

**KANSAS
MEDICAL GROUP MANAGEMENT ASSOCIATION**



“HIGHWAY TO SUCCESS”

SPRING 1997 CONFERENCE

April 17-18, 1997

WICHITA

Marriott®

**9100 Corporate Hills Drive
Wichita, Kansas 67207**

AFFILIATED WITH—Medical Group Management Association





FEATURED SPEAKERS



Cheryl Landon, Educator, Lecturer & Author. Ms. Landon, the eldest daughter of the late actor and humanitarian, Michael Landon, is now carrying on her father's legacy. Cheryl is fulfilling a promise she made to her dad which is chronicled in her book *I Promised My Dad*. Twenty-three years earlier, following a tragic car accident that killed three others, Michael Landon made a promise to God in return for Cheryl's life... a promise that was the turning point in his career. Ms. Landon now passes on her father's lessons in improving your life. Excerpts from her father's TV show "Little House on the Prairie" helps to illustrate how to gain confidence, self-sufficiency and decision making skills necessary for meeting today's challenges.

Cheryl holds degrees in Drama-Education, Speech, Special Education, and Curative Education. For the past five years, Cheryl has toured the USA and Japan addressing thousands as well as making personal appearances on television and radio including: Oprah Winfrey Show, CBS Good Morning, CNN's Sonya Live, John and Leeza, Geraldo, Vicki, NBC's The Other Side - Tribute to Michael Landon, and CBS's 11th Annual Hall of Fame Induction of Michael Landon.

Ed Kelsay, CAE and ASAE Fellow. Ed Kelsay is an attorney, medical association executive, and President of his own medical practice management seminar and consulting firm, Ed Kelsay and Associates, Inc. He also serves as the Malpractice Loss Prevention Manager for Oklahoma's physician owned professional liability insurance company and as a risk management consultant to several other physician owned malpractice insurance companies around the United States.



Ed served the Oklahoma State Medical Association in various capacities for over 28 years. Most recently he spent 16 years as the Association's General Counsel and Associate Executive Director, until leaving in late 1995 to become a full time professional speaker and consultant.

Over the past 25 years he has given hundreds of talks to all kinds of audiences and conducted well over 1000 business management and/or malpractice loss prevention seminars for physicians and medical office personnel. In 1986 Ed Kelsay was one of the first 17 association executives in the United States to be awarded the ASAE Fellow designation by the American Society of Association Executives. He earned the Certified Association Executive (CAE) designation in 1979. He is an adjunct instructor on medical law and practice management for the Department of Family Practice at the University of Oklahoma Medical School and has written 17 booklets on medical office management and medical malpractice loss prevention. Ed Kelsay is a humorist and motivational after dinner speaker.

David B. Pursell, Attorney-at-Law. Mr. Pursell is a shareholder and director at Shughart, Thomson & Kilroy. He practices in the areas of employee benefits, health care, corporate taxation, and general corporate law. In the health care area, he advises physicians, professional corporations, and other health care providers on issues facing the health care profession. These include Medicare fraud and abuse, Stark II and payment issues, business and tax planning for traditional practice structures, design and implementation of IPA's, MSO's, and other alternative practice structures. He is the co-author of "Legal Remedies for Denied Claims and Delinquent Accounts," PAIN DIGEST 1:20-127(1991).

Mr. Pursell is the president-elect of the Lawyers Association of Kansas City, he previously served as the group's treasurer. He is a director and former treasurer of The Foundation of the Lawyers Association of Kansas City. He is a member of the Employees Benefits Committees of American Bar Association, The Missouri Bar Association and the Kansas City Metropolitan Bar Association, Mr. Pursell is a graduate from Grinnell College 1979 and received his J.D. degree from the University of Missouri-Columbia in 1988. He was a member of the "Missouri Law Review" and the Order of the Coif.

KMGMA 1997 SPRING CONFERENCE SCHEDULE

Wednesday, April 16, 1997

5:30 p.m.-10:00 p.m.

5:30 p.m.- ????

6:30 p.m. - 7:30 p.m.

7:00 p.m.

7:00 p.m.

7:00 p.m.

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

Executive Committee Meeting -- *Executive Board Room*

Hospitality Reception -- *Suite #217*

Executive Committee Dinner -- *Executive Board Room*

Insurance & Legislative Committees -- *Topeka Room*

Rural Health Committee -- *Sedgwick Room*

Human Resources Committee -- *Arkansas Room*

Exhibitor Setup -- *Salons A-D, Pre-Assembly Area*

Thursday, April 17, 1997

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

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

7:00 a.m.-8:15 a.m.

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

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

8:30 a.m.-10:00 a.m.

10:00 a.m.-10:30 a.m.

