

# **Kansas Medical Group Management Association**

Spring 2011 Conference

4/27/2011 – 4/29/2011

Wichita Marriott

Wichita, Kansas

**KMGMA Member Information**

## **Featured Speakers**

### **Laura McCrary Ed.D**

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Statewide E-Health Initiative

Dr. Laura McCrary is the Executive Director of the Kansas Health Information Network (KHIN) based in Topeka, KS. KHIN is a Kansas non-profit organization that provides core health information exchange technology services. KHIN members include the Kansas Medical Society, the Kansas Hospital Association, and the two health information exchange organizations representing the large urban areas, eHealthAlign in Kansas City and the Wichita Health Information Exchange (WHIE). KHIN provides health information exchange services to the entire state of Kansas and portions of western Missouri. Previously, Laura was the Director of the Regional Health Care Initiative at the Mid-America Regional Council in Kansas City, Missouri. In this role Laura was responsible for working with broad regional coalitions of health and behavioral health care stakeholders to improve access to high quality health and behavioral health care for people who are medically vulnerable.

Laura has completed Post-Doctoral work at Kansas University; she has a Doctorate of Education from Kansas State University and MS degrees in the areas of Mental Illness and Learning Disabilities. Laura participates in numerous volunteer activities focused on advocacy and support for individuals with disabilities. She is also a state appointed educational advocate for children in the foster care system in Kansas. Laura is married and has four sons.

### **Greg Risberg, M.S.W., C.S.P.**

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Humor, Hugs and Hope

*"I cannot believe that the purpose of life is to be 'happy'.  
I think the purpose of life is to be useful, to be responsible, to be  
compassionate. It is, above all, to matter; to count, to stand for something,  
to have some difference that you lived at all."*

Leo Rosten

Sharing Leo Rosten's philosophy, Greg's own work is dedicated to making a difference in the lives of the people he addresses. "I try to count by helping people see the true worth of what they contribute," says Greg. "With sensitivity, warmth and humor, I remind everyone of their own significance and the intrinsic value of what they have to offer in my keynote presentation, "You Make a Difference." I believe that many of us feel overwhelmed by the demands of our lives and by the problems facing our world. I help individuals renew themselves and their sense of hope.

Greg's presentation will help you achieve more balance in your life, handle stress more effectively, use humor to renew your spirits, become a better communicator, and achieve a more hopeful perspective.

KMGMA 2011 Spring Conference

**Breakout Sessions – Thursday, April 28, 2011**

**SESSION 1 - 1:15 p.m. - 2:30 p.m.**

- A. Health Care Legislative Update: How might these changes affect me? Sunee Mickle, Director of Government Relations at Blue Cross and Blue Shield -- Salon 1**
- B. A Discussion on Best Practices that Impact Collections, Billing, and Ensuring Full Reimbursement -- Kevin Haeberle, Senior Vice President of Integrated Healthcare Strategies -- Salon 2**
- C. Make It All Count, Irene Hoheusle, Vice President of Collections and Education, Account Recovery Specialists, Inc. (ARSI) -- Atrium**

*Break (2:30 – 3:15 p.m.)*

**SESSION 2 – 3:15 p.m. – 4:30 p.m.**

- B. Health Care Legislative Update: How might these changes affect me? Sunee Mickle, Director of Government Relations at Blue Cross and Blue Shield -- Salon 1**
- B. A Discussion on Best Practices that Impact Collections, Billing, and Ensuring Full Reimbursement -- Kevin Haeberle, Senior Vice President of Integrated Healthcare Strategies -- Salon 2**
- C. Make It All Count, Irene Hoheusle, Vice President of Collections and Education, Account Recovery Specialists, Inc. (ARSI) -- Atrium**

5:30pm - Cocktail Reception; Dinner at 6:00pm  
Show starring Jan McInnis, Comedian, 7:00pm

## **KMGMA SPRING 2011 CONFERENCE BREAKOUT SPEAKERS**

### **Health Care Legislative Update: How might these changes affect me? Sunee Mickle, Director of Government Relations at Blue Cross and Blue Shield -- Salon 1**

Since the passage of the Patient Protection and Affordable Care Act in 2010, health insurers and providers have been challenged with implementing changes to the health care system. The first phase of health care reform focused on redesigning health insurance benefits and coverage for consumers. Beginning in 2014, the next phase will transform the way businesses and consumers can purchase health insurance coverage. State legislators and regulators are already actively working on how to best implement these changes in Kansas. Come and learn how a guaranteed issue health insurance market, the insurance exchange, and other provisions may affect you and your patients.

