

# MAMSS 2011 Annual Conference



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Embassy Suites • Ridgeland, MS

# 2011 MAMSS Annual Conference

November 3-4 • Embassy Suites • Ridgeland

**YOU** are invited to join your friends and colleagues in Ridgeland, Mississippi, November 3-4, 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 Embassy Suites Jackson – North/Ridgeland. The Embassy Suites Jackson – North/Ridgeland is adjacent to the Renaissance at Colony Park Shopping Center and is conveniently located in the Township at Colony Park off I-55. As part of an upscale lifestyle center, you'll be close to numerous restaurants, shopping, fitness center and spa while enjoying your full service accommodations.

A limited block of guest suites has been reserved for MAMSS Conference registrants at a discounted rate of \$119.00 (plus taxes and fees) per night. To receive the discounted rate, make reservations directly with the hotel by phone.

Hotel: Embassy Suites Jackson – North/Ridgeland  
200 Township Place, Ridgeland, MS 39157  
601-607-7112

You must identify that you will be attending the MAMSS

Annual Conference (Group Code: CESMAM). The cut-off date is Wednesday, October 19, 2011. After that date reservations will be accepted on a space available basis only. The hotel will honor the group rate 3 days prior/3 days after the Conference dates, based on availability.

## AIR TRAVEL

The Jackson-Evers International Airport is approximately fifteen miles from the Embassy Suites.

## TEMPERATURE/ATTIRE

The average temperature in Ridgeland in November is in the low to mid 70s. 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 15 CEUs by NAMSS and up to 13 CEUs by NAHQ. Conference participants are expected to claim credit for only those sessions attended.

## EXHIBITS

Exhibiting companies will 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 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 October 21, 2011, will receive a full refund, less a \$20 processing fee. After October 21, 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. If you prefer to receive a printed copy of the conference materials, you may indicate your preference on the registration form and pay the additional fee of \$20.00. Orders must be received in ADVANCE and no later than October 21, 2011.

# Featured Speakers

2011 MAMSS Annual Conference

## Kathy Matzka, CPMSM, CPCS



Kathy Matzka is a speaker, consultant, and writer with over 20 years of experience in credentialing, privileging, and medical staff services. She holds certification by the National Association Medical Staff Services (NAMSS) in both Medical Staff Management and Provider Credentialing. She worked for 13 years as a hospital medical staff coordinator before venturing out on her own as a consultant, writer, and speaker. She has authored and contributed to a number of books related to medical staff services including *Compliance Guide to Joint Commission Medical Staff Standards*, *The Medical Staff Meeting Companion: Tools and Techniques for Effective Presentations*, *The Credentialing and Privileging Desk Reference*, *The Credentials Verification Desk Reference*, and *The Chapter Leader's Guide to the Medical Staff: Practical Insight on Joint Commission Standards*.

She has worked with NAMSS' Library Team to develop and edit educational materials related to the field including CPCS and CPMSM Certification Exam Preparatory Courses, CPMSM and CPCS Professional Development Workshops, and NAMSS Core Curriculum. She serves on the editorial advisory boards for three publications - *Briefings on Credentialing*, *Credentialing*, *Peer Review Legal Insider*, and *Advisor for Medical and Professional Staff Services*.

In her role as an educator she has developed and presented over 100 programs for professional associations, hospitals, and hospital associations on a wide range of topics including provider credentialing and privileging, medical staff meeting management, peer review, negligent credentialing, provider competency, and accreditation standards.

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## Rhonda Freeman, CPM

Rhonda Freeman has been the Director of Licensure and Administration with the Board of Medical Licensure for the past twelve years and has been with the Board for nineteen 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, eleven and Lexie, six. 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.

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## Rachelle Silva, BS, CPMSM, CPCS

Rachelle Silva is a dual certified medical service professional with a bachelor's degree in business management. She has worked in the medical services profession for 14 years. She has 9 years of experience in Hospital Medical Staff Credentialing and Management. She has worked for the last 5 years for a national PPO Network as an auditor for the organization's delegated groups, who perform credentialing under the NCQA and URAC standards. Mrs. Silva served on the Education Committee and the Executive Board of the Louisiana Society of Medical Staff Services for 8 years and began working with the Certification Commission of NAMSS on the exam development projects beginning in 2001. Mrs. Silva has had the opportunity to work on every aspect of the exam development process and she was elected to serve as a member of the CCN in 2006. Since her election in

# Featured Speakers

2011 MAMSS Annual Conference

2006, Mrs. Silva has served 2 years as the Exam Development Chairperson, 1 year as the Vice Chair of the CCN and is currently serving as the CCN Chairperson.

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## Scott L. Hambleton, MD



Scott Hambleton, M.D., became the Medical Director of the Mississippi Professionals Health Program in November 2010. He received his Bachelor of Arts degree from the University of Tennessee in 1987. Dr. Hambleton completed medical school at the University of

Tennessee Center for Health Sciences in 1994. He completed the Accelerated Family Practice Residency at the University of Tennessee in 1996. Dr. Hambleton completed the University of Florida Addiction Medicine Fellowship at Pine Grove Behavioral Health in Hattiesburg, Mississippi in 2007. He is board certified by the American Board of Family Medicine and the American Board of Addiction Medicine.

