

**KANSAS
MEDICAL GROUP MANAGEMENT ASSOCIATION**



Managing For The Future?

SPRING 1993 CONFERENCE

March 11-12, 1993


DOUBLETREE
KANSAS CITY

10100 College Boulevard
Overland Park, Kansas 66210

AFFILIATED WITH—Medical Group Management Association





FEATURED SPEAKERS

GLEN MASON

When Glen Mason took over as head football coach at the University of Kansas in 1988, he said his first priority was changing attitudes. Mason wasted little time injecting equal doses of confidence, toughness and competitiveness and pushed the Jayhawks forward in the Big Eight Conference. This year Mason has led Kansas to its first bowl appearance since 1981 after finishing third in the Big Eight. Coach Mason advises us to Beat the "Little Man."

WILLIAM G. GLOY

Bill Gloy is Senior Director of Health Information Services at Blue Cross and Blue Shield of Kansas. After graduating from Kansas State University in 1962, he served three years in the United States Army. He joined Blue Cross and Blue Shield in 1967 and served in various positions in Claims Administration, Utilization Management and Provider Reimbursement. From 1981 to 1985 he helped develop HMO Kansas, and since 1986, he served as Chief Operating Officer of HMO Kansas. His current responsibilities include New Product Development, Utilization Reporting to Employers and Providers and Electronic Media Services. He will discuss the future of Blue Cross and Blue Shield's Paperless Network.

RALPH NADAR

Ralph Nadar graduated magna cum laude from Princeton University's Wilson School of Public and International Affairs in 1955, and went on to become Editor of the Harvard Law Record while earning his LL.B (with distinction) from Harvard Law School. He began practicing law in 1959 in Hartford, Connecticut.

It was in March, 1966, that the young Ralph Nadar stood before a Congressional committee and disclosed that General Motors, the largest corporation in the world, had put a private investigator on his tail. GM hoped to dig up something that would discredit him and his book, Unsafe at Any Speed, which attacked the safety of Chevrolet's Corvair. Since that time, Nadar and his various consumer agencies have made much progress in consumer issues: The

Environmental Protection Agency . . . Occupational Safety and Health Administration . . . Consumer Product Safety Commission . . . Insurance Rate Rollbacks . . . Safe Drinking Water Act . . . are only a few of the accomplishments made. Nadar is an American legend. He not only talks about citizen action, he lives it — and he donates his lecture fees and other earnings to his consumer causes.

LORETTA LAROCHE

Loretta's belief that the human spirit is limitless led her to create Wellness Associates, a company which offers seminars in personal development for nurses, social workers, teachers and such corporations as Ocean Spray, Hewlett Packard and Polaroid. Over the past five years, more than 20,000 individuals have benefitted from a variety of the organization's workshops. Loretta's mission in life, to which she has dedicated her time and comic talents, is to break down the negative forces which begin to influence us from early childhood, freeing us to enjoy all that life has to offer.

"I believe laughter is the most effective tool we have in overcoming stress and the limitations it causes in our lives. But what I do is serious and I take it seriously; this is more than just fun and games. My goal is to help people let go of the inhibitions and look around them at the humor in life . . ." See for yourself why people say her presentations are "BETTER THAN HEALTH FOOD!"

DEBRA KAE HUBERS

Debra Kae Hubers is the National Sales Manager for Croghan & Associates, Inc., a software company delivering automated solutions to the health care industry. Ms. Hubers holds a Bachelor's degree from Mankato State University and a Master's degree from the University of Northern Colorado. She has over 13 years experience in the health care industry as a clinician, educator and hospital administrator. She is currently an Instructor at the University of Denver's University College and serves on the State of Colorado Division of Insurance Small Business Advisory Committee on Health Insurance and is a member of the Colorado Group Insurance Association.

NOTE:

At the Friday luncheon, we will have a Nuts and Bolts session seating arrangement. We will have a sign-up sheet at Registration to obtain ideas from you regarding subjects you may wish to discuss with your peers.

