

**KANSAS
MEDICAL GROUP MANAGEMENT ASSOCIATION**



PREPARING FOR HEALTHCARE REFORM

How to Mount a Galloping Horse

FALL 1994 CONFERENCE

September 15-16, 1994

WICHITA
Marriott.

9100 Corporate hills Drive
Wichita, Kansas 67207

AFFILIATED WITH—Medical Group Management Association





FEATURED SPEAKERS

"Creative Thinking"



MIKE VANCE is regarded by many as the Dean of Creative Thinking. Mike has been unlocking and stimulating human imagination for more than 20 years. His ideas energize people to get out of the rut, to grow, change and achieve high levels of success. "Creativity is the thrust that keep us alive," Vance believes.

Born in Greenville, Ohio, Vance began his speaking and communicating career during high school with a radio talk show called "Teen Talk". He later went on to create, produce and direct his own television talk show in Los Angeles. After working with Walt Disney during the start-up period of Walt Disney World, he was made Dean of Disney University and took charge of organizational development for Disney.

Mike has spent a lifetime searching for the keys that unlock the creative thinking process. His research has taken him around the world to study and work with many creative geniuses. He believes that everyone should have the opportunity to study and work with the "Great Masters" methods. He shares his knowledge through lectures, seminars, workshops and consulting.

"Integrated Systems / Strategic Planning"

OR

How To Mount a Galloping Horse . . . Preparing for Healthcare Reform



The paradigm shifts in healthcare
How the dollars will flow with
healthcare reform
Models of physician / hospital
integration
Merging of medical groups
Insurance company issues
How capitation works for physicians
Planning for the future . . .
physician response

RICHARD T. HOERL, Ph.D., M.P.A., has a doctorate in clinical and organizational psychology, and a masters degree in administration. He was a hospital administrator for ten years. Each year Dick works with over 50 hospitals and 45 medical groups in the areas of: healthcare futures, strategic planning, mergers, physician/hospital organizations and TQM. Dr. Hoerl has taken the lead in over a dozen affiliations or mergers for both hospitals and medical groups.

Dick is on the faculty of Estes Park Institute and the Medical Group Management Association and is a long-time favorite and much requested KMGMA speaker.

Managed Care

Managed Care - Process, Organization and Operation

What is managed care
How is managed care managed
Information Systems
Organization of
HMO's, MSO's, PHO's

Understand Your Organization

Better performance from your staff
Understanding your costs
Accepting risk

Understanding & Evaluating Contracts

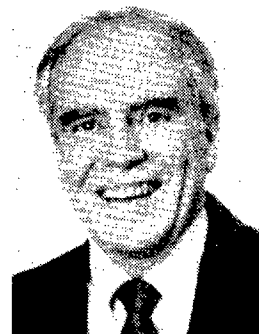
Who should review contracts
Pitfalls in contracts
Exclusivity

Understanding Capitation

Elements of capitation
Capitation formula

Negotiating Contracts

Special concerns -
Economic Integration
Stages of negotiating



THOMAS M. KIRK is recognized as an expert in the field of managed care, and particularly in the area of provider contract negotiating and management. His experience includes eight years in hospital administration as well as nine years experience in the managed care field. He has given numerous presentations to national groups on how to contract with managed care companies. His expertise is used to ensure the alignment of financial incentives of physicians, hospital and managed care companies. Mr. Kirk is a member of the Group Health Association of America, the Healthcare Financial Management Association and the Medical Group Management Association.

KMGMA CONFERENCE SCHEDULE

Wednesday, September 14, 1994

- 4:00 P.M. - 8:30 P.M. Executive Committee Meeting — *Executive Boardroom*
 4:00 P.M. - 11:00 P.M. Exhibitor Setup — *Salon A & D*
 7:00 P.M. Insurance Committee — *Topeka Room*
 7:00 P.M. Human Resources Committee — *Sedgwick Room*

