

**KANSAS  
MEDICAL GROUP MANAGEMENT ASSOCIATION**



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**Patterns and Opportunities  
in a  
Changing World**

**SPRING 1995 CONFERENCE**

**March 23-24, 1995**

WICHITA  
**Marriott.**

9100 Corporate Hills Drive  
Wichita, Kansas 67207

*AFFILIATED WITH—Medical Group Management Association*





## FEATURED SPEAKERS

### *"Ethics and Politics"*



**JOHN D. GOLENSKI, Ed.D.** is President and Founder of MediSync and the Bioethics Consultation Group, Inc. of Berkeley, California. The Group serves as the consulting ethicists to hospitals, hospital systems, health maintenance organizations, and large corporations throughout the United States. Under Dr. Golenski's leadership, the Group has trained the Institutional Ethics Committees of over 200 hospitals throughout the U.S. In addition, the Group provides ongoing staff and community education, case consultation, and support for established ethics committees.

As consulting ethicist for Kaiser Permanente and Group Health Cooperative of Puget Sound, Dr. Golenski provides ethical reflection regarding new technology assessment, corporate ethics, and strategic planning for target patient populations.

In 1989, Dr. Golenski designed and facilitated the Medicaid Prioritization Project in the State of Oregon. Since then, he has provided consultation to state health efforts in California, Arizona, Washington, Florida, New York, Kentucky, Utah, and Rhode Island. In 1992, he facilitated the Governor's Blue Ribbon Panel on Cost Containment in the State of Hawaii.

Dr. Golenski received his doctorate in Human Development from Harvard University in 1978, and did post-doctoral studies in theology and ethics at the Jesuit School of Theology in Berkeley, California.

### *"Managing the Whirlwind: Patterns and Opportunities in a Changing World"*

**MICHAEL H. ANNISON** is President of The Westrend Group in Denver, Colorado, and the author of the best selling book *Managing the Whirlwind: Patterns and Opportunities in a Changing World*. The Westrend Group monitors social, economic, and political change in the United States and works with its clients to assist them in adapting successfully to the reality of change. Mr. Annison is a frequent speaker and an often quoted futurist.

Prior to forming the Westrend Group, Mr. Annison was Vice President of the Naisbitt Group, whose research was the basis for the original best-selling book *Megatrends*. Mr. Annison's previous experience includes the founding and development of an international shrimp company, work for the Governors of the Rocky Mountain states, as well as work for the Department of Health, Education and Welfare, The Washington Technical Institute, and the Superintendent of the Cleveland Public Schools. Mr. Annison has been a Visiting Professor at the University of Denver, at the University of Minnesota Business School and is currently a visiting lecturer in the Graduate School of Business Administration at the University of Colorado.

His experience in the field of health care has included work with the Estes Park Institute, the Board of the American Hospital Association, national and state long term care groups, and over one hundred hospitals or health care systems. Mr. Annison's book, *Managing the Whirlwind: Patterns and Opportunities in a Changing World* has received the James A. Hamilton Award for the books of "exceptional merit in the field of healthcare or general management" by the American College of Healthcare Executives. He was selected as one of the *Health Care 1500* "most influential individuals in health care today." Mr. Annison gives over seventy-five speeches a year in addition to conducting retreats and working with Westrend Group consulting clients.

Throughout his career, Mr. Annison has focused on and written about questions related to social and organizational change — issues which comprise the basis of The Westrend Group's work with its clients.



### *"Does Anybody Listen, Does Anybody Care?"*



**JACOB WEISBERG** frequently consults and speaks on listening and communication bottlenecks in organizations. As president of CREATIVE COMMUNICATIONS he has worked with MGMA at annual conventions and special assemblies, earning rave reviews from attendees for the content of his program and style of presentation. Prior to founding his own company, he enjoyed a career in the health care industry, first with Ayerst Laboratories, a Division of American Home Products, as Division Manager and then at West Chemical Products where he was Director and then Vice President of the Germicide Division.

