

**KANSAS
MEDICAL GROUP MANAGEMENT ASSOCIATION**



“The Joy of Stress”

SPRING 1998 CONFERENCE

April 16-17, 1998

WICHITA

Marriott®

9100 Corporate Hills Drive
Wichita, Kansas 67207

AFFILIATED WITH—Medical Group Management Association





FEATURED SPEAKERS



Mary W. Patterson

For over 15 years, Mary Patterson has served as the President and a Principal of Trans-Century – a managed health care consulting firm active throughout the country. In her 25 years of experience within the health care field, she has used her expertise in managed care contract negotiation and implementation,

improving operational efficiency and assessing state and federal regulation compliance. Ms. Patterson's experience has focused on analysis, development and operation of managed care networks for a broad range of organizations, including multi-hospital systems, provider networks, physician organizations, nationally-based insurance companies and self-funded employer groups.

In addition, Ms. Patterson has assisted existing managed care programs and provider networks in all phases of organizational development and growth. She has designed and conducted marketing feasibility analyses, assisted in the implementation of provider relations systems including hospital and physician fee schedules and helped to establish medical provider credentialing and contracting guidelines. Her most recent experience involves educational programs for providers, teaching them how to operate in a capitated environment. She has been responsible for successfully implementing programs that enable providers and networks to progress to the next generation of managed care.

Prior to founding Trans-Century, Ms. Patterson served as a Hospital Administrator in New Mexico and Colorado, as well as Chief Executive Officer at Health Maintenance Organizations and Preferred Provider Networks in Texas and Louisiana. She has extensive experience with both Medicare and Medicaid issues.

Mary Patterson graduated Magna Cum Laude from Trinity University in San Antonio, Texas. She holds an undergraduate degree in Political Science and a Masters degree in Health Care Administration. In addition to her consulting work, she is a member of the Texas Hospital Association, the American Association of Healthcare Consultants, the IPA Association of America and the American Association of Integrated Healthcare Delivery Systems. She also holds a National Managed Care Certification from the National Professional Education Institute, Inc. Ms. Patterson frequently speaks on the practical aspects of how providers can manage managed care.



Ms. Loretta LaRoche

Stress effects us in many different ways. It raises our blood pressure, increases our chances of heart attack and stroke, affects our job performance, concentration, digestion, sleep, and sex life. Much as we'd like to, we can't always eliminate the sources of stress in our lives, but Loretta LaRoche has found the key

to help us deal with day to day disasters in a healthy way. That key is humor.

Doctors have long speculated that laughter is a healthy prescription for the body as well as the mind, and recent mind/body research strongly supports this belief. But it takes a dynamic, gifted presenter like Loretta to bring the healing power of humor to life for an audience.

Loretta senses the absurdity in our daily lives. She believes we have lost perspective and exaggerate everything we do. Although life's inconveniences are trivial, we stress over things like leaving the cap off the toothpaste, not finding a parking space, or driving in too much traffic. These minor happenings of life become major issues and our bodies have begun to pay the toll. We have become a society of stress-related illnesses. Loretta holds a funhouse mirror up, letting us see our foibles and frailties as sources of amusement rather than sources of anxiety. She touches the familiar in all of us.

Receiving her Bachelor's Degree in Speech Therapy and Communication Arts from Hofstra University, Loretta has done post-graduate work in dance therapy, and is certified in behavior modification, hypnotherapy, and aerobic fitness. She is adjunct faculty of the Mind/Body Medical Institute, an affiliate of Harvard Medical School.

For over twenty years, Loretta has been a consultant in the field of fitness, health, and personal development to individuals, organizations, corporations and hospitals. Her belief that the potential of the human spirit is limitless led her to create a company which coordinates seminars in personal development for social workers, teachers, nurses and other health care professionals.

Loretta's highly successful 1995 PBS special, "The Joy of Stress," produced by WGBH in Boston, has been airing nationally to rave reviews and was nominated for a regional Emmy award. Her newest special for PBS is "Humor Your Stress," and focuses on how we have lost sight of what's important in life – being nice to each other, loving, having fun and just enjoying life.

