

**KANSAS
MEDICAL GROUP MANAGEMENT ASSOCIATION**



Surviving & Thriving

FALL 1995 CONFERENCE

September 21-22, 1995

OVERLAND PARK
Marriott[®]

10800 Metcalf Avenue
Overland Park, Kansas 66210

AFFILIATED WITH—Medical Group Management Association





FEATURED SPEAKERS

“Changes and Directions in the Insurance Commissioner’s Office”

The **HONORABLE KATHLEEN SEBELIUS**, Insurance Commissioner of Kansas, will be addressing the group about activities in this office. Medical groups are impacted by this critical department daily in a wide variety of ways. Commissioner Sebelius is serving her first term as the Commissioner of Insurance. The Commissioner regulates all insurance sold in the state of Kansas and sets rates for workers compensation insurance covering over 1 million employees in the state.

Elected in November 1994, Commissioner Sebelius is the 23rd Insurance Commissioner and the first woman to hold the office. Prior to being elected Insurance Commissioner, Ms. Sebelius was a four-term legislator in the state in the Kansas House of Representatives serving Topeka. During that period she served on the Financial Institutions and Insurance Committee, Health Care for the 1990’s Committee and for two years chaired the House Federal and State Affairs Committee. She also served as part of the Democratic House leadership.

Commissioner Sebelius holds a Masters Degree in Public Administration with a focus on state agency management from the University of Kansas and a Bachelor’s Degree from Trinity College in Washington, D.C. She has passed the state exam to qualify as an insurance agent in Kansas.

“Civil Treatment for Managers”

This program will translate complex legal issues into simple guidelines to allow you to avoid the common legal pitfalls that can turn employees into plaintiffs and your organization into a defendant. **TERRIL ROSEN** is an associate and member in the Labor Team of Hunton & Williams, Attorneys at Law, Atlanta, Georgia. Her practice focuses on labor and employment relations issues, including Title VII, the ADA, ADEA, contract disputes, OSHA, wage and hour compliance and audits, wrongful discharge claims and unfair labor practice claims. Terri provides educational seminars for Employment Learning Innovations, Inc., a national company focused on interactive training programs that are beneficial to those in business climates.

Terri received her B.S. Degree with distinction from the University of Minnesota and completed her J.D. Degree cum laude at the University of Minnesota School of Law. She is an active member of the Georgia and Alabama Bars and a member of the American Bar Association as well as being active in the Atlanta community.



“Performance Mastery series: Surviving & Thriving with Difficult People and Energizing Personal Performance: From Burned-out to Fired Up”



In this session you will learn how to improve relationships at work by successfully dealing with people. Also presented will be ideas on what it means to be a manager at a time when pressure and change is constant, learning ways to “maintain” in such an environment.

As president of her own firm, founded in 1980, **EILEEN McDARGH, CSP, CPAE** is an internationally-recognized management consultant and speaker. She has worked with groups as big as Toyota and Pacific Bell and as small as a class of prison inmates. Eileen is also no stranger to the medical field. She’s addressed practice managers in Missouri, Tennessee, California, Texas and Louisiana as well as national and state nursing associations, hospitals and pharmaceutical companies.

Eileen has also been the double-header presenter with such notables as NBA coach Pat Riley, writer Og Mandino and Notre Dame’s Coach Lou Holtz. In August, 1994, she joined the ranks of such top speaking professionals as Dr. Ken Blanchard by receiving the Council of Peers Award of Excellence (the CPAE) from the National Speakers Association. This places her in the top 4% of the 3600-member association.

She has been a guest on Nightingale Conant’s “Insight” series, has served as one of 10 faculty members of a 1994 business television series and is the author of *How to Work for a Living and Still Be Free to Live*, as well as numerous journal articles, audio programs and video tape series.

Eileen earned a degree in Speech Communication at the University of Florida and has done postgraduate work at the University of California in Irvine. She is a member of International Association of Business Communicators, American Society of Training & Development and National Speakers Association.