## Karmen Clark, PA-C

Karmen Clark, PA-C, currently serves as the President of the Mississippi Association of Physician Assistants.

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## Lisa P. May

Lisa P. May is the Vice President for Marketing and New Product Development for Data Facts, Inc. A graduate of Memphis State University, Lisa has been with Data Facts, Inc., since 1993. Although Lisa has held multiple positions within the company, in her current position she is responsible for managing the Marketing Department and all of its functions including website re-design, social media plan, company re-branding, promotional campaigns, research and development of new products and partnerships with applicant tracking systems and other vendors.

## 2011 Conference Confirmed Sponsors & Vendors

**Healthline Systems, Inc.**

**Data Facts, Inc.**

as of September 12, 2011

# Conference Agenda

## 2011 MAMSS Annual Conference

### THURSDAY, NOVEMBER 3

- 7:30 am - 8:00am Registration (Continental Breakfast provided for hotel guests; All others will be given a voucher at registration)  
Vendor Exhibits Open throughout day
- 8:00 am – 8:15 am Welcome/Introductions  
Amanda Roberson, CPCS, CPMSM, President—MAMSS
- 8:15 am – 9:45 pm Credentialing/Recredentialing and Privileging Basics  
Speaker: Kathy Matzka, CPMSM, CPCS  
Objectives:
- Newcomers to the field will gain knowledge of all aspects of credentialing and recredentialing including, bylaws, policies, rules & regulations, qualifications/application, verification/review of information, peer review process, due process, temporary privileges.
  - Experienced MSPs will refresh knowledge of basic aspects of credentialing/recredentialing and privileging
- 10:00 am – 11:00 am Performing Credentials File Audits  
Speaker: Kathy Matzka, CPMSM, CPCS  
Objectives:  
Participants will be able to--
- Develop customized tools for conducting audits of the credentialing function and process using supplied templates
  - Evaluate the credentialing process to determine where delays occur and develop strategies to overcome these delays
  - Construct presentation tools to show the results of credentialing audits for presentation to medical staff leaders, credentials committee, medical executive committee and governing body using supplied templates
- 11:15 pm – 12:15 pm Understanding Negligence in Credentialing  
Speaker: Kathy Matzka, CPMSM, CPCS  
Objectives:  
Participants will be able to--
- Understand the concept of negligence in credentialing
  - Discuss the process that is followed after a negligent credentialing claim is filed
  - Know the role the medical services professional will play in the discovery process
  - Understand the elements of a negligent credentialing claim
- 12:15 pm – 1:45 pm Lunch  
MSPs Take Charge: Defining and Communicating Your Value (12:45 pm – 1:45 pm)  
Speaker: Kathy Matzka, CPMSM, CPCS  
Objectives:  
Participants will be able to--
- Understand basic communication dynamics and define skills that will improve communication
  - Identify key approaches to making and keeping strategic career contacts
  - Develop an effective communication strategy for getting noticed and acknowledged

# Conference Agenda

## 2011 MAMSS Annual Conference

- Perform an evaluation of current duties and responsibilities to define value as an employee
  - Identify the factors used by human resources department personnel in evaluating salary grade and pay scale and write a request for salary review addressing each of these issues.
- 2:00 pm – 3:00 pm      Evaluating Meeting Effectiveness & Restructuring of Committees  
Speaker: Kathy Matzka, CPMSM, CPCS  
Objectives:  
Participants will be able to--
- Evaluate the cost of meetings vs. the effectiveness/accomplishments
  - Know when not to meet
  - Increase medical staff participation
- 3:00 pm – 3:30 pm      Vendor presentation (does not count toward CE hours)
- 3:30 pm – 5:00 pm      Hot Topics in Credentialing and Privileging (TJC, DNV, NCQA)  
Speaker: Kathy Matzka, CPMSM, CPCS  
Objectives:  
Participants will be able to--
- Identify hot topics in areas such as: Joint Commission and NCQA standards for credentialing and recredentialing; credentialing and privileging AHPs including APRNs and PAs; and CMS privileging requirements
  - Know how to identify and respond to “red flags”
  - Understand how to draw the line when granting privileges that cross boundaries
- 5:00 pm – 6:00 pm      Vendor Exhibits May Remain Open
- 6:30 pm – 9:30 pm      Excursion to Easely Amused (Optional)
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### FRIDAY, NOVEMBER 4