"I've been blessed with a talent for making people laugh," she says, "and I believe that laughter is the most effective tool we have in overcoming stress and the limitations it puts on our lives. But what I do is serious; this is more than just fun and games. My goal is to help people discover options, live joyfully, and see the humor in themselves."

KMGMA 1998 SPRING CONFERENCE SCHEDULE

Wednesday, April 15, 1998

6:00 p.m. - 9:00 p.m.	Executive Committee Meeting -- <i>Executive Board Room</i>
5:30 p.m. - ??? p.m.	Hospitality Reception -- <i>Suite #1015</i>
7:00 p.m. - 8:00 p.m.	Executive Committee Dinner -- <i>Executive Board Room</i>
7:00 p.m.	Insurance & Legislative Committees -- <i>Topeka Room</i>
7:00 p.m.	Human Resources Committee -- <i>Arkansas Room</i>
8:00 p.m.	Rural Health Committee -- <i>Sedgwick Room</i>
9:00 p.m. - 11:00 p.m.	Exhibitor Setup -- <i>Salons A-D, Pre-Assembly Area</i>

Thursday, April 16, 1998

7:00 a.m. - 8:00 a.m.	Breakfast -- <i>Atrium</i>
7:00 a.m. - 9:00 a.m.	Member Registration -- <i>Pre-Assembly Area</i>
7:00 a.m. - 8:15 a.m.	New Member Orientation and Breakfast -- <i>Arkansas Room</i>
7:00 a.m. - 9:00 a.m.	Exhibitor Setup -- <i>Salons A-D, Pre-Assembly Area</i>
8:15 a.m. - 8:30 a.m.	Welcome and Announcements -- <i>Salons E-H</i>
8:30 a.m. - 10:00 a.m.	“Challenges, Choices, Changes....Are you ready for the year 2000?” Mary W. Patterson -- <i>Salons E-H</i>
10:00 a.m. - 10:30 a.m.	Break - Exhibits - Drawing -- <i>Salons A-D, Pre-Assembly Area</i>
10:30 a.m. - 12:00 Noon	KMGMA Business Meeting (Members Only) -- <i>Atrium</i>
12:00 Noon - 1:15 p.m.	Lunch with Exhibitors -- <i>Salons E-H</i>
1:15 p.m. - 2:45 p.m.	Breakout Session #1 A. “Hiring and Motivating Employees” Dr. Gerald H. Graham -- <i>Salon 1</i> B. “Issues in Changing Technology” Dr. Phillip T. May, CPA -- <i>Salon 2</i> C. “Internal Controls” Baird, Kurtz & Dobson, CPAs -- <i>Sedgwick Room</i> John Harris, CPA Larry Van Horn, CPA
2:45 p.m. - 3:15 p.m.	Break - Exhibits - Drawing -- <i>Salons A-D, Pre-Assembly Area</i>
3:15 p.m. - 4:45 p.m.	Breakout Session #2 - Repeat of Session #1
5:30 p.m. - 9:00 p.m.	Dinner & Entertainment (see flyer)

Friday, April 17, 1998

7:30 a.m. - 8:30 a.m.	Breakfast -- <i>Atrium</i>
8:30 a.m. - 9:00 a.m.	Break - Exhibits - Drawing -- <i>Salons A-D, Pre-Assembly Area</i>
9:00 a.m. - 10:15 a.m.	“The Joy of Stress: Humor as a Coping Mechanism” Loretta LaRoche -- <i>Salons E-H</i>
10:15 a.m. - 10:45 a.m.	Break - Exhibits - Drawing -- <i>Salons A-D, Pre-Assembly Area</i>
10:45 a.m. - 12:00 Noon	“The Joy of Stress: Humor as a Coping Mechanism” Loretta LaRoche -- <i>Salons E-H</i>
12:00 Noon - 1:30 p.m.	Lunch (Topical Tables) -- <i>Atrium</i>
1:30 p.m.	Adjournment

BREAKOUT SESSIONS 1 and 2

“Hiring and Motivating Employees”

Dr. Gerald H. Graham, Dean of the W. Frank Barton School of Business, Wichita State University. Dr. Graham's session will cover the following topics: 1.) How the effective organizations hire and screen employees, 2.) Five things you can do to keep good employees, 3.) Motivating employees, and 4.) How the tools of a good evaluation help in keeping and motivating good employees.

