

**KANSAS  
MEDICAL GROUP MANAGEMENT ASSOCIATION**



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**“Thriving on Change  
Skills to Manage Tomorrow”**

**FALL 1996 CONFERENCE**

**September 19-20, 1996**

OVERLAND PARK

**Marriott®**

10800 Metcalf Avenue  
Overland Park, Kansas 66210

**AFFILIATED WITH—Medical Group Management Association**





## FEATURED SPEAKERS



**Joan Fox** decided sixteen years ago that people are much more interesting than bacteria and low life forms, and traded her microscope in to pursue a career in sales. In record time she achieved a position in sales management, and was awarded two company cars for outstanding performance.

Since that time she has expanded her studies to the highest of life forms (people) into the realm of training and consulting.

Her company is called Eagle Inspiration because even in the face of a tremendous storm, the Eagle still soars. Her mission is to assist companies, organizations and individuals in turning their potential into power.

Joan has spoken to audiences throughout the U.S. and in Mexico. Her areas of specialization include customer service, communication skills, change, team building and leadership.

Her clients include IBM, the Andrew Jergens Company, the Federal Reserve Bank, International Chemical Co., Mead Data Central, AT&T and National Amusements, to name a few.

### **Ms. Fox's Topics Are:**

#### ***“Thriving on Change Skills to Manage Tomorrow” — (First Session)***

Change offers hope, yet we cling to the known, the past. Change promises relevancy, yet we adhere strongly to old paradigms. Change offers progress, yet we fight to remain the same.

With change comes new opportunity and new conflicts. So, true to our habitual nature, we stubbornly hang on to the known, the understood, the past. This is normal, yet this mindset breeds mediocrity.

In this session, you will explore the personal opportunities that exist because of change and be charged with tools to make you “change ready.” You will learn key skills to manage the chaos so prevalent in life today.

You will be motivated to expand your “net,” challenged to adapt a flexible mindset, and encouraged to walk down the hall backwards.

Additionally, you will meet the “Friends of Mediocrity” and their frequent disguises.

Warning: This is a high energy, interactive session. You may leave thinking differently.

#### ***“Turning Your Potential Into Power” — (Second Session)***

Within all of us lies the potential to be more and to achieve more than we've ever thought possible. This session addresses the multi-faceted phenomenon of “Personal Effectiveness.” Simple, accessible ideas can assist us in maximizing our potential. Incorporating tools from a variety of disciplines, including accelerated learning, NLP, visualization, and many more, this presentation is designed to serve as a catalyst for change.

A potpourri of non-traditional ideas will spark the creativity innate to your being.

Without a doubt there is no such thing as “Professional Effectiveness” without “Personal Effectiveness” and no such thing as “Success” without both.

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**Dr. Robert Payne**, President of The National Institute of Health Care Futures — is a highly recognized expert with over 25 years experience in health care trends. His advice has been sought by present and former Administrations on health care issues and trends, with a proven track record for accuracy.

Considered a health care futurist with a pulse on the medical system's lifelines, Dr. Payne presents an informative and useful interaction with meeting attendees that will be drawn upon for months to come. His up-to-date information will assist you with the health care decisions vital to your practice. You won't want to miss his presentation!

### **Dr. Payne's Topic Is:**

#### ***“Health Care Issues and Trends, Information to Assist You With Health Care Decisions Vital to Your Practice”***

# KMGMA 1996 FALL CONFERENCE SCHEDULE

## Wednesday, September 18, 1996

4:00 p.m.-9:00 p.m.

Executive Committee Meeting -- *Salon G*

9:00 p.m.-11:00 p.m.

Exhibitor Setup--*Salons A-E*

7:00 p.m.

Insurance Committee--*Salon H*

7:00 p.m.

Rural Health Clinics--*Salon I*

7:00 p.m.

Human Resources--*Salon J*

## Thursday, September 19, 1996

7:00 a.m.-8:00 a.m.

Breakfast--*Quail Creek Ballroom (II-IV)*

7:00 a.m.-8:00 a.m.

New Member Orientation and Breakfast--*Quail Creek I*

7:00 a.m.-9:00 a.m.

Member Registration--*Ballroom Foyer*

7:00 a.m.-9:00 a.m.

Exhibitor Setup--*Salons A-E*

8:15 a.m.-8:30 a.m.

Welcome and Announcements--*Salons F-J*

**Kay Gerken, Pres. KMGMA & Dan Whitney**

8:30 a.m.-10:15 a.m.

"Third Party Reimbursement"--*Salons F-J*

Panel member Presentations, 15 minutes each

**John Knack- BC/BS, Chuck Klusener- Medicaid,**

**Doug Klise-Medicare, Marlon Dauner-PHS,**

**Bob Finuf-Principal & Martha Froetschner-Heartland**

10:15 a.m.-10:45 a.m.

Break-Exhibits-Prize Drawing--*Exhibit Hall Salons A-E*

10:45 a.m.-12:00 Noon

KMGMA Business Meeting (Members Only)--*Salons F-J*

12:00 Noon-1:15 p.m.

Lunch with Exhibitors--*Quail Creek Ballroom (I-IV)*

1:15 p.m.-2:45 p.m.

