

SOUTH DAKOTA MEDICAL GROUP MANAGEMENT ASSOCIATION

SPRING CONFERENCE



April 20 - 22, 2022

Holiday Inn City Centre Downtown Sioux Falls
100 West 8th Street, Sioux Falls, SD

sdmgma.org

WELCOME TO THE SPRING CONFERENCE!

I would like to share a very warm welcome to all who are attending or considering the Spring SDMGMA Conference. We've got a great agenda lined up to make the conference a great experience and look forward to seeing you there. Whether you're a seasoned MGMA veteran or a first time attendee, this conference is loaded with opportunities to help you grow in your profession, network with colleagues and friends, learn from our dynamic group of presenters and exhibitors, as well as relax and re-charge!

Wednesday will kick off with Great Shots Golf and networking at the Blue Rock Bar and Grill followed up by an off the cuff exploration of Sioux Falls by those who wish to participate.

We welcome the very talented Jared Narlock as our keynote speaker. Jared not only shares an inspiring message for healthcare leaders, but is an author and talent development coach who teaches leaders how to build highly engaged and accountable teams. Jared's writings have been published on Forbes, ATD, and Training Industry.

Thursday morning features Mary Wolf. Mary is the president of Veritee Partners LLC, a coaching and consulting business designed to promote wellbeing and success for physicians and other healthcare executives. Nathan Hansen, Senior Vice President of HUB International Limited, will speak on Cyber Security and Sandra Ogunremi will deliver a great message on strategies related to spiritual care services, diversity, equity and inclusion.

We'll wrap up the conference on Friday morning, hearing from Brent Barnacle, Divisional Vice President Jackson Physician Search. Brent will speak on building a win-win strategic partnership with hospital and physician group administrations related to physician and advanced practice provider recruitment.

On behalf of the Board of Directors and Education Committee, we welcome you to our Spring SDMGMA Conference. We hope that you truly enjoy your time and embrace kicking off 2022!

Chad Roggow
President, SDMGMA

COMING UP

SDMGMA 2022 Fall Conference
TBD

MGMA 2022 MPE Leaders Conference
October 9 - 12, 2022
Boston Convention & Exhibition Center
Boston, MA

BOARD MEMBERS



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SCHEDULE

** Note all presentations will be held in the Palisades Room and vendors (all meals) will be in the Falls Room.
All events will be held at the Holiday Inn City Centre unless otherwise noted below.*

Wednesday, April 20, 2022

- 3:00 pm – 5:00 pm** **Golf at Great Shots, 2505 West Benson Road - Registration required.**
- 5:30 pm – 7:30 pm** **Registration and Vendor Set-Up**
- 5:30 pm – 7:30 pm** **Welcome Reception for Attendees and Vendors at the Blue Rock Bar and Grill - 4021 Bobhalla Drive**
- 7:30 pm** **Exploring Sioux Falls!**

Thursday, April 21, 2022

- 7:30 am – 8:30 am** **Breakfast, Registration, and Vendors Open**
- 8:30 am – 8:45 am** **Welcome and Announcements**
Chad Roggow, SDMGMA President
- 8:45 am – 10:00 am** **Strategies for Preventing and Healing Burnout: Upstream Approaches for a Culture of Wellbeing**
Mary Wolf, MS, President – Veritee Parnters LLC
- 10:00 am – 10:30 am** **Refreshment Break with Vendors**
- 10:30 am – 11:30 am** **The Ransomware Epidemic**
Nathan Hansen, Senior VP/Technology & Cyber Leader – HUB International Limited
- 11:30 am – 12:30 pm** **Networking Lunch with Vendors**
- 12:30 pm – 2:00 pm** **Adjust Your Lens and Mitigate Unconscious Bias**
Sandra Ogunremi, DHA, MSA – Monument Health
- 2:00 pm – 2:30 pm** **Refreshment Break with Vendors**
- 2:30 pm – 4:00 pm** **Leading with Peace and Power**
Jared Narlock, Leadership Development Consultant and Coach
- 4:30 pm – 5:30 pm** **Social**
- 5:30 pm – 7:30 pm** **Banquet (with prize drawings)**
- 7:30 pm** **Exploring Downtown Sioux Falls!**

Friday, April 22, 2022

- 7:30 am – 8:30 am** **Breakfast with Vendors**
- 8:30 am – 9:30 am** **Finders-Keepers Physician Recruitment & Retention Practices that Work**
Brent Barnacle, Divisional VP – Jackson Physician Search
- 9:30 am – 10:00 am** **Refreshment Break with Vendors**
- 10:00 am – 11:30 am** **Getting to Your Finish Line!**
Jared Narlock, Leadership Development Consultant and Coach
- 11:30 am** **Final Prize Drawing and Adjourn**

See you at ??? September ??? for the 2022 SDMGMA Fall Conference!

