

**KANSAS
MEDICAL GROUP MANAGEMENT ASSOCIATION**



**Future Trends ...
&
Resulting Opportunities ??**

SPRING 1996 CONFERENCE

April 18-19, 1996

WICHITA



Wichita Airport Hilton
2098 Airport Road
Wichita, Kansas 67277

AFFILIATED WITH—Medical Group Management Association





FEATURED SPEAKERS

“Future Trends In Healthcare And Politics ... And Resulting Opportunities For You”

As CEO of the Congressional Institute for the Future, and as Vice President of Safeguard Scientifics, **Rob McCord** focuses on both the business and political implications of emerging trends, technologies and policy choices. With perspectives as both a Washington insider and a venture capitalist, McCord offers insights and expertise on finance, telecommunications, health care and the future consequences of current policy choices.

McCord has worked with more than 100 members of the U.S. House and Senate, leading policy makers and investors in business. On Capitol Hill, he has served as chief of staff, speech writer, legislative analyst and press secretary in a variety of Congressional offices and committees. His work has shaped legislation on many issues including health care, taxation and the environment.

His work at Safeguard Scientifics, a publicly traded partnership of technology companies, gives him special insights into the financial implications of new trends and technologies. In his role, McCord develops joint ventures and provides venture capital and marketing services for a wide variety of companies.

His outstanding communications skills helped him succeed as a top-rated teacher and as Director of the Business and Government Program at the University of Pennsylvania's Wharton School. A frequent radio and television commentator, and a published author, McCord has spoken to key audiences at hundreds of large conferences around the globe. He holds an MBA from the Wharton School, and he earned a bachelors degree with high honors from Harvard University.



“Managing Across Age Cohorts: Realities Of The Intergenerational Workplace” ***“Modifying Management Styles - Management Anorexia: The Problem And The Solution”***



Marilyn Moats Kennedy is founder and managing partner of Career Strategies, a 20-year-old career consulting firm in Wilmette, Illinois. She is also president of Moats/Kennedy, Inc., publishers of *Kennedy's Career Strategist*, a monthly, 16-page subscription newsletter about career planning, job hunting and office politics.

With more than 28 years of teaching, career planning and consulting experience as a university faculty member, an administrator, and a business owner, some of Kennedy's clients include: Allstate, American College of Physician Executives, American Organization of Nurse Executives, Medical Group Management Association, American Hospital Association, AT&T and British Columbia Health Service.

Kennedy makes more than 150 presentations per year throughout the country and her training sessions, which are custom designed, have reached more than 100,000 people. She has also written six books: *Office Politics: Seizing Power/Wielding Clout*, *Career Knockouts: How to Battle Back*, *Salary Strategies: Everything You Need to Know to Get the Salary You Want*, *Powerbase: How to Build It/How to Keep It*, *Office Warfare: Getting Ahead in the Aggressive 80s*, and *Glamour Guide*

to Office Smarts.

For eleven years, Kennedy was the “Job Strategies” editor for *Glamour* magazine. She is currently “Up the Organization” columnist for *Across the Board* magazine and is a frequent contributor to many national publications including *Working Woman*, *Boardroom Reports* and *Modern Maturity*. She has appeared on “20/20” and “Good Morning America.” With the Administrative Management Society, Kennedy wrote and appeared in a series of six job hunting/career planning videotapes widely used by career counselors and college placement offices.

Kennedy is past president of the Chicago Headline Club (SPJ/SDE) and the Chicago chapter of Women in Communications. She is the 1986 recipient of WICI's National Headliner award. She is listed in *Who's Who*, *Who's Who in American Women*, and *Who's Who in the Midwest*. She holds BSJ and MSJ degrees from Northwestern's Medill School of Journalism.

