

**KANSAS  
MEDICAL GROUP MANAGEMENT ASSOCIATION**



---

# The Quest for Quality

**SPRING 1994 CONFERENCE**

**March 17-18, 1994**

**Holiday Inn®**  
200 McDonald Drive  
Lawrence, Kansas 66044

**AFFILIATED WITH—Medical Group Management Association**





---

## FEATURED SPEAKERS



### **JAMES F. HENNIG**

James F. Hennig received his Bachelor's degree from the University of Wisconsin and his Master's and Doctorate from Purdue University, where he also taught for several years. Dr. Hennig is a frequent speaker for MGMA as well as consultant to Fortune 500 companies and major associations. His business background is diverse. He has been president of four successful corporations in four dissimilar fields. An accomplished author, his book *THE FAMILIAR STRANGER*, focuses on professional and personal development. Invest one day and learn about: POWER - PREPARATION - PRACTICE and how to use the "WIN/WIN" principle to set options for mutual gain.

### **JOAN S. LEWERENZ**

Joan S. Lewerenz is currently Administrator, Program Services Section, Division of Medical Services, Kansas Department of Social and Rehabilitation Services. She directs the planning and development of program policies for all Medicaid/MediKan services and Income Eligible Home Care Programs. Joan earned her Bachelor of Arts in Social Sciences at Marycrest College in Davenport, Iowa; Master's Degree in Social Work at the University of Kansas and Master's Degree in Public Administration at the University of Kansas.

### **SANDY PRAEGER**

Sandy Praeger was elected to the Kansas Senate in 1992. She currently serves as Chair of the Senate

Public Health and Welfare Committee as well as the Joint Committee on Health Care Decisions for the 1990's and was recently appointed Vice-Chair of the Health Policy Committee for the National Conference of State Legislatures. Sandy was Mayor of Lawrence in 1986-87 and served on the Lawrence City Commission from 1985-89. Her community service includes the United Way Board of Directors, including a year as President. She has received many awards, especially for her work on children's issues. Sandy and her husband live in Lawrence and have two grown children.

### **ROBERT L. SHELTON, Ph.D.**

Robert L. Shelton has been a member of the University of Kansas faculty since 1967. His major teaching areas are: Religious Ethics, Religion and Society, Ethical Issues in Health Care and Interpersonal Relations Conflict Management. Dr. Shelton has publications on racism and revolution, interpersonal and intergroup relationships and ethical issues in health care.

### **SCOTT VONDEM KAMP**

Scott Vondemkamp serves as Director of Electronic Media Service Operations for Blue Cross Blue Shield of Kansas and is responsible for providing products and services to help physicians and suppliers lower administrative costs through Electronic Data Interchanges. Scott started working at Blue Cross Blue Shield of Kansas as a Medicare Professional Relations Representative in 1988. He was then promoted to Manager of Medicare Professional Relations for Kansas and thirty-two Missouri counties surrounding Greater Kansas City.

---

#### **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 16, 1994

- 6:00 P.M. - 8:30 P.M. Executive Committee Meeting — *Executive Boardroom*  
9:00 P.M. - 11:00 P.M. Exhibitor Setup—

## Thursday, March 17, 1994

- 7:00 A.M. - 8:00 A.M. Breakfast — *Brazilian Room*  
7:00 A.M. - 9:00 A.M. Exhibitor Setup - Registration  
8:00 A.M. - 8:10 A.M. Welcome and Announcements - *Regency C & D*  
8:10 A.M. - 9:15 A.M. **Bob Shelton**, Associate Professor University of Kansas  
"Ethical Issues in Health Care"  
9:15 A.M. - 10:15 A.M. **Joan Lewerenz**  
"Medicaid & Managed Care - Direction in 1995?"  
**Scott Vondenkamp**, "Medicare Updates"  
10:15 A.M. - 10:45 A.M. Break - Exhibits - Prize Drawing  
10:45 A.M. - 12:30 P.M. KMGMA Business Meeting and By-Law Discussion (Members Only)  
12:30 P.M. - 1:30 P.M. Lunch with Exhibitors — *Brazilian Room B, C & D*  
12:30 P.M. - 1:30 P.M. New Member Orientation and Luncheon — *Brazilian Room A*  
1:30 P.M. - 2:45 P.M. Breakout Session #1  
**Ann Buess**, Controller, Wichita Clinic  
"Preparing the Budget: Profit Planning and Control" — *Regency Room D*  
**Meg Payne**, Financial Manager, Sedgwick County Department of Mental Health  
"Total Quality Management Practical Experiences for Any Group Practice"  
*Regency Room C*  
2:45 P.M. - 3:15 P.M. Break - Exhibits - Prize Drawing  
3:15 P.M. - 4:30 P.M. Breakout Session #2  
**Linda Howrey**, President Healthcare Resources  
"Optimizing the Bottom Line through Coding and Documentation"  
*Regency Room C*  
**Dixie F. Madden**, Member of Fleeson, Gooing, Coulson & Kitch  
"How to Read a Managed Care Contract" — *Regency Room D*  
4:30 P.M. - 6:00 P.M. Hospitality Room — *Atrium* — **Sponsored by Berlin-Wheeler**  
6:30 P.M. **Dinner with Entertainment by Alferd Packer Memorial Stringband**—

