



*Unmask the Potential
in Your Practice*

Alabama HLA Winter Conference

March 5-7, 2025

Hyatt Regency Birmingham



HEALTHCARE LEADERS ASSOCIATION

ALABAMA

Alabama HLA Conference Agenda
The Hyatt Regency Birmingham

Unmask the Potential in Your Practice
March 5-7, 2025

Wednesday, March 5, 2025

- 8:30 - 5:00 Conference Registration Desk Open
- 8:30 - 9:30 Continental Breakfast
- 9:00 - 11:30 Specialty Breakout Sessions - (Practice Managers Only)
- 9:00 - 11:30 Orthopedics, OB/GYN, Primary Care, Pediatrics
- 9:30 - 11:30 Cardiology, Dermatology, ENT/Ophthalmology, Multispecialty, Oncology, Surgery, Urology
- 11:30 - 1:00 Strolling Lunch Exhibit Area
- 11:30 - 5:00 Exhibits Open
- 11:45 - 12:45 Local Chapter Board Member Lunch
- 1:00 - 1:30 Welcome and Opening Remarks, Exhibitor Door Prizes
- 1:30 - 2:30 **General Session: *Employalty: How to Ignite Commitment and Keep Top Talent in the New Age of Work*** – Joe Mull, CSP
- 2:30 - 3:15 Break in Exhibit Area
- 3:15 - 4:30 **General Session: *Employalty: How to Ignite Commitment and Keep Top Talent in the New Age of Work (continued)*** – Joe Mull, CSP
- 5:15 Load Buses for Top Golf
- 5:45 - 8:00 Event and Dinner at Top Golf

Thursday, March 6, 2025

- 7:30 - 3:30 Conference Registration Desk Open
- 7:30 - 3:30 Exhibits Open
- 7:30 - 8:30 Breakfast Buffet
- 7:30 - 8:30 First Time Attendee Breakfast
- 8:30 - 9:45 **General Session: *PPI Resiliency in Healthcare: Adapting Through Uncertainty***
Cameron Cox, III, MHA, FACMPE
- 9:45 - 10:15 Break in Exhibit Hall
- 10:15 - 11:30 **Breakout Sessions:**
- ***Harnessing Healthcare Transparency: Tools, Trends, and Opportunities for Physician Practices*** – Cameron Cox, III, MHA, FACMPE
 - ***Take a Leadership Selfie - The Importance of Authentic Leadership*** – Katie Tanner, PHR
 - ***Staffing Challenges – Avoiding the Landmines*** – Stephen Dickens JD, M.A.Ed., FACMPE
- 11:30 - 12:30 Lunch, Exhibitor Door Prizes
- 11:30 - 12:30 Student Lunch
- 12:30 - 1:45 **Breakout Sessions:**
- ***Physician and Provider Contracting and Compensation – 101*** – Zack Bennett, CPA, PFS
 - ***Boost Your Back-End Revenue Cycle*** – Jackie Boswell, MBA, FACMPE
 - ***How to Avoid Government Investigations and Lawsuits: Top Compliance Issues for 2025*** – Howard Bogard
 - ***A New Practice Manager's Guide to Excellence*** – Margaret Cook, MBA, CMPE
- 1:45 - 2:15 Break in the Exhibit Hall

Thursday, March 6, 2025 (continued)

2:15 - 3:30

Breakout Sessions:

- **Revising Provider Compensation Agreements – 201** – Wes Brown, CPA
- **Overhead and Cost Management isn't Festive but Necessary** - Jerry Callahan, CPA
- **Private Equity Panel** – Howard Bogard, JD, Moderator

3:30 - 4:00

Break in Exhibit Hall

4:00 - 5:00

Breakout Sessions:

- **Communication, Coaching and Conflict Resolution** – Mary Beth Meadows
- **The Anatomy of a Cyberattack and Practical Measures to Prevent One** – Edward Stringfellow

Friday, March 7, 2025

7:30 - 12:00

Conference Registration Desk Open

7:30 - 10:15

Exhibits Open

7:30 - 8:15

Breakfast Buffet

7:30 - 8:15

Past President's Breakfast

8:15 - 9:45

General Session – Will AI Save Healthcare or Destroy It? – David Powell

9:45 - 10:15

Break in Exhibit Area

10:15 - 11:30

General Session: "Napkinisms" - Billy Ivey

11:30 - 12:00

Alabama HLA Business Meeting - (Active Members Only)