SPEAKERS



Mary Wolf, MS, LPC-MH, BCC President, Veritee Partners LLC

Mary is the president of Veritee Partners LLC, a coaching and consulting business designed to promote wellbeing and success for physicians, executives, dentists, and the companies they serve. Veritee Partners offers assessments and consultation for healthcare systems to build

wellbeing programs and cultures.

Mary was the Program Director for the Avera Medical Group LIGHT Program, an award-winning wellbeing program for physicians and advanced practice providers. She led multi-strategy wellbeing services and provides executive coaching for physicians, nurse practitioners, physician assistants, residents, and executives. Before creating LIGHT, Mary was the director of multiple behavioral health programs at Avera including employee assistance program-EAP, addiction recovery, outpatient mental health, and day hospital.

Mary earned a Master's Degree in Counseling and Human Resource Development and is a Licensed Professional Counselor-Mental Health. Mary is a Board Certified Coach and holds certifications in executive, life, and spirituality coaching.

Mary's extensive work with the Coalition for Physician Wellbeing includes being published as a chapter author for their two books:

- Transforming the Heart of Practice: An organizational and personal approach to physician wellbeing
- Physician Well-being During Sustained Crisis: Defusing Burnout, Building Resilience, Restoring Hope

Thursday, 8:45 am – 10:00 am

Strategies for Preventing and Healing Burnout: Upstream Approaches for a Culture of Wellbeing

"There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they're falling in."

– Desmond Tutu

The burnout crisis forces us to study the root causes so we that we can create upstream approaches to preventing burnout and creating cultures of wellbeing. Learn from Mary as she shares her wisdom from coaching physicians, advanced practice providers, residents, and executives through the pandemic. It's time to focus on how to help ourselves, physicians and staff heal from the last two years and move forward with strategies, heart, and hope.

This session will provide attendees with the knowledge to:

- Recognize the symptoms of burnout in self and others
- Make effective referrals to wellbeing services
- Build a strategy to prevent burnout and create a culture of well-being
- Utilize the Well-Being Index Model for leading well

LinkedIn: <https://www.linkedin.com/in/mary-wolf-veritee/>



Nathan Hansen, JD Senior Vice President HUB International Limited

Nate is the Technology & Cyber leader for HUB's Management, Professional & Cyber Liability Group. Nate is responsible for maintaining the Technology & Cyber book of business, proactively providing client solutions, advising on complex

deals, and maintaining market relationships within the Chicago hub. Nate previously served as a placement specialist at a global

firm concentrated on Technology, Cyber, and Professional Liability products. Prior to joining the insurance industry, Nate practiced as an attorney for ten years. Nate is based in Chicago, a 2004 graduate of the University of Notre Dame, and a 2007 graduate of the Loyola University Chicago School of Law.

Thursday, 10:30 am – 11:30 am

The Ransomware Epidemic

- Ransomware Overview
 - What is ransomware?
 - Who does it impact?
 - Notable ransomware attacks
 - Federal Government Involvement
- Cyber Insurance & Risk Mitigation
 - What does cyber insurance cover?
 - How can companies mitigate the risk of an attack?
 - How are the insurance markets reacting to the ransomware epidemic?

This session will provide attendees with the knowledge to:

- Learn of the increased frequency and severity of ransomware attacks
- Identify cybersecurity controls to help prevent attacks which have focus from underwriters
- Understand what a Cyber Insurance Policy covers



Sandra Ogunremi, DHA, MSA, B. Pharm, CDM, CCDP, SCPM Director of Diversity, Equity, Inclusion and Spiritual Care Services – Monument Health

Dr. Sandra Ogunremi is the Director of Diversity, Inclusion and Spiritual Care Services for Monument Health in Rapid City, SD.