If there are specialty groups that would like to break-out separately, we will make efforts to reserve a table during lunch for your group. Please note this at Registration.

KMGMA CONFERENCE SCHEDULE

Wednesday, March 10, 1993

6:00 P.M. - 8:30 P.M. Executive Committee Meeting — *Terrace Room*

Thursday, March 11, 1993

7:00 A.M. - 9:00 A.M. Exhibitor Setup — *Seattle Rooms*
Registration — *Pre-Function Gallery*

7:15 A.M. - 8:15 A.M. Breakfast — *Dallas Room*

8:15 A.M. - 8:30 A.M. Welcome - **Dwayne Sackman**, Associate Dean of Medical School,
University of Kansas Medical Center — *Monterey Room*

8:30 A.M. - 9:30 A.M. **Glen Mason**, Head Football Coach, University of Kansas
Beat the "Little Man" — *Monterey Room*

9:30 A.M. - 10:15 A.M. **William (Bill) Gloy**, Senior Director, Health Information Services, Blue Cross & Blue Shield
"Paperless Network" — *Monterey Room*

10:15 A.M. - 10:45 A.M. Break - Exhibits - Prize Drawing — *Seattle Rooms*

10:45 A.M. - 12:00 noon KMGMA Business Meeting — *Monterey Room*

12:01 P.M. - 1:00 P.M. Lunch with Exhibitors — *Dallas Room*

12:01 P.M. - 1:00 P.M. New Member Orientation and Luncheon — *Phoenix Room*

1:30 P.M. - 2:45 P.M. Breakout Session #1
Bob Thurston and Rebecca Kraft (Marion, Merrell Dow Pharmaceutical)
"Team Building in the Workplace" — *Monterey Room*
Louise Spears McCants, Ph.D., (Seminars International)
"Working With Impossible People" — *Overland Park Room*

2:45 P.M. - 3:15 P.M. Break - Exhibits - Prize Drawing — *Seattle Rooms*

3:15 P.M. - 4:30 P.M. Breakout Session #2
Myra Christopher (Executive Director, Midwest Bioethics Committee Member for
Health Care Reform for the State of Kansas)
"The Future of Healthcare in Kansas" — *Overland Park Room*
Karen M. Iverson (Attorney at Law)
"Sexual Harassment Issues" — *Monterey Room*

6:30 P.M. Dinner — Wheeling & Dealing Casino Night — *Doubletree Ballroom*

Friday, March 12, 1993

7:15 A.M. - 8:00 A.M. Breakfast — *Dallas Room*

8:00 A.M. - 8:30 A.M. Break - Exhibits - Prize Drawing — *Seattle Rooms*

8:30 A.M. - 10:00 A.M. **Ralph Nader** (National Consumer Advocate)
"The Future of Healthcare" — *Monterey Room*
Sponsored by HCA Wesley Medical Center

10:00 A.M. - 10:30 A.M. Break - Exhibits - Prize Drawing — *Seattle Rooms*

10:30 A.M. - 11:45 noon **Debra Hubers** (Sales and Marketing Director for the Alliance, Denver, Colorado)
"Community Efforts to Reduce Healthcare Costs" — *Monterey Room*

11:45 A.M. - 1:15 P.M. Lunch — Nuts & Bolts — *Dallas Room*

1:15 P.M. - 2:45 P.M. **Loretta LaRoche** (Certified in Behavior and Attitude Modification)
"How to Prevent Hardening of the Attitude" — *Monterey Room*

2:45 P.M. - 3:15 P.M. Break

3:15 P.M. - 4:45 P.M. **Loretta LaRoche** (continued)
"Managing Stress Through Humor" — *Monterey Room*

4:45 P.M. Adjourn

BREAKOUT SESSIONS

TEAM BUILDING IN THE WORKPLACE

Bob Thurston and Rebecca Kraft

Robert Thurston has over twenty years of experience in team-based work systems. He was involved in the design and start up of six innovative plant locations during his sixteen years with Procter & Gamble. Currently, he is an executive development consultant at Marion Merrell Dow, Inc., in Kansas City. Mr. Thurston holds a Bachelors degree in civil engineering from Vanderbilt University and is a frequent speaker at national conferences on topics of team building, managing change, employee participation and total quality management.