Grand Prize Drawing

12:00

Adjournment

Session Descriptions



Employalty: How to Ignite Commitment and Keep Top Talent in the New Age of Work

The employee revolution is here. As workers everywhere quit, retire, or change jobs, do you really understand what leads

ordinary people to become dedicated employees? In this compelling program, leadership and retention expert Joe Mull dispels the pervasive myths that are hindering hiring (Hint: it's not all about money and it's absolutely false that 'no one wants to work.') and shares the three factors that determine whether someone will join your organization, stay long term, and commit to doing great work. Participants will leave with a simple yet powerful framework for turning organizations into destination workplaces that meet the needs and values of a changed workforce. **Joe Mull, CSP, Joe Mull and Associates, McKeesport, PA.**

while maintaining a sense of purpose. Attendees will gain insights into sustaining well-being, strengthening leadership capabilities, and driving organizational resilience in turbulent times. Join us to discover how to transform adversity into an opportunity for growth and stability in the ever-changing healthcare landscape. **Cameron Cox, III, MHA, FACMPE, e3c3 Solutions, Chapel Hill, NC.**

Harnessing Healthcare Transparency: Tools, Trends, and Opportunities for Physician Practices - Recent healthcare transparency acts have ushered in a new era of data accessibility, empowering stakeholders across the healthcare industry to make more informed strategic decisions. This presentation explores the evolution of transparency tools and their application by insurers, hospitals, and policymakers to enhance cost efficiency, understand competitive landscape, and overall financial positioning within a market. Attendees will gain actionable insights on how physician practices can leverage these tools to benchmark performance, optimize contracts, and improve financial relationships. Discover how transparency-driven strategies can position your practice for success in an increasingly data-centric healthcare environment. **Cameron Cox, III, MHA, FACMPE, e3c3 Solutions, Chapel Hill, NC.**



PPI Resiliency in Healthcare: Adapting Through Uncertainty

In an era of rapid change and mounting pressures in healthcare administration, the ability to cultivate resilience at the personal, professional, and

industry levels is essential for long-term success. This session explores practical strategies to navigate burnout, adapt to evolving challenges, and foster innovation

**Take a Leadership Selfie - The Importance of Authentic Leadership**

- In a world filled with filters and facades, being a genuine leader is more important than ever in the workplace. "Take a Leadership Selfie" invites

participants to explore true authentic leadership really means today. This presentation will help participants understand the impact of true leadership on both employees and company culture, highlighting both the missteps and successes of real-world examples. By the end, they will be able to recognize and harness their own authentic qualities to best benefit the organization.

Katie Tanner, PHR, James Moore & Co., Gainesville, FL.

**Staffing Challenges - Avoiding the Landmines**

- Employees are an integral part of a medical practice. A cohesive and well-functioning team positively impacts patient experience and the bottom line

not to mention it makes the manager's job easier too. No matter how well the team seems to function it still requires attention. A single misstep managing personnel can find even the most experienced practice executive on a landmine. This session addresses current HR issues that can blow up a practice, best practices to avoid them and appropriate responses to mitigate the fallout should the worst occur. **Stephen A. Dickens, JD, M.A.Ed., FACMPE, SVMIC, Brentwood, TN.**

**Physician and Provider Contracting and Compensation - 101**

- Developing competitive compensation packages is essential to attract and retain healthcare providers. There are numerous approaches

to designing compensation models, which can be dependent on employer, specialty, market conditions, industry trends and regulatory requirements. This program will explore common physician compensation models, the regulations that drive their continued development, and where compensation is heading in the future. Attendees will also learn about key components of the physician employment contract, as well as the pitfalls associated with failing to ensure language fully matches intent.

Learning Objectives:

- Understand common terms used in compensation models
- Differentiate between guaranteed and incentive compensation
- Develop an awareness of key regulatory challenges when deploying compensation agreement

Zack Bennett, CPA, PFS Kassouf & Co., P.C., CPA's, Birmingham.

