

KANSAS
MEDICAL GROUP MANAGEMENT ASSOCIATION



***Healthcare
Management...
Just a Walk in the Park?***

FALL 2000 CONFERENCE
September 14-15, 2000

Overland Park Marriott

Marriott®

10800 Metcalf Avenue
Overland Park, Kansas 66210

AFFILIATED WITH — Medical Group Management Association





FEATURED SPEAKERS

Alice G. Gosfield



Alice G. Gosfield practices law in Philadelphia through Alice G. Gosfield and Associates, P.C. Ms. Gosfield has restricted her practice to health law and healthcare regulation since 1973 and places a special emphasis on matters related to physician representation, managed care, noninstitutional reimbursement, medical staff issues, fraud and abuse and

utilization and quality issues. A graduate of Barnard College and New York University Law School, she served as President of the National Health Lawyers Association from 1992-1993. She has served on four committees of the National Academy of Sciences Institute of Medicine studying issues in utilization management and clinical guidelines and has consulted to the federal Agency for Health Care Policy and Research. Since 1998 she has been the Chairman of the Board of Directors of the National Committee for Quality Assurance (NCQA), the managed care accrediting organization, and was just re-elected to serve another term in that capacity through 2000. She has been a member of the Board since 1992.

She publishes and lectures frequently on health law issues for groups including the American Medical Association, Medical Group Management Association, American Association of Health Plans, American Health Lawyers Association, Health Care Compliance Association, many specialty societies and other national, state and local groups. Her second book, Guide to Key Legal Issues in Managed Care Quality, was published in August, 1996 by Faulkner and Gray.

Dr. J. Gordon Kingsley

Dr. J. Gordon Kingsley is Vice President of Development for Health Midwest, a major hospital and healthcare organization in Kansas City. He served 27 years at William Jewell College (Missouri) as professor, dean, and for 13 years as president. In that role he was selected, in a nationwide study of college presidents funded by the Exxon foundation, as among the 5% America's "most effective" collegiate leaders.

The author of four books and some one hundred articles and reviews, he holds doctorates — earned and honorary — from three institutions, in America and Japan. He has been a visiting fellow at Cambridge University in England.

Dr. Kingsley has been called "an affirmative interpreter of fundamental values for our time." His presentations are marked by candor, realism, and frequent touches of "rather wretched" humor.

Dr. Jack Singer



Dr. Jack Singer earned his doctorate in Industrial/Organizational Psychology and a post-doctorate in Clinical Psychology from Colorado State University. He has taught at seven universities, including the U.S. Air Force Academy and he has been awarded Diplomate status from the American Academy of Behavioral Medicine. Jack has devoted his

career to regenerating spirit and bringing fun to medical, hospital, and corporate workplaces. Jack's programs have dazzled MGMA chapters from South Carolina to Oregon and dozens of chapters in between.

Dr. Singer's research and self-help articles appear in medical, business and self-help journals and periodicals across the U.S. He has produced several self-help tapes and he is the featured author in "**The Great Speakers Anthology Series.**"

Referred to as "The Frazier of Las Vegas," Jack is regularly featured on MSNBC and he is heard on talk radio stations around the U.S. and Canada. His unique consulting programs with medical practices and hospitals across the United States has been featured in **USA TODAY**.

Weaving humor throughout his serious messages, Jack's refreshing approach will maximize your attention and retention by having you **laugh...while you learn** enough practical skills to last you a lifetime, both in your office and at home. Jack will simultaneously touch your heart and your funnybone!