Rebecca Kraft has over 13 years of experience in team-based work systems; first at General Motors Cadillac Division and currently at Marion Merrell Dow, Inc., in Kansas City. She is currently an Executive Fellow in a doctoral program for Human Resources Leadership at The George Washington University in Washington, D.C. She holds a Master's degree in organizational behavior from the University of Kansas School of Business. At Marion Merrell Dow, she is a training consultant and specializes in total quality management training. She serves on the adjunct faculty for the University of Kansas, School of Engineering, where she teaches total quality management.

WORKING WITH IMPOSSIBLE PEOPLE

Louise Spears McCants, Ph.D.

Louise McCants is a statistician and futurist who for the last twenty-five years has worked as a college administrator and teacher. Her B.S. and M.S. degrees were earned from Oklahoma State University; her Ph.D. is from Ohio State University. She enrolled as one of the first women in Oklahoma State University's mathematics department and became the youngest graduate of the program at age nineteen. Today she devotes her time to speaking and writing on the positive power of change . . . of choosing to win in tomorrow's world. She is the author of Cinderella Doesn't Work Here Anymore, a guide for women in making personal and career decisions. Dr. McCants leads seminar participants toward defining their strengths, isolating their problems, analyzing their choices, selecting their best options and designing customized success plans for the future.

THE FUTURE OF HEALTHCARE IN KANSAS

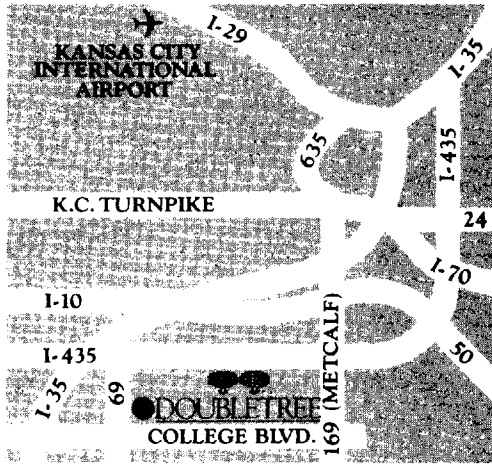
Myra Christopher

Myra Christopher was raised in Dallas, Texas, and has lived in Fairway, Kansas, since 1975. She is a graduate of the University of Missouri at Kansas City, where she majored in philosophy with an emphasis in bioethics. She has been the Executive Director of Midwest Bioethics Center since 1986. In that capacity she consults with nearly three dozen ethics committees on a regular basis. Ms. Christopher has spoken on the need for health care reform and other bioethical issues before the American Hospital Association, Kansas Bar Association, Kansas Medical Society and many other prestigious organizations. In August 1991, Ms. Christopher was appointed by Governor Finney to serve on the Kansas Commission on the Future of Health Care, Inc., charged with developing a long range plan for the state of Kansas. She serves as vice chair of the Commission.

SEXUAL HARASSMENT ISSUES

Karen M. Iverson

Karen Iverson graduated from Stephens College in Columbia, Missouri, with a Bachelor of Arts, Humanities in 1968. She earned her Jurisdoctor at the University of Missouri School of Law in 1972. In 1977, she joined the firm of Lathrop, Koontz, Righter, Clagett & Norquist as an associate and became a partner in 1983. During this time her practice primarily involved commercial, labor and civil rights litigation in federal courts. She is currently Curator, Stephens College; Member, Executive Committee and Chairwoman, Academic Affairs Committee and many other community activities and honors.



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