10:30 a.m.-12:00 Noon

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

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

Breakfast -- *Atrium*

Member Registration -- *Pre-Assembly Area*

New Member Orientation and Breakfast -- *Arkansas Room*

Exhibitor Setup--*Salons A-D, Pre-Assembly Area*

Welcome and Announcements--*Salons E-H*

"The Health Insurance Portability and Accountability Act"

David B. Pursell, Attorney-at-Law- -- *Salons E-H*

Break-Exhibits- Drawing---*Salons A-D Pre-Assembly Area*

KMGMA Business Meeting (Members Only)--*Salons E-H*

Lunch with Exhibitors--*Atrium*

Breakout Session I

A. "KMS & Legislative Update"

Meg Henson -- Salon 1

B. "Harassment in the Work Place"

Paula Gabrault -- Salon 2

C. "What is the ACMPE?"

Fred Vance, FACMPE - *Sedgwick Room*

Break-Exhibits-Drawing--*Salons A-D, Pre-Assembly Area*

Breakout Session #2 (repeated from #1)

Hospitality Reception -- *Suite 217*

Old Town Entertainment (See flyer)

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

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

5:00 p.m.-6:00 p.m.

6:15 p.m.

Friday, April 18, 1997

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

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

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

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

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

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

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

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

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

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

4:30 p.m.

Breakfast--*Atrium*

Break-Exhibits- Drawing--*Salons A-D, Pre-Assembly Area*

"**Highway to Success**"--*Salons E-H*

Cheryl Landon

Break-Exhibits-Drawing--*Salons A-D, Pre-Assembly Area*

"Highway to Success" continues --*Salons E-H*

Cheryl Landon

Lunch (Topical Tables)---*Atrium*

Autograph Book Fair with Cheryl Landon

"Successful Communications"—*Salons E-H*

Ed Kelsay, Attorney-at-Law

Break

"Successful Communications" continues —*Salons E-H*

Ed Kelsay, Attorney-at-Law — *Salons E-H*

Final Drawings and Adjournment

BREAKOUT SESSIONS I AND II

"Kansas Medical Society and Legislative Update"

Meg Henson, Director of Government Affairs and Associate General Counsel for Kansas Medical Society (KMS). Originally, from Topeka, Ms. Henson currently resides in Lawrence. She received her B.A. in political science and J.D. degrees from the University of Kansas. Prior to coming to KMS, Meg worked as the Legislative Assistant to former Senate President, Bud Burke in the State Capitol. Ms. Henson's current responsibilities include: assisting with planning, organization and coordination of KMS public policy goals; representing the interests of KMS physicians at the Kansas legislature during the legislative session; collaborating with the American Medical Association to help lobby members of Congress; researching policy and legal issues affecting health care; and assisting KMS on legal matters. She also participates in public relations activities of KMS.

"Harassment in the Work Place"

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 human resource issues with a focus on all types of harassment which are currently invading the work place.

"What is the American College of Medical Practice Executives?"

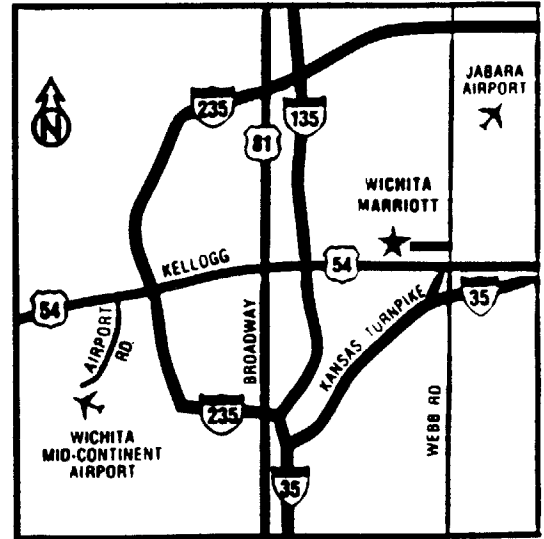
Fred Vance, FACMPE has been the Administrator of the Lincoln Center OB-GYN, P.A. in Topeka and Lawrence for the past eight years, and has a total of over twenty-three years experience in hospital and clinic management. He has attended the University of Kansas and obtained a BAS degree from East Texas Baptist University with a major in business management. In 1978, Fred joined the national MGMA organization and has served as State Forum representative for the past four years. He joined the ACMPE in 1984, became a Fellow in 1990, and served three years on the national Professional Papers Committee. He has served annually for the past six years as an oral examiner and essay examiner for the College exams.

His presentation for this conference will provide an introduction to MGMA and ACMPE. He will review membership requirements as well as advantages of belonging to MGMA and ACMPE. At the Fall meeting, a tutorial session will be available to discuss how to prepare for the College exams and professional paper for Fellow status.



WICHITA Marriott.

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

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