## Friday, March 18, 1994

- 7:00 A.M. - 8:00 A.M. Breakfast — *Brazilian Room*  
8:00 A.M. - 8:30 A.M. **Sandy Praeger**, Chair of Senate Public Health Committee — *Regency C & D*  
8:30 A.M. - 9:00 A.M. Break - Exhibits - Drawing  
9:00 A.M. - 10:15 A.M. **Jim Hennig**  
"Win/Win Negotiations"  
10:15 A.M. - 10:45 A.M. Break - Exhibits - Drawing  
10:45 A.M. - 12:00 noon **Jim Hennig** — Continued  
12:00 P.M. - 1:30 P.M. Lunch — Nuts & Bolts (Topics to be Announced)  
1:30 P.M. - 2:45 P.M. **Jim Hennig**  
"Exploring Effective Negotiation Strategies and Tactics"  
2:45 P.M. - 3:15 P.M. Break - Exhibits - Drawing  
3:15 P.M. - 4:15 P.M. **Jim Hennig** — Continued  
4:15 P.M. Adjourn — Final Prize Drawing

**Jim Hennig Sponsored by HCA Wesley Medical Center**

## BREAK OUT SESSION NO. 1

### **TOTAL QUALITY MANAGEMENT; PRACTICAL EXPERIENCES FOR ANY GROUP PRACTICE**

Total Quality Management works well for a large group of 20+ people, but it can also work well for a group of one or two.

The thought processes involved in using TQM can be applied to a very basic concept, such as running a staff meeting; or a more complex concept, like ways to increase practice revenues.

This session will look at a basic TQM Model and simple ways to apply its concept to every day practical problems. Some of the practical problems presented will be a no-show or missed appointment policy, missing charts policy, and practical policy for running a staff meeting.

**Meg Payne** has 13 years of experience in HealthCare Practice Management in Michigan, Minnesota and Kansas. She has a combined undergraduate degree in Business Administration/Hospital Administration from Concordia College in Minnesota and a Graduate Degree in Health Sciences from Wichita State University in Kansas. Her Graduate Studies included work with Quality Circles, Total Quality Management and Demmings' Theory. She is currently working on a paper which details specific reasons for using Strategic Quality Management in The Small Group Practice.

---

### **PREPARING THE BUDGET: PROFIT PLANNING AND CONTROL**

Understand the role of budgets as they relate to meeting business objectives. How your leadership is key in organizing and coordinating the process. "Budgets do not run a business, people do." Learn about the human relations aspect of preparing and utilizing a budget. Budget do's and don'ts: what works, what won't. Plus the nitty gritty on how to prepare budgets and what kind of budgets you need to be your most effective.

**Ann Buess**, controller for Wichita Clinic since 1987, CPA and CMA, responsible for budgeting, financial control and reporting, including income taxes and pension plans. Prior to joining the clinic, was with the CPA firm of Grant Thornton in Wichita. A 1981 Graduate of Emporia State University, Ann is married with two children and enjoys bicycling and running.

## BREAK OUT SESSION NO. 2

### OPTIMIZING THE BOTTOM LINE THROUGH CODING AND DOCUMENTATION

Three areas to scrutinize, documentation of evaluation and management services and procedures, coding of the documentation and submission of the claims, result in maximizing reimbursements for your practices. We'll show you how to document the medical record for the E+M codes and procedures, the do's and don'ts of CPT and ICD-9 coding and some traps to avoid with claims submission. The end result, improve your bottom line and decrease your audit liability.

**Linda Howrey** is President of HealthCare Resources, a consulting firm specializing in coding and reimbursement services for the medical profession. She has worked in the HealthCare field for 14 years, has a degree in Business Administration from the College of Saint Mary, and has successfully completed the CPC exam. Linda has conducted several coding seminars throughout the Midwest.

---

### HOW TO READ A MANAGED CARE CONTRACT

Today's "Health Care Reform" environment will undoubtedly present complex managed care agreements for your consideration. This session will teach you pitfalls to look for in a managed care contract, as well as what a managed care contract should cover.

**Dixie F. Madden** is a Member of Fleeson, Goong, Coulson & Kitch, L.L.C., a Wichita law firm of 33 attorneys. Ms. Madden received her Juris Doctorate Degree from the Ohio State University School of Law in 1975 and an LL.M. Degree in Corporate Law/Securities from the New York University in 1984. Ms. Madden practices primarily in the areas of Business Law and Employee Benefits, and her practice includes health care providers, as well as a managed care entity.



**Holiday Inn®**  
200 McDonald Drive  
Lawrence, Kansas 66044  
(913) 841-7077

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

<b>President</b>	Doug Kaufman Associate Administrator Galichia Medical Group Wichita 316-688-9181	<b>2nd Vice President</b>	Cindy Hasler Administrator Reed Medical Group, Chtd. Lawrence 913-843-2411
<b>President Elect</b>	Jim Lockhart Administrator Internal Medicine Associates, P.A. Wichita 316-688-9300	<b>Secretary</b>	Diana Jarvis Director of Physician Clinics St. Francis Hospital & Medical Center Topeka 913-295-5500
<b>1st Vice President</b>	Kay Gerken Administrator Mid-Kansas Pediatric Associates, P.A. Wichita 316-682-0411	<b>Treasurer</b>	Barbara Hanzlicek Assistant Administrator Medical Center, P.A. Hutchinson 316-669-6690



**KANSAS**  
**MEDICAL GROUP MANAGEMENT ASSOCIATION**