Dr. Graham has made management presentations to more than 250,000 participants in 44 states and Canada. He also has been the recipient of the Wichita State University Excellence in Teaching Award and the Barton School of Business Teaching Award. Dr. Graham has published four management textbooks, which have been adopted nationally, and numerous research articles. He also writes a semimonthly column for the Knight-Ridder newspaper chain and for more than twelve years, he published The Applied Management Newsletter, a monthly management training publication.

“Issues in Changing Technology”

Dr. Phillip T. May, Professor of Accountancy, W, Frank Barton School of Business, Wichita State University. This session will examine the impact of technology changes in the next 5 years and how these changes will effect your use of technology. Consideration will be given to changes in hardware, software, storage, imaging, transmission, internal control elements of computerized systems, and implications beyond the basics of the Year 2000 problem. Coverage will be given to the top 10 technologies and the top 10 technology risk exposures which are certain to face all computer system users.

Dr. May has a Ph.D. degree from the University of Wisconsin, Madison and holds CPA certificates in Wisconsin and Kansas. He has taught at Wichita State University for 24 years and previously held teaching positions at Washington University (St. Louis) and the University of Illinois, Urbana-Champaign. Dr. May is the author of two textbooks, one on computers and programming and one on financial accounting, and is the author of articles in the computer systems, auditing, and financial accounting areas. Dr. May's work experience includes public accounting with Arthur Andersen & Co., industrial accounting experience with the Monsanto Company as well as with several other firms.

“Internal Controls”

John Harris, CPA, Partner and Larry Van Horn, CPA, Partner, Baird, Kurtz & Dobson. Internal controls consist of methods and procedures used to help safeguard the assets of a business from fraud, embezzlement, misappropriation of assets and fraudulent reporting. This session will discuss the need for internal accounting controls and the methods which should be considered in establishing an accounting system. Small businesses with limited personnel pose special problems with the implementation of procedures designed to limit access to assets. This session will focus on practical controls that minimize the risks for small to medium sized businesses with respect to fraud and embezzlement as well as review issues relating to the need for accurate financial reporting in financial statements.

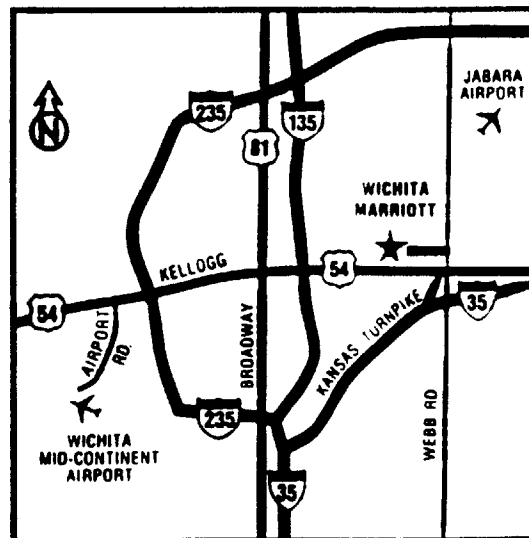
Baird, Kurtz & Dobson (BKD) is a 75 year old regional CPA firm providing a full range of tax, accounting, auditing and consulting services from 20 office locations in seven states. Healthcare is the largest industry specialty for the firm, comprising 28.5% of the firms overall practice. John Harris is a partner of BKD and is one of the firm's leading specialists in the healthcare industry. Mr. Harris is a graduate of Kansas State University with a BS degree in business administration. He has over 15 years of experience with BKD and is responsible for the Wichita office's healthcare practice. Larry Van Horn is a partner and director of management consulting services for the Wichita office of BKD. He is also a Certified Business Appraiser of the Institute of Business Appraisers, Inc. Mr. Van Horn is a graduate of Wichita State University and has been in the accounting profession since 1966. He provides a wide range of services including strategic planning, operations reviews, mergers and acquisitions, projections and forecasts, auditing, tax compliance, and business advice.



WICHITA

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