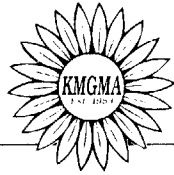


**KANSAS  
MEDICAL GROUP MANAGEMENT ASSOCIATION**



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***3rd  
Millennium  
Thinking***

**FALL 1998 CONFERENCE**

**September 16-18, 1998**

Overland Park Marriott

**Marriott.**

108 Metcalf Avenue  
Overland Park, Kansas 66210

*AFFILIATED WITH—Medical Group Management Association*





## FEATURED SPEAKERS



**Kenneth B. Lerman**

Ken Lerman is a recognized national and international business owner consultant who specializes in building the business performance of privately held companies. Most of his work focuses on building business profit margins through the application of value added business

strategy to companies who have traditionally performed under a commodity-oriented mentality.

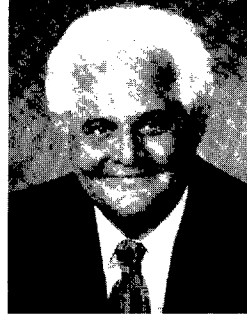
Mr. Lerman was born and raised in Brooklyn, New York. After two tours of duty in Vietnam, Mr. Lerman returned to New York for a short period of time before moving to Kansas to attend the College of Emporia, where he earned his undergraduate degree with honors. After studying corporate and tax law at Washburn Law School, Mr. Lerman received his MBA from Emporia State University.

Mr. Lerman has worked for major Fortune 100 companies as the brand manager on well-known products for the H. J. Heinz Company and Johnson & Johnson Baby Products Company. In 1981, he returned to Kansas as the Pizza Marketing Director for Pepsico/Pizza Hut, and for two years before its sale, he was the Marketing Director for Taco Tico.

In his topic "Baby Boomer Positive Next Steps", Mr. Lerman will provide you many humorous and provocative insights on how our world and our U.S. society evolved to where it is today and where it is moving to as we enter the third millennium.

With his unique storytelling style, Ken will help you enter the 3rd millennium "thinking" about what you need to do to love and value every aspect of your life - from work, to where you live, to what you do with your time. Learn how you can begin and enjoy thinking about a happy and successful place for yourself during the early years of the next century. The opportunities for personal joy and celebration are many and are attainable. Just open your eyes and realize the way it's always been!

Mr. Lerman will be presenting "Personal Strategic Planning in the 21st Century", the second part of "Baby Boomer Positive Next Steps", as a breakout session.



**Michael F. Vance**

Mike Vance is a distinguished name in speaking and communicating because of his exciting style and unique content. His fast-paced delivery sprinkled with good natured humor make him one of the most stimulating speakers and sought-after

teachers. USA TODAY named him one of the five most requested speakers in the United States.

Mike is Chairman and Co-founder of the Creative Thinking Association of America, which is highly respected for its unique methods of fostering creativity and originality; and for creating unique work environments for clients around the world that combine the physical place with creative techniques to produce innovative results.

Mike worked closely with Steve Jobs in the start-up phase of Apple Computer. A.C. (Mike) Markkula, Chairman of Apple said, "We could not have done what we did at Apple without Mike Vance".

Mike was in charge of idea and people development for seven years at Walt Disney Studio, Disneyland and Walt Disney World. He worked with Walt Disney on the early planning of EPCOT Center and was Dean of Disney University. He is considered one of the world's leading experts in developing people and training. Walt Disney said, "Mike is one of the most creative guys I've met in a long time. He'll take you down new roads, no matter how many you've been down before...".

Mike began talking about "Out of the Box Thinking" nearly thirty years ago, popularizing in his talks, the phrase, "Think Out of the Box". His presentation will show you how to break out of old thought patterns and into innovative and unique thinking habits.

Mike Vance stimulates the imagination of people around the world with his provocative creative thinking tools and proven techniques. He will present a tested FORMULA FOR SUCCESS which will take you down new roads for *Thinking Out of the Box*, with practical "HOW TO" methods. Examples of provocative people who demonstrate "Out of the Box Thinking" are inter-woven throughout: Walt Disney, Frank Lloyd Wright, Jack Welch, Louis L'Amour, Thomas Edison and more.

## KMGMA 1998 FALL CONFERENCE SCHEDULE

### Wednesday, September 16, 1998

6:00 p.m. - 9:00 p.m.	Executive Committee Meeting -- <i>Quail Creek I</i>
5:30 p.m. - ??? p.m.	Hospitality Reception -- <i>Suite #1009</i>
7:00 p.m. - 8:00 p.m.	Executive Committee Dinner -- <i>Quail Creek I</i>
7:00 p.m.	Insurance & Legislative Committees -- <i>Quail Creek II</i>
7:00 p.m.	Human Resources Committee -- <i>Quail Creek III</i>
8:00 p.m.	Rural Health Committee -- <i>Quail Creek IV</i>
9:00 p.m. - 11:00 p.m.	Exhibitor Setup -- <i>Salons F - J</i>