Breakout Session I

"Medicare and the Rural Health Clinic"--*Salons G-H*

**Heather M. Flores**

"Electronic Medical Records-Where are we now and Where are we going?"--*Salons I-J*

**Grant Cameron, M.D.**

"Conducting Your Own Human Resource Audit: What To Look For"--*Salon F*

**Paula Gabrault**

"Marketing A Medical Practice"--*Quail Creek I-II*

**Maggie Chamberlin**

2:45 p.m.-3:15 p.m.

Break-Exhibits-Prize Drawing--*Exhibit Hall, Salons A-E*

3:15 p.m.-4:45 p.m.

Breakout Session II (Workshops repeated)

6:00 p.m.

Dinner & Entertainment-See Details & Sign-up Sheet

## Friday, September 20, 1996

7:30 a.m.-8:30 a.m.

Breakfast--*Quail Creek Ballroom (I-IV)*

8:30 a.m.-9:00 a.m.

Break-Exhibits-Prize Drawing--*Exhibit Hall, Salons A-E*

9:00 a.m.-10:15 a.m.

"Thriving on Change Skills to Manage Tomorrow"--*Salons F-J*

**Joan Fox**

10:15 a.m.-10:45 a.m.

Break-Exhibits-Prize Drawing--*Exhibit Hall, Salons A-E*

10:45 a.m.-12:00 Noon

"Turning Your Potential Into Power"--*Salons F-J*

**Joan Fox**

12:00 Noon-1:30 p.m.

Lunch (Topical Tables)--*Quail Creek Ballroom (I-IV)*

1:30 p.m.-2:45 p.m.

"Health Care Issues and Trends"--*Salons F-J*

**Dr. Robert Payne**

2:45 p.m.-3:00 p.m.

Break

3:00 p.m.-4:30 p.m.

"Health Care Issues and Trends" (continued)--*Salons F-J*

**Dr. Robert Payne**

4:30 p.m.

Adjourn - Final Prize Drawing

## **BREAKOUT SESSIONS I AND II**

### **“Medicare and the Rural Health Clinic”**

*Heather M. Flores, Network Management Representative, AETNA Medicare.* This session gives a general overview of the Rural Health Care Program. Ms. Flores will discuss the correct submission of claims and how to review them as well as discussing the HCFA form used to submit insurance claims. She will also discuss Medicare secondary filing of insurance claims, automatic refunds and Aetna’s future role in Rural Health Care.

### **“Electronic Medical Records - Where are we now and Where are we going?”**

*Grant Cameron, M.D., Physician Executive of the Central Region, U.S.A..* Dr. Cameron is responsible for physician relationships and physician involvement in clinical systems (e.g. EMR, Clinical Repository, Physician Office, MSO initiatives) across this geography. He will be speaking on the latest information and updates in the area of Electronic Medical Records.

### **“Conducting Your Own Human Resource Audit: What To Look For”**

*Paula Gabrault, Director of Human Resource Services, DeFrain Mayer Lee & Burgess.* Paula Gabrault brings significant senior level human resource experience to the firm. She consults in training/organizational development, a variety of human resource disciplines, and conducts outplacement training for corporate clients from diversified industries as a senior member of the consulting staff. Her industry experience has included retail, finance and publishing. She will be speaking on a variety of human resource issues with a focus on conducting a human resource audit.

### **“Marketing A Medical Practice”**

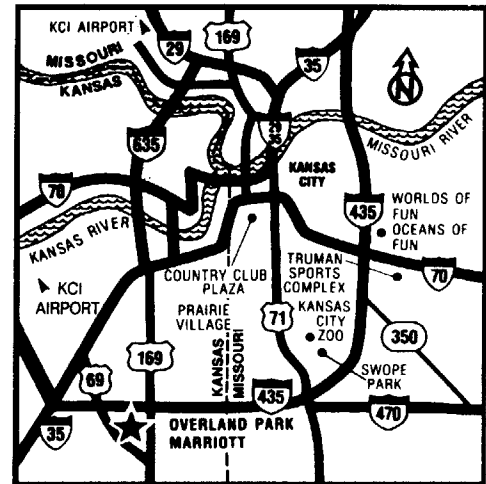
*Maggie Chamberlin, Vice President of Client Services and Director of Public Relations, The Lida Groups.* Maggie Chamberlin, a marketing communications consultant, has held both corporate communications and agency consulting positions during her 22-year career. In the medical industry she has served as marketing director for three years of a 36-physician multi-specialty practice. She will provide suggestions for marketing a medical practice to patients, referring physicians and third-party payers. She will cover corporate identity, graphic look, lobby enhancement, satisfaction surveys, marketing program ideas and other tips to help a medical practice grow and thrive in today’s marketplace.



OVERLAND PARK

**Marriott.**

10800 Metcalf Avenue  
Overland Park, Kansas 66210  
(913) 451-8000  
(800) 228-9290  
Fax: (913) 451-5914



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

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|------------------------|--|------------------|--|
| <b>President</b>       | Kay Gerken<br>Clinic Manager<br>Wichita Urology Group, P.A.<br>Wichita<br>(316) 685-1371     | <b>2nd Vice</b>  | Michael Samms<br>Executive Vice President / COO<br>Health Midwest Physicians Services Corp.<br>Kansas City, MO<br>(816) 276-9270 |
| <b>President Elect</b> | Steve Perkins<br>Chief Operating Officer<br>Wichita Clinic<br>Wichita<br>(316) 689-9315      | <b>Secretary</b> | Fred Vance, FACMPE<br>Administrator<br>Lincoln Center OB-GYN, P.A.<br>Topeka<br>(913) 233-5101                                   |
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