.

Following Bingo, the Opening Reception includes the prelude to our Murder Mystery and then we will all be treated to an outstanding Celtic music presentation. Dress is casual but come as you like and plan to have fun with vendors and fellow MGMA of MS members and guests. Bright and early Thursday begins with a continental breakfast for members and vendors. The “New Member, First Time Attendee and Past President’s Breakfast” will be held in the adjoining ballroom. We will then move quickly into “Solving the Mystery of Working Together and Building Successful Teams”. Jerry Teplitz is an outstanding speaker; you don't want to miss his presentation.

Our Business meeting will be held just before lunch with presentations by each board member and committee chair. There is a wealth of information about our organization to present to the membership.

The afternoon will be full of more exciting information on “Detecting the Best: The Interviewing and Selection Process” followed by “Employees Under the Magnifying Glass: Conducting the Performance Reviews”. Wow, that's exciting just writing about it. At the end of such a “jam packed” day, you will certainly deserve a relaxing evening. You can have just that with our annual Schooner Excursion. This adventure is always enjoyed by those who attend and I hope that you will include it your evening plans. Don't forget to sign up by the registration desk!

On Friday, we are delighted to have John Foppe presenting “Being an Executor, Not an Executioner: How to Get Everything Done Without Destroying Anything”. I will be sure to get a front row seat for this presentation. Adjourning at 12:15 PM will still give everyone time to enjoy the Gulfport/Biloxi area during the afternoon.

I do hope you will make plans to attend this and all our meetings. MGMA and MGMA of MS are your organizations and we want you to be an integral part. I would also encourage you to let us know if you are interested in serving on a committee. We will be selecting committee chairs before the November meeting and we would love to hear from you.

Hope to see you in June! Register online today at www.mgmams.com!
Clinical eHarmony
By Harold Ingram, MGMA of MS President Elect

What is it that is being sought in the next person to be hired in the clinic? Will they be matched with the clinic in 29 areas of compatibility? No?

A number of social networking entities attempt to match people on a basis of compatibility to improve the success of a long-term relationship. In fact, it appears that electronic social networking sites account for more people getting together than the more traditional means of meeting in public places hoping to find someone with whom a long-term relationship could develop. Hiring processes might see improvement if more emphasis were placed on compatibility as demonstrated in social networking sites.

Hiring good, long-term people is a difficult task. Often the best that can be expected in the hiring process is to weed out those with a high potential for failure. The greater the management experience required, the greater the difficulty in finding the right person. The hiring process begins with a review of the resume and a determination of the previous experience. If the basic qualifications are there, the decision to hire is generally made on the basis of how the interviewer “feels” after the face-to-face interview. In other words, the decision is more emotional than objective.

It is an interesting dichotomy that when we look for people in a social setting we are attracted to those with characteristics that are different from ours, but when we hire people we look for those with similar characteristics. Perhaps clinic hiring practices should consider other dimensions of compatibility. Matching employees to positions should include more than just past skill sets and a first impression when interviewed.

During the face-to-face interview, a great deal of emphasis, whether conscious or subconscious, is placed upon likability. If the interviewer is comfortable with the person applying for a position the potential for hiring that person is much greater. Applicants that have the same basic behavioral tendencies as the interviewer, generally communicate better during an interview. For example, if the interviewer is decisive and quick to act, he would more easily develop a rapport with someone giving short, concise answers. An applicant with lengthy, detailed explanations could easily irritate the interviewer, diminishing his potential for being hired. The interviewer likes to communicate with those with similar behavioral styles.

Also, in evaluating the potential employee, the interviewer is looking for those characteristics that he holds most valuable. For example, if the interviewer is a detail-oriented person, details are what he will be looking for in the interview process. Misspellings, inaccuracies in dates, a poorly organized resume, etc. will send strong signals that this person is not someone to be hired.

Organizations are like people. To be whole, many parts are needed; parts that perform different functions and have different characteristics. For an individual to function effectively, part of him must be a decision-maker that can react and move forward when a decision is required. However, a part of him must also be analytical at times, as well as fun-loving and gregarious. Part of the individual also is drawn to being and feeling a part of a team. The organization is the same. It should be comprised of employees that provide similar characteristics at an organization level.

