



SOUTH CAROLINA
PRIMARY HEALTH CARE
ASSOCIATION

2025 SEA RETREAT

Registration Booklet

Ignite Your Impact:
Empowering Your
Health Center's
Transition into a
New Era

March 6th - 9th



Sonesta Hilton Head Resort
130 Shipyard Drive
Hilton Head Island, SC 29928

Welcome to the 2025 SEA Retreat

Dear Attendees,

On behalf of the South Carolina Primary Health Care Association Board of Directors and Staff, we would like to welcome you to the 2025 SEA Retreat. This event is designed to inspire, empower, and transform your thoughts and actions in the health center movement. We are thrilled to have you join us as innovators and changemakers in health care.

The theme of this year's conference, "Ignite Your Impact: Empowering Your Health Center's Transition into a New Era," celebrates the power of passion, collaboration, and innovation to create meaningful change. Whether your position is in billing and coding, front desk, outreach or advocacy, your work contributes to the progress and vitality of the health care ecosystem.

Over the next few days, you will have the opportunity to engage with thought leaders, participate in dynamic workshops, and explore cutting-edge ideas. Each session is crafted to challenge your perspectives, spark creativity, and provide actionable insights that you can take back to your communities.

This conference is more than just a series of talks—it's a call to action. It's about amplifying your unique role in improving health outcomes and shaping the future of care. We encourage you to network, share your experiences, and collaborate with fellow attendees. Together, we can build solutions to today's challenges and create a healthier tomorrow for all.

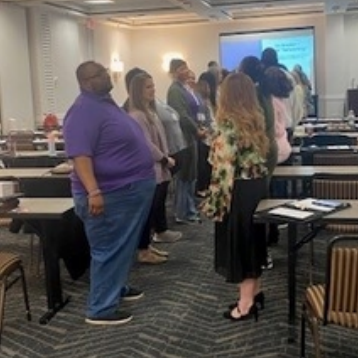
Thank you for being a part of this journey. Let's ignite our collective impact and make a difference that lasts!

SEA Retreat General Information



Formerly known as the Front Office/Revenue Cycle/Outreach & Advocacy Network Retreat, the SEA Retreat aims to convene the support staff (managers, front office, agricultural workers, advocacy, outreach, billing, and collections), who provides the most critical aspects of any health center, for a weekend of continuous learning. Attendees will be afforded opportunities to network with fellow colleagues while learning from subject matter experts in the area(s) of finance, billing, coding, and agriculture. The core elements of this learning include customer care/relations, engagement techniques, and health center advocacy – all vital parts of ensuring and preserving the health center value.

This event attracts approximately 150 attendees and 15-30 exhibitors.



What is SEA an acronym for?

S – Service

The S represents smile, speak, and service. These are the keys to quality customer service – the first aspects the patients notice whether in person or via phone.



E – Engage

We engage our patients and extend services to uninsured and underinsured populations. This is where our billing teams lend a helping hand.

A – Advocate

Our outreach staff and advocates help our patients beyond traditional medical needs. These staff members are in their communities to secure the needs.



Who Should Attend

Support staff i.e., managers, front office, agricultural workers, advocacy, outreach, billing, and collections

Conference APP



The official conference app for this year's SEA Retreat is Whova. Whova, is an all-in-one event management solution that makes events modern and trendy and attracts and engages attendees effectively, ultimately creating a streamlined event process. This app will allow you to view the agenda, access presentations, network with attendees, sign into sessions, etc.

When you register to attend the 2025 SEA Retreat, you will receive an email from Whova. This is a “welcome” email of sort that also advised you to download the app. Prior to your arrival at the event, please be sure to download the app. To help you navigate it a little better, please see the resource links below:

Whova App User Guide: <https://whova.com/pages/whova-app-user-guide/?source=ems>

Whova Event App Tutorial: <https://whova.com/resources/how-to-guide/user-tutorial/>

In addition to the litany of interactive capabilities, all conference materials (i.e. program booklet, agenda, session information, speaker bios, presentations, exhibitor information, etc.) can be found on this platform. Should you have any questions, please feel free to contact Chandra Beasley, Director of Information Technology at Chandrab@scphca.org.

Once onsite, instructions for downloading can be found on the applicable signage and at the registration desk.