KMGMA 1996 SPRING CONFERENCE SCHEDULE

Wednesday, April 17, 1996

4:00 p.m.-9:00 p.m.	Executive Committee Meeting-- <i>Consulate I</i>
9:00 p.m.-11:00 p.m.	Exhibitor Setup-- <i>Emerald Ballroom, Salons I & II</i>
7:00 p.m.	Insurance Committee-- <i>(Room to be assigned)</i>
7:00 p.m.	Rural Health Clinics-- <i>(Room to be assigned)</i>
7:00 p.m.	Human Resources-- <i>(Room to be assigned)</i>
7:00 p.m.	Legislative Committee-- <i>(Room to be assigned)</i>

Thursday, April 18, 1996

7:00 a.m.-8:00 a.m.	Breakfast-- <i>Presidential 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>Emerald Ballroom, Salons I & II</i>
8:15 a.m.-8:30 a.m.	Welcome and Announcements-- <i>Emerald Ballroom, Salons III & IV</i>
8:30 a.m.-10:00 a.m.	"Future Trends In Healthcare And Politics... And Resulting Opportunities For You"-- <i>Emerald Ballroom, Salons III & IV</i> Rob McCord
10:00 a.m.-10:30 a.m.	Break - Exhibits - Prize Drawing-- <i>Exhibit Hall, Salons I & II</i>
10:30 a.m.-12:00 Noon	KMGMA Business Meeting (Members Only)-- <i>Emerald Ballroom, Salons III & IV</i>
12:00 Noon-1:15 p.m.	Lunch with Exhibitors-- <i>Presidential Ballroom</i>
12:00 Noon-1:15 p.m.	New Member Orientation and Luncheon-- <i>Legend's Club</i>
1:15 p.m.-2:45 p.m.	Breakout Session I "Moving Your Group from Fee-for-Service to Managed Care"-- <i>Amphitheater</i> Jo Ellen Bertram "Developing Outcomes and Other Performance Measures"-- <i>Salon III</i> Danielle Halsel "Reasons or Results"-- <i>Salon IV</i> Lisa B. Norr
2:45 p.m.-3:15 p.m.	Break - Exhibits - Prize Drawing-- <i>Exhibit Hall, Salons I & II</i>
3:15 p.m.-4:45 p.m.	Breakout Session II (Workshops repeated)
6:00 p.m.	Dinner & Entertainment - See Details and Sign-up Sheet Enclosed

Friday, April 19, 1996

7:30 a.m.-8:30 a.m.	Breakfast-- <i>Presidential Ballroom</i>
8:30 a.m.-9:00 a.m.	Break - Exhibits - Prize Drawing-- <i>Exhibit Hall, Salons I & II</i>
9:00 a.m.-10:15 a.m.	"Managing Across Age Cohorts: Realities Of The Intergenerational Workplace"-- <i>Emerald Ballroom, Salons III & IV</i> Marilyn Moats Kennedy
10:15 a.m.-10:45 a.m.	Break - Exhibits - Prize Drawing-- <i>Exhibit Hall, Salons I & II</i>
10:45 a.m.-12:00 Noon	"Managing Across Age Cohorts: Realities Of The Intergenerational Workplace" (continued)-- <i>Emerald Ballroom Salons III & IV</i> Marilyn Moats Kennedy
12:00 Noon-1:30 p.m.	Lunch (Topical Tables)-- <i>Presidential Ballroom</i>
1:30 p.m.-2:45 p.m.	"Modifying Management Styles - Management Anorexia: The Problem" (continued)-- <i>Emerald Ballroom Salons III & IV</i> Marilyn Moats Kennedy
2:45 p.m.-3:00 p.m.	Break
3:00 p.m.-4:30 p.m.	"Modifying Management Styles - Management Anorexia: The Solutions" (continued)-- <i>Emerald Ballroom Salons III & IV</i> Marilyn Moats Kennedy
4:30 p.m.	Adjourn - Final Prize Drawing

BREAKOUT SESSIONS I and II

"Moving Your Group from Fee-for-Service to Managed Care"

Jo Ellen Bertram, Director of Payer Relations with Health Systems Minnesota, St. Louis Park, Minnesota. What are the key elements necessary to move your medical group into managed care? Are they present in your group? Can you develop them? To do so will involve changes in how your practice thinks. Focus topics will include: (1) the importance of a strong group commitment (2) how to provide care that retains quality but reduces costs (3) a team approach to providing care for a group of patients (4) redefining physician productivity and implications for compensation and (5) new reporting measurements that help one to understand managed care costs.