Weisberg has a master's of business administration from Pepperdine University, Malibu, California, which followed undergraduate work in chemistry and education at Fordham University in New York. He is involved with the American Society for Training and Development and has held office in the American Medical Writers Association and the National Speakers Association. He is listed as an expert on listening and communication skills in the YEARBOOK OF EXPERTS, AUTHORITIES AND SPOKESPERSONS. He has written numerous articles on medical and general management and just completed his first book, *Does Anybody Listen, Does Anybody Care?*, published by MGMA and acclaimed by its members.

# KMGMA CONFERENCE SCHEDULE

## Wednesday, March 22, 1995

4:00 P.M.- 8:30 P.M. Executive Committee Meeting--*Executive Boardroom*  
9:00 P.M.-11:00 P.M. Exhibitor Setup--*Salon A & D*  
7:00 P.M. Insurance Committee - Topeka Room  
7:00 P.M. Membership Committee - Sedgwick Room  
7:00 P.M. Human Resource Committee - Hotel Lobby

## Thursday, March 23, 1995

7:00 A.M.- 8:00 A.M. Breakfast--*Wichita Ballroom, A & D*  
7:00 A.M.- 9:00 A.M. Member Registration--Pre-Assembly Area  
7:00 A.M.- 9:00 A.M. Exhibitor Setup--Salon A & D  
8:00 A.M.- 8:30 A.M. Welcome and Announcements--*Grand Ballroom, E & H*  
8:30 A.M.-10:15 A.M. "Ethics and Politics"--*Grand Ballroom, E & H*  
**John D. Golenski, Ed.D.**  
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  
"Compensation & Stark II"--*Topeka Room*  
**Dixie Madden, Attorney**  
"Severing the Employment Relationship: Employees & Doctors"--*Sedgwick Room*  
**Stephen T. Carter and Mary Don King**  
"So Your HMO Wants a Capitation Contract?"--*Arkansas Room*  
**Carole Jean Wright**  
"Reengineering...What Is It? How Do You Do It?"--*Salon F*  
**Cyndy Lengnick-Hall, PhD**  
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 P.M. Dinner & Entertainment - See Details and Sign-up Sheet Enclosed

## Friday, March 24, 1995

7:30 A.M.- 8:30 A.M. Breakfast--*Wichita Ballroom*  
8:30 A.M.-10:15 A.M. "Managing the Whirlwind: Patterns and Opportunities in a Changing World"--*Grand Ballroom, E & H*  
**Michael H. Annison**  
10:15 A.M.-10:45 A.M. Break - Exhibits - Drawing--*Exhibit Hall, Salon A & D*  
10:45 A.M.-12:00 Noon "Managing the Whirlwind:..." (continued)--*Grand Ballroom, E & H*  
**Michael H. Annison**  
12:00 Noon-1:30 P.M. Lunch--*Wichita Ballroom*  
1:30 P.M.-2:45 P.M. "Does Anybody Listen, Does Anybody Care?"--*Grand Ballroom, E & H*  
**Jacob Weisberg**  
2:45 P.M.-3:00 P.M. Break  
3:00 P.M.-4:30 P.M. "Does Anybody Listen,..." (continued)--*Grand Ballroom, E & H*  
**Jacob Weisberg**  
4:30 P.M. Adjourn - Final Prize Drawing

John D. Golenski, Ed.D. Sponsored by Wesley Medical Center

# BREAKOUT SESSIONS I and II

## “Compensation & Stark II”

DIXIE MADDEN is an attorney with Fleeson, Goong, Coulson & Kitch, L.L.C., where she specializes in Business Law, Health Care Law and Employee Benefits Law. Dixie was born in Garden City, Kansas. She received a Bachelor of Science degree from Kansas State University and a Juris Doctorate from Ohio State University, graduating cum laude. She is a member of the Wichita, Kansas and American Bar Associations, as well as the Ohio and Missouri Bar Associations. Prior to entering private practice, Dixie served as an Assistant Attorney General in Ohio and as an Assistant Professor of Law at Ohio State University and Washburn University School of Law.