Conference Code of Conduct

Code of Conduct Policy

Overview

At all South Carolina Primary Health Care Association (SCPHCA) events, it is our goal to provide a positive experience. All attendees, speakers, sponsors, and exhibitors at our conference(s) are required to agree and follow the conference Code of Conduct. The SCPHCA will enforce this code throughout the event. We expect cooperation from all participants to help ensure a safe environment for everyone. Unacceptable behavior will not be tolerated at any time and may result in removal from the event.

Expected Behavior

- Be considerate of those with whom you may interact with.
- Be collaborative with others.
- Be respectful of others' viewpoints that may be different from your own.
- Be mindful of your words and actions.
- Gain knowledge, network, and have fun!

Unacceptable Behavior

- Offensive or unwanted behavior or language, including, but not limited to, discriminatory behavior or language based on race, religion, color, national origin, sexual orientation, gender expression or identity, transgender status, age, disability, veteran or marital status, political affiliation or any other similar categories. Intimidating, harassing, abusive, discriminatory, derogatory, or demeaning speech or actions will not be tolerated.
- Intimidation or bullying, either online or in-person.
- Refusing to wear or display conference name badge to gain event or session access.
- Bringing a pet, that is not a service animal, to the event.
- Possession of a weapon or something that could be construed as a weapon during the event.
- Possession of illegal substances during the event.
- Bringing unregistered guest(s) into the conference/meeting venue (e.g., sessions, receptions, breakfast, and luncheons). ***The only exception is if a conference attendee receives an award during a session only—no meals. Permission must be granted by SCPHCA CEO, CAO or Conference Manager—Dr. Vicki Young, Shaletta Miller or Christopher Lee.***
- Sharing your event registration information and/or conference badge, with another person(s) to gain access; including meals and beverages.
- Inappropriate disruption of sessions, discussions, or other events.
- Real or implied threat of physical, professional or financial damage or harm.
- Any other illegal activity not already covered above.

Pet Accommodation Policy

Pet Accommodation Policy

Purpose

The South Carolina Primary Health Care Association (SCPHCA) is committed to ensuring that all attendees of its conferences and meetings have equal access and opportunity to participate in these events. SCPHCA recognizes that some attendees with disabilities may require the assistance of animals for various reasons. This document outlines the policy and procedures for reasonably accommodating disabled attendees who require the use of assistive animals at SCPHCA conferences and other events. This policy also recognizes that for the health and safety of all attendees and to avoid disruptions at SCPHCA conferences and meetings, pets are not permitted in conference and meeting spaces.

Definitions

- **Service Dog (Service, Guide, or Signal Dog):** A dog that is individually and specifically trained to do work or perform tasks for the benefit of an individual with a disability, as defined by the Americans with Disabilities Act (ADA). Service dogs are not considered pets. Service animals are limited to dogs.
- **Pet:** An animal that is kept for companionship or pleasure and is not a service dog.

Policy

- Registrants will need to self-identify during registration. Service dogs *must* be approved and registered with SCPHCA prior to the conference or event. It is the responsibility of the registrant to contact the SCPHCA, after self-identifying during registration, to ensure appropriate accommodation and documentation as needed.
- A service dog is always allowed in all areas of the conference space, including where food is served, providing the dog is under the control of their handler at all times. The service animal must be harnessed or leashed and properly identified.
- Service dogs must be vaccinated in accordance with state and local laws; clean; and healthy.
- SCPHCA reserves the right to ask the handler of a service dog to remove the animal from the conference or meeting space if the animal is out of control, not housebroken, or causes a disruption or safety risk to the event or other attendees.
- SCPHCA is not responsible for the care or supervision of any service dog. The handler is solely liable for any damage or injury caused by the animal to any person, property, or facility.
- Conference attendees are subject to the individual policies of each hotel regarding animals and are responsible for all costs and fees levied by individual hotels.

Personal Accountability Commitment

Statement of Personal Accountability for Registered Attendees, Exhibitors, Speakers and Guests

The SCPHCA SEA Retreat brings together many people from multiple households in a public space. Any public space where other people are present holds an inherent risk of exposure to COVID-19 as well as other communicable diseases. By attending the SEA Retreat, I am voluntarily assuming all risk related to exposure to COVID-19 or any other communicable disease and I will not hold the SCPHCA or any of its affiliates including its directors, officers, employees, agents, contractors, and volunteers liable for any illness I might contract during or after the event.