- 7:45 am – 8:15 am      Registration (Continental Breakfast provided for hotel guests; All others will present a breakfast voucher as indicated on registration form)  
Vendor Exhibits Open
- 8:00 am – 8:15 am      Welcome/Introductions  
Amanda Roberson, CPCS, CPMSM, President—MAMSS
- 8:15 am – 10:00 am      NAMSS Webinar—“Springboards for Success: Develop Inner Awareness”  
Speakers:            Donna Goestenkers, CPMSM and Tami West, M.Ed  
Objectives:  
Participants will be able to--
- Identify emotional patterns like perfectionism and guilt which lead to decreased productivity, unhappiness and, ultimately, burnout
  - Assess their core values to develop new thought patters that will increase commitment to and improve attitudes toward the challenges of the profession

# Conference Agenda

## 2011 MAMSS Annual Conference

- Have the knowledge to be empowered to set achievable goals with passion, purpose and professionalism.
- 10:00 am – 10:45 pm      MSBML Update  
Speaker: Rhonda Freeman, CPM  
Objectives:  
Participants will be able to--
- Understand recent changes to the rules/regulations/laws affecting licensure of physicians, physician assistants and podiatrists in Mississippi
- 10:45 am – 11:15 am      Break/Vendor Exhibits Open
- 11:15 am – 12:15 pm      NAMSS Certification Overview  
Speaker: Rachele Silva, BS, CPMSM, CPCS  
Objectives:  
Participants will be able to—
- Understand the duties of the NAMSS Certification Commission
  - Understand the certification process
  - Know the benefits of certification and understand the implications of certification on their professional status/position
- 12:15 pm – 1:15 pm      Lunch  
Business Meeting
- 1:15 pm – 2:00 pm      Mississippi Professionals Health Program Update  
Speaker: Scott Hambleton, MD  
Objectives:  
Participants will be able to—
- Understand how the MPHP interfaces with the hospital and MSBML
  - Understand advocacy efforts of the program
  - Know the proper method of verifying compliance with the MPHP
  - Understand requirements for participation and monitoring of providers
- 2:00 pm – 2:45 pm      The Future of Physician Assistants in Mississippi  
Speaker: Karmen Clark, PA-C  
Objectives:  
Participants will be able to—
- Understand the role the physician assistant plays in the healthcare setting
  - Identify current legislative, licensure and practice issues affecting PAs
  - Identify opportunities for change in the credentialing/privileging process related to PAs
- 2:45 pm – 3:45 pm      Background Checks  
Speaker: Lisa May  
Objectives:  
Participants will be able to—
- Understand the importance of using background checks
  - Identify elements and components of a proper background check
  - Understand background check standards
- 3:45 pm – 4:00 pm      Final Drawings for Door Prizes

## Channel Your Inner Picasso!

Join us for networking and F-U-N at Easely Amused in Ridgeland from 7pm-9pm on Thursday, Nov. 3, for a private MAMSS event! You won't want to miss the chance to paint a one-of-a-kind creation as a souvenir of this year's conference! The painting was selected just for MAMSS! Heavy snacks will be served, so bring your artistic ability *and* your appetite! Guests are welcome!

(Additional fees apply and there is limited space! Transportation won't be provided from the conference hotel, but a map will be available on the MAMSS website. Carpooling is encouraged!)



## Expand Your Reach!

You will have a chance to not only make a difference by purchasing a shirt that benefits Friends of Children's Hospital, but to also make a difference beyond this year's conference by bringing items to donate to **Mississippi's only** Ronald McDonald House. The Ronald McDonald House program provides a "home-away-from-home" for families so they can stay close by their hospitalized child at little or no cost. Houses are built on the simple idea that nothing else should matter when a family is focused on healing their child – not where they can afford to stay, where they will get their next meal or where they will lay their head at night to rest. A list of requested items will be available on the MAMSS website prior to the conference and a drop-box will be located inside the conference facilities for your donations. Help the Ronald McDonald House help Mississippi families!

## Wear Your Pride—Literally!



It's not too late to purchase your MAMSS/Southern Belle t-shirt to benefit Friends of Children's Hospital (Blair E. Batson Hospital for Children)! We've already donated over \$100 from shirt sales to help Mississippi's only children's hospital. Shirts will be available for purchase at the conference, or by completing an order form from the MAMSS website.

## MAMSS Annual Conference Registration Form

November 3-4, 2011 • Ridgeland, MS

### Attendee Information

**REGISTRATION DEADLINE: OCTOBER 14, 2011**

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  
 \$125  \$165 \*\*

Easely Amused Event  \$35  
Guest(s)  \$35 x \_\_\_\_\_

Optional Paper Packet  \$20

Subtotal: \$ \_\_\_\_\_

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 4/1/11-3/31/12.

\*\*\*A ticket is required to attend this event. Participation is limited and is on a first-come, first-served basis.

#### 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 Easely Amused event on November 3, please ensure you check the appropriate box(es) on this registration form. Additional fees apply.

#### 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](mailto: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](mailto:secretary@mamss.org). Cancellation deadline is October 21, 2011. Cancellations made in writing on or before October 21, 2011 will be eligible for a full refund, less a \$20 processing fee. No refunds will be made for cancellations received after October 21, 2011. 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.