**Boost Your Back-End Revenue Cycle**

- The back-end revenue cycle is an instrumental part of a successful revenue cycle operation with responsibility for claims management, denials, and patient

collections. The current denial-laden environment demands comprehensive prevention strategies and the utilization of data analytics and integrated technology. In addition, patients are struggling with the increased patient responsibility portion of their medical bills. With a renewed focus on the back-end revenue cycle, practices can boost collections and minimize financial losses. **Jackie Boswell, MBA, FACMPE, SVMIC, Brentwood, TN.**

**How to Avoid Government Investigations and Lawsuits: Top Compliance Issues for 2025**

- This session will focus on the critical legal compliance challenges that physician practices face, emphasizing

the importance of navigating complex regulatory environments to avoid liability. Among other topics, we will discuss the fraud and abuse laws, cyber-attacks and patient privacy, employment and contractual agreements, employment laws, billing and coding risks and other areas of compliance. Real world examples will be discussed based on the presenters more than 30 years of practice in the health care field representing hundreds of physician medical practices. **Howard Bogard, Burr Forman, LLP, Birmingham.**

**New Practice Manager's Guide to Excellence**

- For a new Healthcare manager, the first several months in this role can be overwhelming and intimidating. Between daily "fires" and ongoing operational issues,

important management tasks can easily fall through the cracks if you don't have processes in place. In this session, we will review the main responsibilities and challenges that new healthcare managers face. Areas of discussion will include: Workforce management, regulatory compliance, revenue cycle management and financial reconciliation. This session is geared toward new managers or those who simply need a refresher. We will share tools to help minimize pitfalls, navigate obstacles and ensure future success. **Margaret Cook, MBA, CMPE, Kassouf & Co., P.C., Birmingham.**

**Revising Provider Compensation Agreements**

- 201 - Although negotiating and implementing initial provider employment agreements can be arduous, revising established agreements can be more difficult. It is vital for em-

ployers to routinely review and modify agreements to

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remain competitive in recruitment, support retention, and maintain consistency among employed providers. This presentation will explore strategies for evaluating the performance and effectiveness of existing agreements, outlining objectives and timelines for revisions, and reviewing current trends in compensation agreements. Attendees will also learn about key steps for monitoring compensation calculations and reconciliation, components to include in agreements to drive performance towards collective objectives and communicating changes with providers.

Learning Objectives:

- Understand provider employment agreement life cycles.
- Develop strategies to review and modify compensation plans with established providers to promote retention.
- Outline best practices for managing and administering provider agreements.

Wes Brown, CPA, CVA, Kassouf & Co., P.C., CPA's, Birmingham



Overhead and Cost Management isn't Festive but Necessary

Overhead is no festive celebration but does occur for the entire year! Controlling overhead costs is a challenge for health care medical staff and administrators alike. Overhead costs typically range from 45% to 60% of revenues. While the primary focus remains on providing exceptional patient care, a medical practice's financial health is crucial for its sustainability and growth. This session will work to identify strategies medical practices can adopt to manage overhead costs effectively without compromising patient care and quality. **Jerry Callahan, CPA, Pearce, Bevell, Leesburg & Moore, P.C., Birmingham.**



Communication, Coaching and Conflict Resolution

Mary Beth Meadows will share specific techniques for addressing employee performance issues and maximizing staff productivity. In this three-part presentation, she will explain the significance of the mode, style, timing and location of communication for critical staff discussions. She will also cover the difference in "managing" and "coaching". Lastly, she will demonstrate how to navigate difficult conversations and will include an interactive coaching exercise where participants can apply what they learn back at their practice, email her follow up and receive "coaching" from her on how they did. **Mary Beth Meadows, PR Employer, Dothan.**



The Anatomy of a Cyberattack and Practical Measures to Prevent One

In this session, we will discuss the goals of cyber criminals when they target your practice. What basic training your employees need to prevent 99% of cyberattacks from occurring. We will give real world examples of cyberattacks that can happen in any practice and provide a simple checklist of practical security measures you need in place in your practice now to prevent an attack. **Edward Stringfellow, Stringfellow Technology Group, Inc., Brentwood, TN.**



Will AI Save Healthcare or Destroy It?