When hiring a new employee, perhaps a more eHarmony approach with more dimensions of compatibility should be considered. In addition to previous experience, it would be helpful to know what the candidate’s long range goals are. Are they compatible with that of the clinic? Do the personality traits fit the position? An employee who enjoys meeting and talking with people may not be well-suited for a detailed coding position in the back corner of the billing office. However, the candidate may be very well suited for a reception position.

When hiring someone, do your homework. Check for gaps and errors on the resume. Check references. Run background checks. Also, spend time on what is needed to fill the position. Will there be a great deal of people contact? Is there a need for someone who is a detail person? What personality traits are needed to meet the demands of the position for which the clinic is hiring?

There are more dimensions that should be examined in the hiring process than just past experience and first impressions. Clinic eHarmony is achieved when the right people are in the right positions focused on the same goals.
Did you know?

MGMA of Mississippi is proud to offer

$500 in reimbursement

to five nominees who sit for the certification exam this year?
Contact Karen Stuart at 601-758-0244 for more details!

Check it Out!! MGMA of MS Has a Library!

Did you know that MGMA of MS has an assortment of books published by National MGMA that are available for you to review for a period of 90 days? Complete the Library Request Form on our website at www.mgmams.com and fax it to us today to begin enjoying these resources provided to you by MGMA of MS!

Smith, Rouchon & Associates, Inc.

FULL SERVICE COLLECTIONS SINCE 1979
Primary Collections•Secondary Collections•Early Out
Pre-Collect•Skip Tracing•Mail Campaigns

No fee charged unless we collect for you!

Call for more information or visit us on the web at www.sra-inc.net
(601) 355-5456 • (800) 391-8018

POST OFFICE BOX 651 JACKSON, MS 39205-0651
600 HERITAGE BUILDING 401 EAST CAPITOL ST JACKSON MS 39201
PH. 601.326.7706 CELL 601.497.1821 FAX 601.944.7738
wisecarter.com
EHR

4 out of 4 accountants agree.
Practices implementing Greenway’s PrimeSuite® have experienced substantial annual return on investments between $21,600 and $81,500 per physician.

Whether your practice is solo or a large group of physicians, a Greenway Medical Technologies Electronic Health Records solution will allow you to provide a higher level of care with an increased efficiency that leads to a healthier and more profitable practice.

“...product has allowed us to recognize a return on investment (ROI) of $80,000 per physician per year.”
Dr. Steven Seligman
Omegas OBGYN

Scalability, Interoperability, Reliability.

www.GreenwayEHR.com
866-836-8353
What is Your Experience?

Greenway

PrimeSuite® 2007 is CCHIT CERTIFIED
The MGMA (Medical Group Management Association) of Mississippi Scholarship Program is designed to financially assist qualified applicants in obtaining degrees from accredited academic institutions of higher learning, located in Mississippi, in the field of medical management or any field with any relation to medical management. The program is open to any student preparing to enter or already attending an accredited degree-granting Mississippi college or university and pursuing a bachelor, master’s or doctoral degree.

The scholarships are awarded based on merit as measured by academic performance and extracurricular activities. The applicant’s intended field of study is also considered in the evaluation process with preference given to those candidates pursuing a degree in medical management or a directly related field of study.

To retrieve more information or to print an application, please go to www.mgmams.com!
Each issue of Magnolia Minutes will feature sample questions that you may find on the ACMPE Exams. Test your knowledge in each area of the Body of Knowledge!! Answers can be found on Page 9.

Organizational Governance
The roles and responsibilities of the Board of Directors for a medical practice is delineated in which legal document?
A. Articles of Incorporation.
B. Employment Agreement.
C. Executive Committee Minutes.
D. Corporate Bylaws.

Business Operations
Which of the following plans should be developed for each functional area within an organization?
A. Business plan.
B. Operational plan.
C. Tactical plan.
D. Strategic plan.

Financial Management
In planning cash reserves for a medical practice’s annual operating budget, which of the following should be done?
A. Have providers prepared for a capital call.
B. Establish a working cash line with a lender.
C. Avoid shortfalls by closely monitoring cash flow.
D. Budget at least 30 days cash on hand.