While attending the SCPHCA SEA Retreat I will take necessary precautions including, but limited to, posted signs, placards, and verbal requests, engaging in physical distancing as appropriate, wearing a mask, if required or if I desire, and engaging in hand hygiene and respiratory etiquette. I will not attend any SCPHCA event if I feel ill or had recent exposure to a COVID-19 case.

Consent to Use Photographic Images

Registration and attendance at or participation in all SCPHCA conferences and other activities constitutes an agreement by the registrant to the SCPHCA's use and distribution (both now and in the future) of the registrant's or attendee's image or voice in photographs, videotapes, electronic reproductions, audio files and/or contents of any communications of such events and activities.

Pre-Conference Session: Revenue Cycle Management Certification for Rural & Community Health

Friday, March 7, 2025

9:00 am – 4:00 pm

Revenue Cycle Management Certification for Rural & Community Health

This training will benefit anyone looking to be a middle management or lead position within a clinic's revenue cycle departments to include Front Desk, Billing & Coding, Practice Managers, etc.

Training Description: The Middle Manager is an integral part of the Health Center. Middle Managers may be referred to as Office Manager, Team Lead, Department Manager. The Middle Manager provides oversight of the processes, procedures and employees in the departments they lead. In this training, we will focus on the Middle manager positions that may be responsible for leading and managing the operations of the Credentialing Team, Provider Enrollment Team, Billing/Revenue Cycle Team, and Front Office Team.

We will discuss topics such as:

- Skills and Characteristics of Office Manager
 - Health Center Basics
 - Policies and Procedures
 - Sliding Fee Scale
- Job Descriptions and Assignment of Duties
 - Credentialing
 - Privileging
 - Provider Enrollment
 - Billing/Revenue Cycle
 - Front Office
- Training and Communication

6 CEUs Available

Cost: \$100 per person

Agenda-at-a-Glance

Speakers and/topics are subject to change.



2025 SEA RETREAT

"Ignite Your Impact: Empowering Your Health Center's Transition into a New Era"

Sonesta Hilton Head Resort | Hilton Head, SC

DRAFT AGENDA (as of 1.28.25)

(Topics and Speakers Subject to Change)

Friday, March 7, 2025

8:00 am – 9:30 am	Pre-Conference Registration
9:00 am – 4:00 pm	Revenue Cycle Management Certification for Rural and Community Health Facilitator: ArchProCoding
12:00 pm – 1:20 pm	Lunch on Your Own
1:00 pm – 4:30 pm	General Conference Registration
2:00 pm – 6:00 pm	Exhibitor Set-Up
6:00 pm – 8:30 pm	Welcome Reception – Ignite the Night!

Saturday, March 8, 2025

8:00 am – 9:00 am	Breakfast
8:00 am – 4:00 pm	Registration Open
8:30 am – 4:30 pm	Exhibits Open
8:30 am – 9:00 am	Visit with Exhibitors
9:00 am – 10:15 am	Opening General Session Title: Beyond the Silo: Cultivating a Positive Workplace Presenter: Ann Lewis, CareSouth Carolina, Inc.
10:15 am – 10:30 am	Transition Break
10:30 am – 11:45 am	Concurrent Education Sessions I
Revenue Cycle	Title: CMS Medicare Care Management Billing changes Presenter: Gary Lucas, ArchProCoding
Front Desk	Title: Customer Service – The Face of the Health Center and First Impact to Patient Satisfaction Presenter: Lathan J. Woodard, LA Johnson Consulting, LLC
Revenue Cycle Managers	Title: Using the EHR and KPI's to Better Manage Your Revenue Cycle Team Presenter: Elizabeth Osborne, CareSouth Carolina, Inc.
Outreach Hispanic Health/Ag Patients	Title: Identifying Partnerships in Special Populations Panelists: Maridolores Valentin, Beaufort-Jasper-Hampton Comprehensive Health Services, Inc.; Elaine Carroll, CareSouth Carolina, Inc.; Ryan Hatchett, Fetter Health Care Network, Inc.; Scott Brown, New Horizon Family Health Services, Inc.

Agenda-at-a-Glance

Speakers and/topics are subject to change.