KMGMA FALL 2000 CONFERENCE SCHEDULE

Wednesday, September 13, 2000

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

Thursday, September 14, 2000

7:00 a.m. – 9:00 a.m.	Members' Registration – <i>Conference Area</i>
7:00 a.m. – 8:00 a.m.	Breakfast – <i>Quail Creek I, II, III</i>
7:00 a.m. – 8:15 a.m.	New Member Orientation and Breakfast – <i>Quail Creek IV</i>
7:00 a.m. – 10:00 a.m.	Exhibitor Setup – <i>Salons A-E</i>
8:15 a.m. – 8:30 a.m.	Welcome and Announcements – <i>Salons F-J</i>
8:30 a.m. – 10:00 a.m.	“Avoid Trouble as the Feds Lower the Boom” Alice G. Gosfield – <i>Salons F-J</i>
10:00 a.m. – 10:30 a.m.	Break - Exhibits - Drawing – <i>Salons A-E</i>
10:30 a.m. – 11:45 a.m.	KMGMA Business Meeting (Members Only) – <i>Salons F-J</i>
11:45 a.m. – 1:15 p.m.	Lunch – “If It Weren't So Worth Doing, I Couldn't Stand Myself.” Dr. J. Gordon Kingsley – <i>Quail Creek Ballroom</i>
1:15 p.m. – 2:45 p.m.	Breakout Session #1 A. “Legislative Updates Impacting Medical Practices” Anders Gilberg and Christina Collins – <i>Salon G-H</i> B. “How to Conduct an Operations Audit of Your Medical Practice” Elizabeth Woodcock, FACMPE – <i>Salon F</i> C. “Getting Ready for HIPAA” Dixie Madden – <i>Salon I-J</i>
2:45 p.m. – 3:15 p.m.	Break – Exhibits – Drawing – <i>Salons A-E</i>
3:15 p.m. – 4:45 p.m.	Breakout Session #2 – Repeat of Session #1
5:30 p.m. – 10:30 p.m.	Buffet Dinner – New Theatre Restaurant “Song of Singapore” Starring Loretta Swit (<i>see flyer for details</i>)

Friday, September 15, 2000

7:30 a.m. – 8:30 a.m.	Breakfast – <i>Quail Creek I, II, 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 A-E</i>
9:00 a.m. – 10:15 a.m.	“Who Wants to Have a Million \$ Attitude?” Dr. Jack Singer – <i>Salons F-J</i>
10:15 a.m. – 10:45 a.m.	Break – Exhibits – Drawing – <i>Salons A-E</i>
10:45 a.m. – 12:00 Noon	“Who Wants to Have a Million \$ Attitude?” Dr. Jack Singer – <i>Salons F-J</i>
12:00 Noon – 1:30 p.m.	Lunch (Topical Tables) – <i>Quail Creek Ballroom</i>
1:30 p.m.	Adjournment

BREAKOUT SESSIONS I AND II

"Legislative Updates Impacting Medical Practices " **Anders Gilberg and Christina Collins**

Anders Gilberg currently serves as the Eastern and Southern Section Government Affairs Representative for the Medical Group Management Association. He has been with MGMA since 1997 when it opened the Government Affairs Department in Washington, DC.

Christina Collins is Director Government Affairs and Associate General Counsel with Kansas Medical Society.

This session will focus on the latest healthcare issues and their potential impact on group practices. Participants will discuss the prompt payment initiative, Medicare payment, fraud and abuse, and other hot topics under consideration at the state and national level.

"How to Conduct an Operations Audit of Your Medical Practice" **Elizabeth Woodcock, FACMPE**

As expenses soar and reimbursements declines, the year 2000 is an opportune time to conduct an Operations Audit of your medical practice. From management to staffing to finances, Ms. Woodcock will methodically walk through all areas of your practice operations in order to demonstrate opportunities for improvement. Filled with benchmarking indicators, the presentation is summarized in a 10-page "take-away" audit form, ready to be used by your practice.

Elizabeth Woodcock, MBA, FACMPE, Director of Knowledge Management of Physicians Practice, Inc., is responsible for directing professional practice management content to over 200,000 physician readers. Her second book, Creating an Efficient Medical Practice will be released this fall.

"Get Ready for HIPAA" - Dixie Madden

All providers will be impacted by the HIPAA regulations. HIPAA is complex, covering information systems, business office and registration operations, human resources and electronic data communication with other providers and payers.

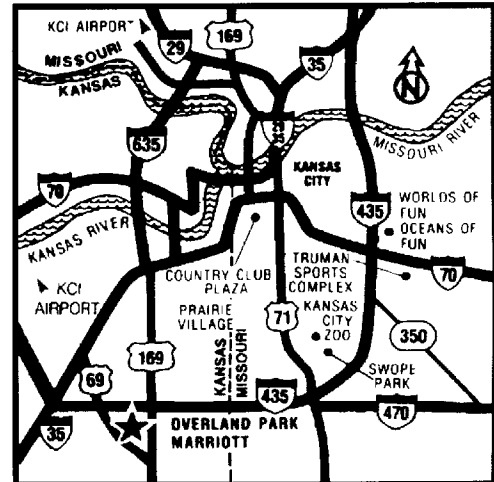
Dixie Madden is associated with Adams & Jones, Chartered, Wichita, KS. Her areas of practice include health law, corporate and business law. Ms. Madden will provide an overview of HIPAA legislation and regulation. She will discuss HIPAA privacy regulations, who is impacted and penalties for failure to comply.



OVERLAND PARK

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

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