Thursday, September 15, 1994

- 7:00 A.M. - 8:00 A.M. Breakfast — *Wichita Ballroom, A & D*
 7:00 A.M. - 9:00 A.M. Member Registration
 7:00 A.M. - 9:00 A.M. Exhibitor Setup
 8:00 A.M. - 8:15 A.M. Welcome and Announcements - *Grand Ballroom, E & H*
 8:15 A.M. - 10:15 A.M. "Creative Thinking" — *Grand Ballroom, E & H*
Michael Vance
 10:15 A.M. - 10:45 A.M. Break - Exhibits - Prize Drawing — *Exhibit Hall, Salon A & D*
 10:45 A.M. - 12:00 Noon KMGMA Business Meeting and By-Law Discussion (Members Only) — *Grand Ballroom, E & H*
 12:00 Noon - 1:15 P.M. Lunch with Exhibitors — *Wichita Ballroom*
 12:00 Noon - 1:15 P.M. New Member Orientation and Luncheon — *Charades*
 1:15 P.M. - 2:45 P.M. Breakout Sessions
KW "Group Networking" — *Topeka Room - See on F*
Steven L. Hughes, KaMMCO
James B. Albertson, III, Attorney
CP "Career Enhancement: Preparing for Your Future" — *Sedgwick Room*
Hal Patterson
CP "Team Building" — *Arkansas Room*
Lee Schmucker, MBA
JAN
CP
KW "Mission Critical: Healthcare Information Management" — *Salon F*
Philip Caillouet, Ph.D.
 2:45 P.M. - 3:15 P.M. Break - Exhibits - Prize Drawing — *Exhibit Hall, Salon A & D*
 3:15 P.M. - 4:45 P.M. Repeat Workshops
 5:30 Entertainment — See Details and Sign-up Sheet Enclosed

Friday, September 16, 1994

- 7:30 A.M. - 8:30 A.M. Breakfast — *Wichita Ballroom*
 8:30 A.M. - 10:15 A.M. "Integrated Systems/Strategic Planning" — *Grand Ballroom, E & H*
Richard T. Hoerl, Ph.D., M.P.A.
 10:15 A.M. - 10:45 A.M. Break - Exhibits - Drawing — *Exhibit Hall, Salon A & D*
 10:45 A.M. - 12:00 Noon "Integrated Systems/Strategic Planning" (continued) — *Grand Ballroom, E & H*
Richard T. Hoerl, Ph.D., M.P.A.
 12:00 Noon - 1:30 P.M. Lunch — *Wichita Ballroom*
 1:30 P.M. - 2:45 "Managed Care" — *Grand Ballroom, E & H*
Thomas M. Kirk
 2:45 P.M. - 3:00 P.M. Break
 3:00 P.M. - 4:30 P.M. "Managed Care" (continued) — *Grand Ballroom, E & H*
Thomas M. Kirk
 4:30 P.M. Adjourn - Final Prize Drawing

BREAKOUT SESSIONS I and II

"Working Together"

Networking, Mergers, Joint Ventures

1. Reasons to work together **Steve Hughes**
2. How groups are working together **Steve Hughes & Jim Albertson**
 - a. friendly competitors
 - b. management service organizations (MSO)
 - c. mergers / acquisition / joint ventures
 - d. IPA's / networks
 - e. Hospitals as partners:
*IPA's *MSO's *PHO's
3. Legal issues **Jim Albertson**
 - a. Stark I, II / Health care reform
 - b. Medicare fraud and abuse
 - c. Antitrust
 - d. Tax exempt hospitals

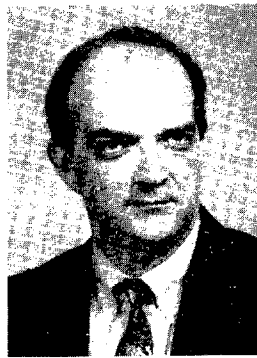


STEVEN L. HUGHES founded, developed and managed one of the region's largest and most successful medical service organizations (MSO), Health Care Resource Group, Inc., which, with its staff of 35 employees, provided a variety of management and advisory services to over 600 physicians in a four state area. This organization was acquired by Kansas Mutual Insurance Company (KaMMCO) in June, 1993.

Steve continues to serve as Senior Vice President of the newly named MSO, Medical Service Corporation, Inc.

Steve received his Bachelor of Science in Business Administration degree from Emporia State University as well as his Master of Science in Business, also from Emporia State.

He has over 20 years experience in management, operations analysis, cost reduction and organization development. He was an associate director for finance and administrative services at the Kansas University Medical Center in Kansas City and was clinic administrator at the Kansas City Women's Clinic.



JAMES B. ALBERTSON, III, is of counsel with the firm of Hoskins, King, McGannon & Hahn and is a graduate of the Washburn School of Law, with honors, where he was a member and associate editor of Washburn Law Review.

Jim is a certified public accountant who earned his bachelor degree in business administration from the University of Missouri-Kansas City and a master's degree in business administration from the University of Kansas.