Human Resources Management
Your employee recruitment program must meet the terms and conditions of which of the following?
A. Labor-Management Relations Act.
B. Title VII of the Civil Rights Act.
D. Americans with Disabilities Act.

Information Management
What is the best strategy to gain support from physicians for implementation of a new electronic health records system?
A. Provide regular updates of the implementation process.
B. Announce the new system’s scope, goals and physician impact at physician department meetings.
C. Allow physicians to actively participate in the process.
D. Schedule training sessions for physicians over lunch and after patients have been seen for the day.

Let us be your Business Partner!

Quality collection services customized to specific client needs.
- For "fee" collections • Pre-collects
- No collections • No fees
- Accounts Receivable Specialists
- Consulting Services • Training • Seminars

HEALTHCARE
FINANCIAL SERVICES, LLC
643 Lakeland East Dr. • Jackson, MS 39232
(601) 420-1242 • (601) 933-2529
Fax (601) 933-2530
Legislative Update
Tony Palazzo, MGMA of MS, Legislative Liaison

On Friday (May 29th) the House of Representatives approved legislation blocking the pending 21.3 percent cut to physician Medicare payments, which will take effect unless final legislation is signed into law by June 1. The House chose to separate the provision relative to physician payments included in the original draft legislation of, H.R. 4213, "The American Jobs and Closing Tax Loopholes Act of 2010," and passed the physician payment provision by a vote of 245 - 171. The revised provision would increase Medicare physician payment rates by 2.2 percent for the remainder of 2010 and 1 percent in 2011. In 2012, the payment levels would revert back to current law, again confronting providers with a significant cut estimated to be 33 percent.

Unfortunately, the Senate has indicated that it will not address the physician payment issue until after it returns from the Memorial Day recess on June 7. Thus the 21.3 percent cut will take effect June 1. Historically our two Senators, Thad Cochran and Roger Wicker, have NOT supported temporary fixes like these. While national and Mississippi MGMA continue to promote a permanent fix is the best way to address the SGR problem, this temporary fix is not opposed under the current circumstances. Please call the offices of your two senators, numbers below, and tell them you expect them to support Medicare patients and stop the pay cut. I have listed each Senator's healthcare advisor in parenthesis.

Thad Cochran 202-224-5054 (Will Crump)
Roger Wicker 202-224-6253 (Clark Thomason)

Remember, both of them voted for the Balanced Budget Act of 1997 that created the SGR nightmare.
The Test of Time

At Medical Assurance Company of Mississippi, we’ve stood the test of time.

For more than 25 years, Mississippi physicians have looked to MACM for their professional liability needs. Today, MACM remains a stable part of the healthcare community, providing superior claims handling services and risk management resources to our insureds.

A dedicated staff and physician involvement at every level of the Company ensures that the interests of our policyholders remain the top priority. This, combined with the many years of loyalty and support from our insureds, is what allows us to be the carrier of choice in Mississippi.

For this reason, our time-honored commitment to the protection of Mississippi physicians – and only Mississippi physicians – has not changed. And, we remain committed to the principles on which MACM was founded many years ago.

Medical Assurance Company of Mississippi
1.800.325.4172

Franklin Collection Service, Inc.

$ UNPARALLELED TECHNOLOGY
$ EARLY OUT/PRE-COLLECT/FULL COLLECTIONS
$ COMPETITIVE RATES WITH GOOD SERVICE

(800) 262-7590 • (662) 844-7776 • 2978 W. Jackson Street, Tupelo, MS 38803
Why Not Email?

Jesse Hamby, Tennessee Sales Director, Alliance Collection Service, Inc

In the time it takes to read this sentence, some 20 million emails entered cyberspace*. That really boggles the mind. I sent my first email in 1994. It was such a new experience that I looked at it as a one-time thing. I was taking a computer class at the University of Tennessee, and the professor gave us the assignment of sending him an email. It sounds so easy today, but keep in mind, at that time just finding a computer with a rudimentary email program was almost impossible. There was one computer terminal on campus with such a program.