KMGMA 1995 FALL CONFERENCE SCHEDULE

Wednesday, September 20, 1995

4:00 p.m.-9:00 p.m.	Executive Committee Meeting-- <i>Johnson County Suite</i>
9:00 p.m.-11:00 p.m.	Exhibitor Setup-- <i>Salons A-E</i>
7:00 p.m.	Insurance Committee-- <i>Salon G</i>
7:00 p.m.	Rural Health Clinics-- <i>Salon H</i>
7:00 p.m.	Human Resources-- <i>Salon I</i>

Thursday, September 21, 1995

7:00 a.m.-8:00 a.m.	Breakfast-- <i>Quail Creek Ballroom</i>
7:00 a.m.-9:00 a.m.	Member Registration-- <i>Ballroom Foyer</i>
7:00 a.m.-9:00 a.m.	Exhibitor Setup-- <i>Salons A-E</i>
8:15 a.m.-8:30 a.m.	Welcome and Announcements-- <i>Salons F-J</i>
8:30 a.m.-10:15 a.m.	"Change & Direction in the Insurance Commissioner's Office"-- <i>Salons F-J</i> The Honorable Kathleen Sebelius
10:15 a.m.-10:45 a.m.	Break - Exhibits - Prize Drawing-- <i>Exhibit Hall, Salons A-E</i>
10:45 a.m.-12:00 Noon	KMGMA Business Meeting (Members Only)-- <i>Salons F-J</i>
12:00 Noon-1:15 p.m.	Lunch with Exhibitors-- <i>Quail Creek Ballroom</i>
12:00 Noon-1:15 p.m.	New Member Orientation and Luncheon-- <i>Riley's</i>
1:15 p.m.-2:45 p.m.	Breakout Session I (Rooms to be assigned) "Rural Health Clinic Issues" (First session only) Speaker To Be Announced "Violence in the Workplace: Being Prepared" Bruce A. Pearson, CPCU "Current Events at the Health Care Finance Administration" Phillip W. Chiarelli "Sleeping with the Enemy? Evaluating Opportunities and Threats of Physician/Hospital Integration" Will Latham, Jr.
2:45 p.m.-3:15 p.m.	Break - Exhibits - Prize Drawing-- <i>Exhibit Hall, Salons A-E</i>
3:15 p.m.-4:45 p.m.	Breakout Session II (Workshops repeated except "Rural Health Issues." The following is offered as a second session only) "Non-Physician Providers: Good for What Ails You" Marvis J. Lary, Ph.D.
6:00 p.m.	Dinner & Entertainment - See Details and Sign-up Sheet Enclosed

Friday, September 22, 1995

7:00 a.m.-8:00 a.m.	Breakfast-- <i>Quail Creek Ballroom</i>
8:00 a.m.-8:30 a.m.	Break - Exhibits - Prize Drawing-- <i>Exhibit Hall, Salons A-E</i>
8:30 a.m.-10:15 a.m.	"Civil Treatment for Managers"-- <i>Salons F-J</i> Terri L. Rosen, J.D.
10:15 a.m.-10:45 a.m.	Break - Exhibits - Prize Drawing-- <i>Exhibit Hall, Salons A-E</i>
10:45 a.m.-12:00 Noon	"Civil Treatment for Managers" (continued)-- <i>Salons F-J</i> Terri L. Rosen, J.D.
12:00 Noon-1:30 p.m.	Lunch (Topical Tables)-- <i>Quail Creek Ballroom</i>
1:30 p.m.-2:45 p.m.	"Performance Mastery series: Surviving & Thriving with Difficult People"-- <i>Salons F-J</i> Eileen McDargh, CSP, CPAE
2:45 p.m.-3:00 p.m.	Break
3:00 p.m.-4:30 p.m.	"Performance Mastery series: Energizing Personal Performance: From Burned-out to Fired Up" (continued)-- <i>Salons F-J</i> Eileen McDargh, CSP, CPAE
4:30 p.m.	Adjourn - Final Prize Drawing

BREAKOUT SESSIONS I and II

“Rural Health Clinic Issues”

(first session only)

This session is being developed to provide up to the minute information for rural health clinics. The Rural Health Clinic leadership of KMGMA is working with the intermediaries and with the Health Care Financing Administration to identify issues and presenters for this Breakout Session. This will be offered only at the first breakout.

“Violence in the Workplace: Being Prepared”

This session will provide some practical guidelines for prevention and response to violence in the workplace. Patients, employees, relatives and friends of employees and others create a potential risk for violence. BRUCE A. PEARSON, CPCU of Willis Corroon Corporation of Kansas will provide practical and meaningful information. Bruce began his career in the insurance industry with Crum & Foster Insurance group in 1973. His responsibilities included bond underwriting, marketing, sales and office management. He held positions in Kansas City, Wichita and Freeport, Illinois. In 1978 he joined Willis Corroon Corporation of Kansas (formerly Dorth Coombs Insurance, Inc.) in a sales position, later assumed duties as sales and operations manager, and is presently responsible for all property and casualty operation. Mr. Pearson graduated from Northern Illinois University with a degree in Finance and Accounting. He received the Chartered Property and Casualty Underwriter (CPCU) designation in 1980 and the Association in Risk Management (ARM) in 1990.