Artificial Intelligence has been a hot topic with wildly varying views ranging from how it will change our world for the better to how it is going to take over and rule us all. (Those people may have watched too much Sci-Fi.) The answer, as always, is somewhere in between. How will AI impact our world in both good and bad ways? How do we need to think through the ethical questions this technology will present? Should we regulate it or allow the creators to find all kinds of new use cases? In this talk, David Powell, CRO at Liongard, will break down AI in terms that anyone can understand. He won't tell you what to think, but he will tell you what to think about in this engaging and informative session. **David Powell, Liongard, Birmingham.**



"Napkinisms"

For a bunch of years now, I have been including a hand-written note alongside the peanut butter and jelly sandwiches, bruised bananas, Doritos, Oreos, and fruit snacks I pack for my kids' lunches. What started out as a way for me to embarrass, encourage, and inspire my kids at the lunch table has turned into a platform where hundreds of thousands of people have been able to see and understand, "you don't have to do something grand to do something great." Napkinisms are a simple reminder that doing small things can make a huge difference in the lives of other people. Take it from a guy who writes stuff on paper towels. If these silly, small, seemingly insignificant, and more-often-than-not ridiculous messages can be used to make a difference, I guarantee you can, too. Billy's "Napkinisms" message is about influence, storytelling, and the power of doing small things that make a big difference in the lives of others. **Billy Ivey, Small Stories Studio, Birmingham.**

Join us ...

Wednesday, March 5

5:15pm Load Buses for TOPGOLF

5:45 - 8:00pm Event and Dinner at TOPGOLF



TOPGOLF



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Conference Information

Conference Facility:

Enjoy Classic Southern Charm at the Hyatt Regency Birmingham. With its classic Southern charm and warm service, Hyatt Regency Birmingham provides exceptional lodgings infused with Southern hospitality. Our deluxe guest rooms set a high standard for charm, comfort, and amenities. The former Wynfrey Hotel blends traditional Southern hospitality with all the modern conveniences of home. Guests will enjoy our state-of-the-art StayFit™ Gym, sauna, and seasonal rooftop outdoor pool, so you can soak in the Southern sun with a view all day. The Hyatt Regency Birmingham is connected to the Riverchase Galleria Mall.



Hotel reservations will be accepted until February 5, 2025, or until the room block is filled, whichever comes first. Make your reservations now by calling 1-800-233-1234 and reference G-8MGM or online by visiting www.hlaalabama.com Home Page and clicking the **Make Hotel Reservations** button. The group rate for single or double occupancy is \$159.00. Be sure to mention you are with Alabama HLA or our Group Code, **G-8MGM** to get these rates. Check-in time is 4:00 p.m., check-out time is 11:00 a.m.

Conference Registration:

You can register online for the conference at www.hlaalabama.com. There is a link to the online registration form on our Home Page as well as under the Education Tab / Winter Conference page. If you are paying by credit card, you MUST use our online process. If you are paying by check please still use the online registration form but choose Check/Invoice in the payment portion and an invoice will be emailed to you so a check can be mailed. Registration is \$335 for current Active Members and \$450 for non-members prior to February 5th, 2025. After that date, the rates will increase by \$50. **We are offering a discounted rate (-\$125) for any additional attendees from the same practice, after the first person has registered, contact our office at lisa@hlaalabama.com for your code.**

The registration fee covers all meetings, handouts, meals and breaks. If you plan for a spouse or guest of a conference attendee to attend Wednesday's Dinner at Top Golf, extra tickets may be purchased for \$50.00. Conference breakfast and lunch functions are for registered conference attendees and exhibitors only. Attire for the entire conference will be business casual. A jacket or sweater is suggested at your discretion.

Refund Policy:

Cancellations received prior to January 31, 2025 are subject to a \$50.00 cancellation fee. Cancellations received before February 15, 2025 are subject to a \$100.00 cancellation fee. Cancellations after February 15, 2025 and no-shows cannot be refunded. Substitutions from within the same group are acceptable. Cancellations must be submitted in writing to lisa@hlaalabama.com.

Healthcare Leaders Association of Alabama is a vital resource for healthcare professionals and medical practice executives throughout the state. Through educational programs, mentoring, advocacy and networking, our members attain professional growth and development. Founded in 1976 under a different brand, Healthcare Leaders Association of Alabama is the voice for the medical group practice profession in the state of Alabama.



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