## “Severing the Employment Relationship: Employees & Doctors”

STEPHEN T. CARTER has a Bachelor Degree in Business Administration from Nichols College. He served as a Captain in the U.S. Army and was awarded the Bronze Star and several Vietnam campaign medals. Mr. Carter worked at Hallmark Cards, Inc. for twenty years, where his responsibilities were principally in human resources. Notable accomplishments include the development and execution of a Succession Planning program and the creation of a comprehensive management development process to support Succession Planning. In addition, he was responsible for the development and implementation of a state-of-the-art, interactive, video training program for 4,000 field representatives.

MARY DON KING is the Vice President, Director of Professional Services for the Heartland Region. Her 18 years of experience include serving as Director of Human Resources with Humana, Inc., in Virginia Beach, Virginia and Overland Park, Kansas. Her responsibilities included wage, salary and benefits administration; productivity management; employee relations; and training. In addition, she developed a basic management program for human resources professionals. King has been active on several committees of the Kansas City Area Hospital Association and was Chair of the Professional Development Committee/Human Resources Council. She has received four Outstanding Service awards from the Kansas City Area Healthcare Human Resources Association for her continued efforts to improve the quality of the Chapter.

## “So Your HMO Wants a Capitated Contract?”

CAROL JEAN WRIGHT is the Financial Administrator of Eye Associates of New Mexico, P.A., Albuquerque, New Mexico. She is Chair of the Ophthalmology Assembly for Medical Group Management Association and was Program Chair for the Ophthalmology Assembly meeting in March, 1994, where she presented a program on capitated contracting. She has also served on the MGMA board as OA representative. Ms. Wright has dealt with managed care as it entered the New Mexico market. She has been involved with acquisitions as a result of the managed care environment. Her presentation will deal with specialty contracting in a capitated environment.

## “Reengineering . . . What Is It? How Do You Do It?”

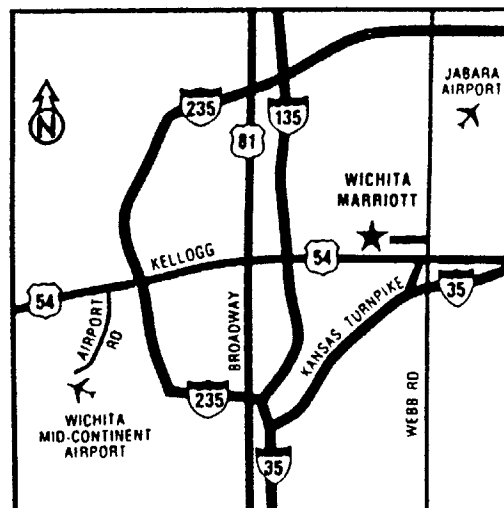
CYNTHIA A. LENGNICK-HALL, PH.D., is a Professor of Management and Barton Fellow in the W. Frank Barton School of Business at Wichita State University. Her areas of teaching and research specialization are strategic management, competitive analysis, managing for quality and organization design. She received her BA in psychology and MBA in organization behavior from UCLA. She received her Ph.D. in strategic management and policy from the University of Texas at Austin. Her dissertation, which looked at structure and information processing issues in hospitals and among third party payers, received the university-wide award for the outstanding doctoral dissertation 1991-92.

Dr. Lengnick-Hall has been extensively published in journals. An article she co-authored with her husband, Dr. Mark Lengnick-Hall (who is also on the WSU faculty), received the National Academy of Management's award for the outstanding article in the *Academy of Management Review* in 1989. In 1993, Dr. Lengnick-Hall received an award from the United States Association for Small Business and Entrepreneurship for her article on innovation and competitive advantage that was published in the *Journal of Management*.



## WICHITA MARRIOTT

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

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