### Thursday, September 17, 1998

7:00 a.m. - 9:00 a.m.	Member Registration -- <i>Grand Ballroom Hallway</i>
7:00 a.m. - 8:00 a.m.	Breakfast -- <i>Quail Creek I - III</i>
7:00 a.m. - 8:00 a.m.	New Member Orientation and Breakfast -- <i>Quail Creek IV</i>
7:00 a.m. - 9:00 a.m.	Exhibitor Setup -- <i>Salons F - J</i>
8:15 a.m. - 8:30 a.m.	Welcome and Announcements -- <i>Salons A - E</i>
8:30 a.m. - 10:00 a.m.	"Baby Boomer Positive Next Steps" <b>Kenneth B. Lerman</b> -- <i>Salons A - E</i>
10:00 a.m. - 10:30 a.m.	Break - Exhibits - Drawing -- <i>Salons F - J</i>
10:30 a.m. - 12:00 Noon	KMGMA Business Meeting (Members Only) -- <i>Salons A - E</i>
12:00 Noon - 1:15 p.m.	Lunch with Exhibitors -- <i>Quail Creek Ballroom (I - IV)</i>
1:15 p.m. - 2:45 p.m.	Breakout Session #1 A. "Personal Strategic Planning in the 21st Century" <b>Kenneth B. Lerman</b> -- <i>Salons A - B</i> B. "Building Your Net Worth" <b>Carnick &amp; Rainsberger</b> -- <i>Salons C - D</i> <b>Craig Evans Carnick, CFP</b> <b>Ellis D. Rainsberger</b> C. "Risk Contracts: An Update" <b>James B. Albertson III, JD, CPA, FHFMA</b> -- <i>Salon E</i>
2:45 p.m. - 3:15 p.m.	Break - Exhibits - Drawing -- <i>Salons F - J</i>
3:15 p.m. - 4:45 p.m.	Breakout Session #2 - Repeat of Session #1
5:15 p.m. - 6:00 p.m.	Social -- <i>Quail Creek Ballroom (I - IV)</i>
6:00 p.m. - 7:00 p.m.	Dinner -- <i>Quail Creek Ballroom (I - IV)</i>
7:00 p.m. - 9:00 p.m.	Entertainment (see flyer) -- <i>Quail Creek Ballroom (I - IV)</i>

### Friday, September 18, 1998

7:30 a.m. - 8:30 a.m.	Breakfast -- <i>Quail Creek I - III</i>
7:30 a.m. - 8:30 a.m.	Past Presidents Breakfast -- <i>Quail Creek IV</i>
8:30 a.m. - 9:00 a.m.	Break - Exhibits - Drawing -- <i>Salons F - J</i>
9:00 a.m. - 10:15 a.m.	"Think Out of the Box" <b>Michael F. Vance</b> -- <i>Salons A - E</i>
10:15 a.m. - 10:45 a.m.	Break - Exhibits - Drawing -- <i>Salons F - J</i>
10:45 a.m. - 12:00 Noon	"Think Out of the Box" <b>Michael F. Vance</b> -- <i>Salons A - E</i>
12:00 Noon - 1:30 p.m.	Lunch (Topical Tables) -- <i>Quail Creek Ballroom (I - IV)</i>
1:30 p.m.	Adjournment

## BREAKOUT SESSIONS 1 and 2

### **“Personal Strategic Planning in the 21st Century”**

**Kenneth B. Lerman, President, North American Marketing.** This session is the second part of Mr. Lerman’s “Baby Boomer Positive Next Steps” keynote address. This timely presentation will jump-start your thinking and motivate you to build your own “PSP” - Personal Strategic Plan - that will assist your taking positive next steps into the 21st century and begin making your dreams a reality.

Since 1985, Ken Lerman has developed a solid and growing reputation as a leading consultant to business owners across North America. He actively gives lectures and business seminars to industry associations, individual corporations and business owners. Over the past 10 years, Ken has repositioned, started up and built businesses within diverse industries and among a wide variety of companies. He finds great joy in improving business performance and profitability.

### **“Building Your Net Worth”**

**Craig Evans Carnick, CFP and Ellis D. (Bud) Rainsberger, Carnick & Rainsberger, Personal Financial Advisors.** This highly interactive workshop will provide the practice administrator with crucial tools to elevate his/her professional standing within the rapidly changing context of today’s managed medical environment. Attendees will learn how they can assist their physician colleagues in dealing with many of the vexing personal and professional financial matters that assault a contemporary medical practice. Information about the changing world of modern personal finance will be interwoven with coaching techniques and case studies to provide up-to-the-minute strategies attendees can put into action the day they return to their practices.

Carnick & Rainsberger has been serving clients since 1975 as a fee-only financial advisory firm based in Colorado Springs, Colorado, with a satellite office in Hutchinson, Kansas. They have three specific areas of expertise: Financial Planning, Investment Management Consulting, and Business Advisory Services. Craig Evans Carnick is a founding partner of the firm. He has a business management degree and received a Certified Financial Planner (CFP) designation in 1977. Ellis D. (Bud) Rainsberger is also a founding partner in the firm who received his accounting degree from Kansas State University. Both men are frequent lecturers to civic and professional groups nationwide. Both have appeared as financial commentators on television news interviews for NBC and CBS affiliates as well as interviewed and quoted for articles in various publications including *The Wall Street Journal*.

### **“Risk Contracts: An Update”**

**James B. Albertson III, JD, CPA, FHFMA, Director of Integration Services, ProSTAT Resource Group.** During this session, Mr. Albertson will focus on an overview of the risk contracting market, which will include various examples of risk sharing through provider networks and risk sharing through provider compensation. He will also discuss risk parameters to negotiate in the contract along with examples of contract provisions to watch out for.

Mr. Albertson holds a Master’s degree in Business Administration and a Juris Doctorate degree with honors. He began his career as a CPA in a large firm, specializing in health care reimbursement, tax and financial management. He continued his involvement in the financial and management aspects of health care as the Chief Financial Officer of a 325-bed acute care hospital. Currently, he provides business consulting to health care providers. Mr. Albertson has written and published articles relating to acquisition and merging of physician practices, antitrust in the health care industry, physician networking, fraud and abuse, managed care contracting, and various other topics related to health care.



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