"Developing Outcomes and Other Performance Measures"

Danielle Halsel of Integrated Strategies is a writer, teacher and medical management consultant whose healthcare career has spanned 15 years. She is nationally recognized for her expertise in managed care, peer review, Medicare compliance, coding, fee schedules, utilization review and quality improvement. As a result of the changes in health care, Ms. Halsel has conducted seminars in the areas of Medicare changes, managed care, RBRVS, PRO management, and creating and revising fee schedules and CPT coding. Her workshops are informal, relaxed and oftentimes humorous as she guides participants through practical and profitable solutions to Medicare and private carrier requirements.

Ms. Halsel received a Bachelor of Science degree in cellular and organismal biology from the University of Kansas and is affiliated with the following professional societies: Kansas Association for Health Care Quality (formerly known as the Kansas Prospective Payment Professionals Organization), Past President; Johnson County Mental Health Association, Past President; Metropolitan Medical Society of Greater Kansas City, Third Party Review Committee; Kansas City Area Hospital Association Task Private Review Group; National Health Lawyers Association; Penn Valley Community College, Advisory Board Member; American Medical Peer Review Association; Midwest Center of Bioethics; National Association of Quality Assurance Professionals.

"Reasons or Results"

Lisa B. Norr, of Integrated Strategies, has over 25 years' experience in healthcare, as a nurse, practice administrator and consultant. She is a specialist in physician office management, including billing, collections, personnel and guest relations. She has conducted practice assessments, implemented recommendations and designed systems for monitoring performance in single and multi-specialty clinics nationwide.

Additionally, Ms. Norr co-developed The Medical Service Center which is comprised of many elements necessary for a quality-oriented, efficient medical practice. Complete with employee and physician job descriptions, objective mechanisms for review and accountability, policies and procedures for most office functions, educational tools, including seminars and self-study materials, The Medical Service Center constitutes one of the nation's most comprehensive systems to ensure service, productivity and patient, employee and physician satisfaction.

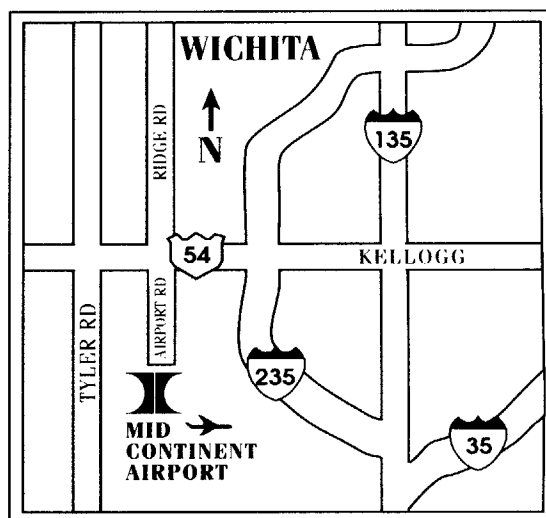


WICHITA



Wichita Airport Hilton

2098 Airport Road
Wichita, Kansas 67277
(316) 945-5272
1 (800) HILTONS
(316) 945-7620
Fax: (316) 945-7620



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

President Kay Gerken
Administrator
Mid-Kansas Pediatric Associates, P.A.
Wichita
316-682-0411

President Elect Steve Perkins
Chief Operating Officer
Wichita Clinic
Wichita
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1st Vice President Diana Jarvis
Director of Physician Clinics
St. Francis Hospital & Medical Center
Topeka
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Kansas City, MO
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Secretary Fred Vance, FACMPE
Administrator
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Topeka
913-233-5101

Treasurer Kim Weaver, CPA
Wichita Nephrology Group, P.A.
Wichita
316-263-5891



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