She earned a Doctorate in Health Administration from Central Michigan University in 2009. She has a Master's of Science in Administration and a Bachelor's degree in Pharmacy. She is Certified in Cultural Intelligence, Certified in Diversity Management with the American Hospital Association's Institute for Diversity and Health Equity. She is a Stanford Certified Project Manager and holds several other certifications that enable her to deliver her best. She is a seasoned national and international conference speaker.

She currently focuses on strategies related to spiritual care services, diversity, equity and inclusion. She leads organizational initiatives, workshops and training on diversity and cultural proficiency. Due to her great strides, she was appointed the first leader in Monument Health's history to focus on diversity, equity and inclusion strategies.

In July 2018, Monument Health was recognized, alongside four other healthcare systems, by the American Hospital Association and received the Equity of Care honoree award. Dr. Ogunremi received the award on behalf of Monument Health and is quite proud of the great strides made by Monument Health.

Rev. Ogunremi is an ordained minister with Assemblies of God. She has served as the Black Hills' Sectional Representative for the Women's Ministry within South Dakota since 2008. She has taught throughout the Unites States, Canada, Africa and England. She is most fulfilled when being used as a conduit to positively impact lives.

Thursday, 12:30 pm – 2:00 pm

Adjust Your Lens and Mitigate Unconscious Bias

Have you ever wondered why you think the way that you do? Have you ever wondered why you make some of the decisions that you make

or say some of the things you say? Attendees will learn to understand, identify and mitigate unconscious bias and the impact it has on perspective taking and decision making.

This session will provide attendees with the knowledge to:

- Understand biases and how we process information
- Identify the biases we have acquired
- Understand the impact biases have on decision making
- Build the knowledge necessary to move from awareness into action by becoming aware of our biases and mitigating them
- Pivot mid-thought, adjust our lens and have positive impacts



Brent Barnacle

Divisional Vice President Jackson Physician Search

For the past six years, Brent has led Jackson Physician Search's Upper-Midwest Division. Before joining JPS, he worked extensively in organizational business development and training, spanning nearly 20 countries.

Brent applies this experience to build win-win strategic partnerships with hospital and physician group administrations who need to recruit physicians and advanced practice providers. He also consults on healthcare market trends, speaks at local and regional industry events, and is known as a well-respected, trusted advisor.

Brent was born and raised in Stillwater, MN and maintains a strong focus on rural physician recruitment. He understands the importance of recruiting for cultural fit, which leads to long-term retention for clients.

Friday, 8:30 am – 9:30 am

Finders-Keepers Physician Recruitment & Retention Practices that Work

Millions of Americans never feel the reality of the physician shortage because they live in metropolitan areas. Yet for about 20% of the population who live in rural and remote communities, the lack of coverage is causing severe consequences for health and quality of life. Demographic trends worsen the crisis, as younger people leave their communities for educational and career opportunities elsewhere. Awakening America's Millennial workforce to the rewards of practicing rural medicine has become a priority as a matter of policy and of survival for healthcare leaders.

The session will also take a "workshop" approach with an interactive SWOT assessment that attendees can take back to their organizations to adapt and initiate practical steps that will improve their opportunity to attract and keep physicians and advanced practice providers in their communities. The SWOT will touch on the four main drivers physicians evaluate when seeking to join a rural practice: compensation, location, quality of practice and quality of life. Together, they underscore the culture.

The session will provide examples of recruitment incentives and operational strategies that organizations can deploy.

This session will provide attendees with the knowledge to:

- Demonstrate the advantages– and transparently address the challenges – that are part of practicing in their community, packaged in ways that resonate with millennial physician candidates.
- Identify best practices for recruitment into rural communities that can be adapted and implemented to address their unique challenges.

KEYNOTE SPEAKER



Jared Narlock, MPA, ICF-ACC

Talent and Leadership Development Consultant and Coach

Jared is a keynote speaker, author, and talent development coach who teaches leaders how to build highly engaged and accountable teams. He has more than 16 years of experience partnering with C-level executives,

Chief Culture Officers, Leaders and HR Professionals. His background encompasses all aspects of Human Resources, with emphasis in organizational development and employee relations. Jared is a former Vice President of Talent Development and TEDx speaker. His writings have been published on Forbes, ATD, and Training Industry.

After being honorably discharged from the United States Air Force and finishing his graduate degree, Jared went on to further his passion for learning and serving others by obtaining certifications with the International Coach Federation as an Associate Certified Coach and with the Society for Human Resource Management as a Senior Certified Professional.