11:45 am – 1:00 pm	Networking Luncheon & Keynote Title: Bridges to Wholistic Health and Wellness Presenter: Dr. James L. Coleman, Jr., G.A. Carmichael Family Health Centers, Inc.
1:15 pm – 2:30 pm	Concurrent Education Sessions II
Revenue Cycle	Title: Documenting and Coding FQHC Telehealth Visits Presenter: John Burns, ArchProCoding
Front Desk	Title: The Importance of Collecting Valid Demographic Information Presenter: Lisa Allen, SC Primary Health Care Association
Revenue Cycle Managers	Title: Celebrating Success, Recognizing Deficiencies, and Planning for Improvement Presenter: Willim Feagin, SC Primary Health Care Association
Outreach Hispanic Health/Ag Patients	Title: Outreach: What Yields Results Presenters: Elizabeth Avila & Martha Granados SC Agricultural Worker Health Program/SC Primary Health Care Association
2:30 pm – 3:00 pm	Break with Exhibitors
3:00 pm – 4:15 pm	Concurrent Education Sessions III
Revenue Cycle/Front Desk	Title: Working Together to Ensure Success Presenter: William Feagin, SC Primary Health Care Association
Outreach Hispanic Health/Ag Patients	Title: Collecting Data for SDOH to Assist in Patient Overall Care Presenter: Johnese Bostic, SC Primary Health Care Association

Sunday, March 9, 2025

7:00 am – 8:00 am	Breakfast
7:00 am – 9:00 am	Registration Open
8:00 am – 9:00 am	Visit with Exhibitors
9:00 am – 10:00 am	Closing General Session Title: TBA Presenter: Dr. Vicki Young, SC Primary Health Care Association
10:00 am – 11:00 am	Awards Ceremony & Closing Remarks
11:00 am	Adjourn / Checkout

Conference Awards



Annual SEA Retreat Awards General Information

Please submit nominations to Christopher Lee at christopherl@scphca.org
by **Monday, February 10, 2025.**

Please join the South Carolina Primary Health Care Association (SCPHCA) in recognizing outstanding staff by nominating a deserving individual for an award to be presented during the Annual SEA Retreat. Awardees will have demonstrated exceptional contributions to the Community Health Center Movement through their advocacy, leadership, and dedication to the health center mission.

AWARD CATEGORIES, DESCRIPTIONS, & REQUIREMENTS

- **Award of Excellence**

This award is presented to recognize an employee that goes above and beyond the standard call of duty. This individual consistently demonstrates an exemplary and noteworthy performance.

Requirement(s):

- Nominee must exhibit a consistently high level of outstanding public service.
- Nominee must consistently exhibit superior work standards and outstandingly participate in a special program.

- **Customer Service Award**

This award is presented to recognize an employee that consistently demonstrates an exemplary and noteworthy performance in customer service.

Requirement(s):

- Nominee must demonstrate an understanding of excellent customer service by extending himself/herself when dealing with external and internal customers.
- Nominee should perform above and beyond what is generally expected when resolving customer issues and setting examples for other employees.

Conference Awards



Annual SEA Retreat Awards General Information

Please submit nominations to Christopher Lee at christopherl@scphca.org
by **Monday, February 10, 2025.**

- **Outreach Worker of the Year Award**

This award is presented to recognize an employee that consistently demonstrates an exemplary and noteworthy performance in CHC outreach efforts.

Requirement(s):

- Nominee has consistently worked beyond what is required to improve health care outcomes, demonstrated helpfulness towards outreach contacts, brought patients to the health center, and demonstrated initiative and good problem-solving ability.
-

- **Agricultural Worker Health Employee of the Year Award**

This award is presented to recognize an employee that consistently demonstrates an exemplary and noteworthy performance in agricultural health efforts.

Requirement(s):

- Nominee has consistently worked beyond what is required to improve agricultural health care outcomes, demonstrated helpfulness towards the people encountered in agricultural health efforts, and shown initiative and good problem-solving ability.
-

- **Front Office Employee of the Year Award**

This award is presented to recognize an employee that consistently demonstrates an exemplary and noteworthy performance in the CHC's front office setting.

Requirement(s):

- Nominee has consistently increased productivity or efficiency thus contributing to a more pleasant patient experience, resolved problems which helped data flow, exhibited a favorable attitude, cooperation, initiative, and leadership.

Conference Awards



Annual SEA Retreat Awards General Information

Please submit nominations to Christopher Lee at christopherl@scphca.org
by **Monday, February 10, 2025.**

- **Billing and Collections Employee of the Year Award**

This award is presented to recognize an employee that consistently demonstrates an exemplary and noteworthy performance in the CHC's billing and collections setting.