Fast forward to 2009 and email is part of our daily lives. Professionally and personally I can’t imagine living without it. 88% of people age 18-35 have an email address*. That is pretty amazing. So the question is this: how can we utilize the proliferation of email to improve the recovery of bad debt? Well, for starters, we have to be able to obtain the actual email addresses themselves. How many of you are collecting email addresses from patients, clients and customers? I am sure more of you are doing this now than just a few years ago. However, if you are not doing it, you should be. Collecting email addresses and then creating lists can be a valuable and low cost way to maintain contact with your patients and customers. It can also be used to help your recovery team and collection agency track down and communicate with debtors.

We gather information pertaining to employment, dates of birth, and phone numbers, yet we forget to ask for one of the best, most reliable, pieces of information available to us. It goes beyond simply getting an email address on file. Two things to keep in mind: First, 30% of all email users change their addresses annually*. That means that you must constantly ask for updated information every time you see that patient or customer. Secondly, when communicating with customers using email, make sure the subject line is well written and relates closely to the topic contained in the email. 35% of all email users open that email based on the subject line alone*. Learning to use any technology tool properly is so critical when it comes to getting the desired results. These two pieces of data alone will save you time and money.

Alliance Collection Service, Inc. will be kicking off an initiative in 2010 to gather email addresses as part of the demographic data we collect on debtors. This will allow us to harness the benefits of cyber communications. However, the real responsibility for doing this starts with our clients. As we begin to gather this information, please help us by updating the email addresses you have on file and collecting them from patients and customers that haven’t yet shared this information. Together we can improve recovery with one of the most basic, yet taken for granted, communication tools around. Email is free, but the benefits of using it properly can mean real money in your pocket.

Reprinted with permission from Alliance Collection Service December 2009 Newsletter

**Statistics taken from www.convinceandconvert.com, one of the leading media consulting sites on the internet, and “Collector,” a publication by ACA International, issued November, 2009

Answers to ACMPE Body of Knowledge Quiz from Page 6

Business Operations – B
Financial Management – D
Human Resources – B
Information Management – C
Organizational Governance – D
Patient Care Systems – D
Quality Management – D
Risk Management - B

Mississippi HealthPartners
Your partner for good health.

www.mhpartners.com
Proven Financial Strength

- Over $1 Billion in Assets
- Over $258 Million in Surplus
- Over $149 Million in Written Premium
- Flexibility to Meet Your Coverage Needs
- Broad Medical Defense Coverage

The A.M. Best Company assigned an “A-” (Excellent) rating to Advocate, MD after completing an extensive quantitative and qualitative evaluation of the Company. This rating reflects the experienced management team, strong market position, outstanding capital strength, consistent policyholder retention and favorable operating performance. Protect your practice and reputation with a Medical Professional Liability Insurance carrier that has proven financial strength. *It’s your name and reputation, how do you want to protect it?*

Protection You Deserve. Call Now!
(800) 686-2734
www.AdvocateMD.com
Invites you to a Complimentary Program

The American Recovery and Re-Investment Act and HIPAA: What You Need To Know

Presented by

Brunini, Grantham, Grower and Hewes, PLLC

3 Locations – No cost to attend – Lunch will be provided

Jackson, MS: Wednesday, May 26, 2010; 11:30 – 1:30pm
Hinds Community College - Rankin Campus - Career & Technical Building
1060 Commercial Park Drive, Pearl, MS

Pascagoula, MS: Tuesday, June 8, 2010; 11:30 – 1:30pm
The Turner Center adjoining Singing River Hospital in Pascagoula

Tupelo, MS: Friday, June 11, 2010; 11:30 – 1:30pm
North MS Medical Center, North Education Center - Rooms 7 & 8

Sponsored by Alliance Collection Service and The McCarty Company

Registration Form

**Advanced registration is required**

Please Select a Location

☐ Jackson  May 26
☐ Pascagoula  June 8
☐ Tupelo  June 11

NAME: ____________________________ TITLE: ____________________________

NAME: ____________________________ TITLE: ____________________________

NAME: ____________________________ TITLE: ____________________________

NAME: ____________________________ TITLE: ____________________________

FACILITY: ___________________________________________________________________

ADDRESS: ___________________________________________________________________

CITY: ____________________________ STATE: _____  ZIP: __________ PHONE: _______________________

For More Information
Karen Stuart, Executive Director MGMA of MS
Phone: 601-758-0244 or Fax- (601) 758-0745
Email- mgmaofms@msn.com