“Sleeping with the Enemy?: Evaluating Opportunities and Threats of Physician/Hospital Integration”

WILL LATHAM, JR., PRESIDENT, Latham & Associates, will discuss the issues related to integration of physician practices and hospitals. Included will be a review of the forces driving integration and an understanding of what the parties need and want from such an occurrence. Will has provided strategic consulting to hospitals and medical groups for the past nine years. His involvement includes work in organizational design and effectiveness, operational improvement and control and strategic planning to assist in direction setting for organizations. During his eighteen year professional career Will worked at a major certified public accounting firm providing professional consulting services.

Will is a graduate of Lenoir-Rhyne College with a Bachelor of Arts degree in Business with emphasis in Accounting, and of the University of North Carolina at Charlotte with a Master of Business Administration (MBA) degree. He is an Associate Member of the Medical Group Management Association and has served on the MBA Advisory Committee at the University of North Carolina at Charlotte. Will is publisher of the *Medical Group Advisor* and is a frequent speaker at national and regional conferences.

“Current Events at Health Care Financing Administration”

PHILLIP W. CHIARELLI, the Associate Regional Administrator for Medicare, will be present to review federal legislative issues, HCFA regulatory changes, provide an update on the Medicare program and talk about the Medicare transition system. Mr. Chiarelli is a 1973 graduate of Rockhurst College with a Bachelor of Science degree in Business Administration. He began his federal career while at Rockhurst as a participant in the Social Security Administration's Access Program, a work/study arrangement with the school. Since becoming a full time employee in 1973, Mr. Chiarelli's assignments have included fraud and abuse investigations for both Medicare and Medicaid, Medicaid eligibility, liaison to the Missouri Medicaid program and Medicare policy specialist and team leader. His most recent assignments have been as chief of the Medicare Program Services Branch where he was involved in Medicare secondary payer issues, quality control functions, hearings and appeals and Congressional and beneficiary affairs and Chief of the Medicare Contractor Operations Branch where he was responsible for Part A and Part B coverage, Part B reimbursement, contractor systems, Part A and Part B medical review, and liaison with our regional contractors. In October, 1994, Mr. Chiarelli was appointed the Associate Regional Administrator for Medicare for the Kansas City Region.

“Non-Physician Providers: Good for What Ails You”

(second session only)

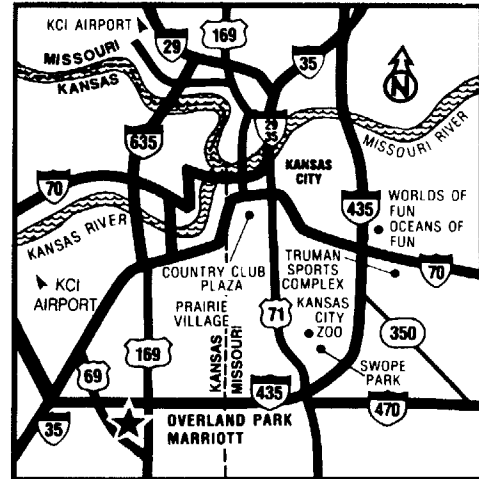
In this session you will learn about the value of non-physician providers from the practical standpoint as well as some of the things that are helpful to know in working with and dealing with these professionals. MARVIS J. LARY, Ph.D., is the Chairperson and Program Director at Wichita State University Physician Assistant Department. Dr. Lary is responsible for the overall management of the professional program including curriculum design, teaching and research. She also practices part time as a Physician Assistant, keeping close to and abreast of practical issues. Having received her Bachelor in Health Science as a Physician Assistant from Wichita State University, she continued on to receive her Masters of Health Science at that same institution and completed her Ph.D. at Kansas State University. Extensively published and a frequent speaker, Dr. Lary is well recognized in her field.

Dr. Lary is certified by the National Commission of Physician Assistants, has been active in the American Academy and the Kansas Academy of Physician Assistants. She has received numerous grants from the government and foundations for programs including the expansion of the Wichita State Physicians Assistant Program to increase the number of physician assistants providing care in rural Kansas.



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

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