His new book, *Becoming a Peaceful Powered Leader: How to Shed Fear, Live Courageously, and Own Your Peace*, provides leaders with a toolkit for becoming more effective—by replacing often ineffective external efforts with powerful internal shifts.

Thursday, 2:30 pm – 4:00 pm

Leading with Peace and Power

Most days leaders are stuck between trying to be the type of leader to those on their team they would be proud to follow and trying to balance the revolving door of requests for meetings, the ever-growing email inbox, and the constantly moving metrics being asked of by the organization, while also trying to be fully present in the other areas of life. This is far greater than a balancing act, when trying to be a leader that provides authenticity and lead with humanity to those in their care. In this session, Jared will share six key pieces, along with tools, research, and experienced advice provided to demolish the slag weighing leaders down to become a truly peaceful powered version of themselves every day.

This session will provide attendees with the knowledge to:

- Explore your current process for setting and owning your reality
- Discuss the importance of boundary setting in the workplace
- Examine the power of value discussion in connection to serving others over self-preservation
- Create an environment for empowerment to be stepped into

Friday, 10:00 am – 11:30 am

Getting To Your Finish Line

What's your goal each week? So often, leaders go week to week in a revolving unintended cycle of just getting through it. This approach can have impacts on our strategy, creativity, and the engagement we bring to those we partner with and lead. There's great news though! This cycle is in your control and in this session, Jared will offer leaders some anchoring habits to ensure you get the wins you want each week and have the impact on others and yourself that creates an environment of engagement and empowerment.

This session will provide attendees with the knowledge to:

- Examine the difference between ROI and Ego
- Explore the importance of challenging your narrative
- Understand the difference between actionable optimism and being positive
- Create your finish line

Twitter - @JaredNarlock

LinkedIn - Jared Narlock

ACCOMODATIONS

Holiday Inn Sioux Falls City Centre

100 West 8th Street
Sioux Falls, SD 57104

sfcchotel.com

Reservations: 605-339-2000

Room Rates: King Bed - \$104.00 plus taxes.

Mention SD Medical Group Management Association Group block of rooms.
Block of rooms held until March 20.

ATTRACTIONS

Visit the following websites for information regarding events/attractions/
shopping while in Sioux Falls.

dtsf.com

visitsiouxfalls.com

DIRECTIONS

Golf Location

Great Shots

2505 West Benson Road
Sioux Falls, SD 57107
Registration required.
www.greatshots.golf

Wednesday Evening Welcome Social Location

Blue Rock Bar and Grill

4021 Bobhalla Drive
Sioux Falls, SD 57107
www.bluerockbarandgrill.com

www.sdmgma.org

Like us on Facebook at
www.facebook.com/sdmgma

Follow us on Twitter [@SDMGMA](https://twitter.com/SDMGMA)

ACMPE Certification –

elevate your career and set yourself apart from the crowd by becoming a board certified medical practice executive. ACMPE board certification is designed for individuals with at least two years of experience in healthcare management. The CMPE designation validates your expertise and brings greater recognition from physicians, executives, industry professionals, and peers. The following are SDMGMA members who are ACMPE certified:

Darin Berg, CMPE
Tim Braithwaite, CMPE
Mark Hatting, CMPE
Joel Jackson, CMPE
Jennifer Kalahar, CMPE
Traci Matthew, CMPE
Digna Miller, CMPE
Patricia Tlustos, CMPE

Fellowship –

is the highest level of distinction you can earn in the medical practice management profession. This is the next step after achieving certification. Join others who are dedicated to making a difference and creating best practices in the healthcare industry. SDMGMA Fellows are:

Ed Arshem, FACMPE (Life)
Justin Garry, FACMPE
Katherine Haberling, FACMPE
Ann Roemen, FACMPE

Nominee –

this is the first step toward certification. To become a nominee to the national board certification program you must be a member of MGMA-ACMPE and have at least two years of healthcare management experience, including six months in a supervisory role. SDMGMA nominees are:

Stan Gebhart
Jennifer Haiar
Lori Konst
Angela Leonard
Karoliina Slack
Johnathan Talcott

To learn more about becoming a nominee, certified member or fellow, please visit with Justin Garry, ACMPE Forum Rep for South Dakota, by contacting him at (605) 480-3418 or jjgarry@hotmail.com.