Requirement(s):

- Nominee has consistently increased productivity or efficiency in revenue cycle management, exceeded A/R benchmarks, resolved problems resulting in increased collections, exhibited a favorable attitude, cooperation, initiative, and leadership.
-

- **Personal and Professional Achievement Award**

This award is presented to recognize an individual who has achieved personal and professional growth/development.

Requirement(s):

- Nominee must have accomplished any of the following: notable personal and/or professional achievement; completion of long-term person/professional training (college degree, professional certification program, etc.).
-

- **You Make the Difference Award**

This award is presented to recognize an individual who consistently goes above and beyond, contributing towards the success of the organization.

Requirement(s):

- Nominee must display and consistent spirit of teamwork and cooperation.

Conference Awards



Annual SEA Retreat Awards Nomination Form

Please submit nominations to Christopher Lee at christopherl@scphca.org
by **Monday, February 10, 2025.**

NOMINATION SUBMISSIONS

- Nominating organizations may submit **only one** award nomination per individual candidate, and each candidate may be nominated in only one category.
- Nominators must use this form (attachments allowed), and it must be received by **Wednesday, February 10, 2025.**
- Nominations should be submitted via email to Christopher T. Lee, Manager of Member Services at christopherl@scphca.org.

SELECTION & RECOGNITION PROCESS

- The SCPHCA Nominating Committee will review all nominations and select this year's awardees.
 - All nominators and CEOs of respective organization(s) will receive notification about the selections via email or phone from christopherl@scphca.org as soon as possible after those decisions have been made.
- Awards will be presented during the annual Awards Ceremony on Sunday, March 9, 2025.
- Please contact Christopher T. Lee, Manager of Member Services at christopherl@scphca.org should you have any questions.

Conference Awards



Annual SEA Retreat Awards Nomination Form

Please submit nominations to Christopher Lee at christopherl@scphca.org
by **Monday, February 10, 2025.**

NOMINEE (Information about the person you are nominating)

Name _____

Title _____ Credentials _____

Organization _____

CATEGORY OF AWARD/NOMINATION

Check the name of the award you are nominating this individual for (select ONE):

- ☐ Award of Excellence
- ☐ Customer Service Award
- ☐ Outreach Worker of the Year Award
- ☐ Front Office Employee of the Year Award
- ☐ Agricultural Worker Health Employee of the Year Award
- ☐ Billing and Collections Employee of the Year Award
- ☐ Personal and Professional Achievement Award
- ☐ You Make the Difference Award

NOMINATED BY (Information about you)

Name _____ Title _____

Organization _____

E-mail _____ Phone _____

Conference Awards



Annual SEA Retreat Awards Nomination Form

Please submit nominations to Christopher Lee at christopherl@scphca.org
by **Monday, February 10, 2025.**

NOMINATION STATEMENT

Please describe why you are nominating this individual for an award by typing your nomination statement below (narrative or bulleted highlights) or submit it on a separate document. **Please limit your nomination to a total of one page.** Thank you!

Registration and Hotel Information

Pre-Conference Registration Information

Registration for the pre-conference certification class is mandatory to participate. At a rate of \$100 per person, the deadline to register is **Friday, February 21, 2024.**

Conference Registration Information

Early bird registration for the 2025 SEA Retreat is open! The cost to attend is \$225 per person. The deadline to secure this rate is **Tuesday, February 4, 2025.**

Regular conference registration opens on Wednesday, February 5, 2025 at a rate of \$275 per person. The deadline to secure your registration at this rate is **Friday, February 21, 2025.**

General Hotel Information

This year's event will take place at the Sonesta Hilton Head Resort on Hilton Head Island located at 130 Shipyard Drive, Hilton Head Island, SC 29928. To learn more about the hotel and the area, please visit: <https://www.sonesta.com/sonesta-hotels-resorts/sc/hilton-head-island/sonesta-resort-hilton-head-island>.

Hotel Reservation Information

The SCPHCA has negotiated a room rate of \$195 per night, with a resort fee of \$15 (includes parking) for the SEA Retreat. To secure your hotel reservation, please visit:

<https://book.passkey.com/gt/220480686?gtid=d7e8a8ea97e7df7557346f6b05f6b6e8>

The deadline to secure your hotel reservation is Wednesday, February 12, 2025.