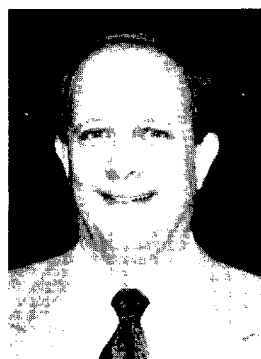
He is a fellow in the Health Care Financial Management Association and a member in the American Institute of Certified Public Accountants, the American Bar Association, the Missouri Bar, the Kansas Bar, the Metropolitan Bar Association of Kansas City, the National Health Lawyers Association and Kansas Health Lawyers Association. Jim's particular area of practice includes health care, corporate, tax, securities law and appellate practice.

"Career Enhancement"

Preparing For Your Future

Do you think your job may significantly change in the next 18 months? Like it or not, our current environment dictates that we prepare ourselves for that very possibility. Here is your opportunity to help you help yourself.

Using an assessment tool designed especially for this presentation, you'll explore how well you are doing and what you need to do in the future.



HAL PATTERSON has over 20 years of experience helping organizations and individuals succeed by designing and implementing quality, career development and organization development projects. He is currently a senior associate with Transition Management Group, a career planning and organization development in Denver, Colorado.

He received his bachelor's and master's degrees in human resources and organizational development at the University of Colorado-Boulder.

Hal recently developed the Career Resource Service for MGMA and is conducting career planning workshops for various state organizations. He also works one-on-one with individuals on personalized career planning needs. He authored *Mapping Your Career: A Working Guide for Health Care Professionals*. In addition, Hal authors career planning articles for UPDATE – the monthly MGMA newspaper.

BREAKOUT SESSIONS III and IV

“Transform Work Groups Into Work Teams”

Schmucker will help us discover the difference between groups and teams and their impact on productivity. Explore strategies that build trust, reduce fear, increase commitments and promote teamwork. Through participation and activities, identify techniques and skills which result in more effective teams and increased employee satisfaction.



LEE SCHMUCKER, MBA, is a training consultant who specializes in staff and management development in areas of quality service, leadership, human resources, team building, and communications. In addition to conducting seminars throughout Kansas and the United States, Lee teaches at the Center of Management Development and the School of Business at Wichita State University.

Lee is the author of seven training manuals. In 1993, she consulted in Africa, which resulted in writing a training manual which was distributed around the world. In July she traveled to Ireland to facilitate a symposium with trainers using her international training program.

“Mission Critical: Healthcare Information Management”

While most physician group practices hope to benefit from the “administration simplification” provisions of health insurance reform, too few may recognize what new investments will be necessary to preserve their market advantage under managed competition. This presentation seeks to enable attendees to deal with questions such as: Sure we can do billing, but how do we measure quality and outcomes? How can we link into the hospital’s systems to ensure continuity of care for our patients? Should we and how can we automate medical records? What emerging technologies should we apply? Which vendor’s system can really solve our problem? How much should we spend on computers? What sort of support staff should we have? Are PHO’s, Clinics Without Walls or MSO’s viable alternatives to managing our information needs? A groups’ ability to deal with these and other information management issues are mission critical to surviving healthcare reform.



PHILIP CAILLOUET, PH.D., is Director of Healthcare Information Management Consulting for the Healthcare Performance Improvement Practice of Coopers & Lybrand (C&L), based in Chicago. He recently coordinated C&L’s participation as sponsor of CRAHCA’s Survey of Information Systems in Group Practice. He is actively engaged in support of clients in the areas of healthcare electronic data interchange (EDI) and participated in the development of the original Report of the Workgroup on Electronic Data Interchange made in the summer of 1992 to then HHS Secretary Louis Sullivan.

Philip holds a Ph.D. in computer science from the University of Southwestern Louisiana. Prior to joining Coopers & Lybrand, Dr. Caillouet was a principal in a turnkey systems vendor specializing in the physician group practice and managed care markets, a field where his experience goes back nearly 20 years.



WICHITA MARRIOTT

9100 Corporate Hills Drive
Wichita, Kansas 67207

(316) 651-0333
1-800-228-9290



If you have questions or comments, call one of your Officers.

President	Doug Kaufman Associate Administrator Galichia Medical Group Wichita 316-688-9181	2nd Vice President	Cindy Hasler Administrator Reed Medical Group, Chtd. Lawrence 913-843-2411
President Elect	Jim Lockhart Administrator Internal Medicine Associates, P.A. Wichita 316-688-7300	Secretary	Diana Jarvis Director of Physician Clinics St. Francis Hospital & Medical Center Topeka 913-295-5500
1st Vice President	Kay Gerken Administrator Mid-Kansas Pediatric Associates, P.A. Wichita 316-682-0411	Treasurer	Barbara Hanzlicek Assistant Administrator Medical Center, P.A. Hutchinson 316-669-6690



KANSAS
MEDICAL GROUP MANAGEMENT ASSOCIATION