Sunee Mickle coordinates the company's activities with elected officials and regulatory agencies, oversees lobbying efforts. Miss Mickle represented Blue Cross and Blue Shield of Kansas as a member of the 2008 Leadership Kansas Class, a nationally recognized leadership program sponsored by the Kansas Chamber of Commerce. She has BS degree in public health from Rutgers University and her Juris Doctor degree from Washburn University School of Law and is a member of the Kansas Bar.

### **A Discussion on Best Practices that Impact Collections, Billing, and Ensuring Full Reimbursement -- Kevin Haeberle, Senior Vice President of Integrated Healthcare Strategies -- Salon 2**

The people who devote their lives to healthcare are always facing a list of challenges, and today's environment is no different. Change is really the only true constant. With the economic downturn, the uncertainty of healthcare reform, and the placing of more financial and business risk on physicians, trying to understand what is going to happen the next few years is a daunting task. Kevin Haeberle, a Senior Vice President of Integrated Healthcare Strategies, will bring his and his firm's extensive experience in interacting on the 'people' side of healthcare, to discuss best practices and potential trends in reimbursement, billing and collection activities, as well as how changes are impacting the financial relationship between physicians and hospitals, and driving ACOs and other initiatives. Using a very interactive approach and audience response technology, this session is designed to provide both timely information and the ability for you to share your thoughts in a fun and energized environment.

With over 20 years of experience as consultant, attorney, and a healthcare administrator, Kevin brings a unique expertise to the consulting partnerships he has developed with healthcare organizations nationwide, prior to joining Integrated Healthcare Strategies, Kevin was a senior vice president of an award-winning healthcare system. Kevin holds a juris doctorate degree from the University of Missouri and was a professor and coach of the university's nationally ranked speed and debate program.

### **Make It All Count, Irene Hoheusle, Vice President of Collections and Education, Account Recovery Specialists, Inc. (ARSI) -- Atrium**

The agenda for Make IT All Count includes: Change Your Mindset; Be Prepared; *Why* Gather Information?; Legal Issues; Asking for Payment; 8 Steps for Successful Communication; and Use What You've Learned. Irene Hoheusle has been a part of Account Recovery Specialists, Inc. (ARSI) since 1997 and is Vice President of Collections and Education. Irene specializes in the areas of Workers' Compensation, Probate, and County Liability. She is the compliance officer for the company and is responsible for employee training. She also regularly presents educational seminars for ARSI clients and many healthcare organizations. She has earned the designation of Professional Collection Specialist from the American Collectors Association International (ACAI) and has obtained a Scholars Degree and Fellows Degree from ACAI. Ms. Hoheusle is an active volunteer with the American Heart Association, leads ARSI's involvement in the National Wear Red Day fundraiser and participates in the American Cancer Society Relay for Life.

# KMGMA SPRING 2011 CONFERENCE SCHEDULE

## Wednesday, April 27, 2011

1:00 p.m. – 8:00 p.m.	<b>Pre-Conference: Kansas Assn. of Rural Health Clinics -- Atrium</b>
5:00 p.m. – 5:30 p.m.	Executive Committee meeting with hotel staff-Board Room
5:30 p.m. – 9:00 p.m.	Executive Committee meeting - Executive Board Room
6:30 p.m.	Insurance Focus Group – Salons F-H
6:30 p.m.	MGMA/ACMPE Informational Meeting—Salon 1
7:30 p.m. - 10:00 p.m.	<b>Bank of Kansas Hospitality Suite - Room 217</b>
9:00 p.m. - 11:00 p.m.	Exhibitor Setup - Salons A-D, Pre-Assembly Area

## Thursday, April 28, 2011

7:00 a.m. – 8:00 a.m.	Members' Registration - Pre-Assembly Area
7:00 a.m. – 8:00 a.m.	Breakfast – Atrium
7:30 a.m. – 8:00 a.m.	New Members Breakfast –Arkansas Room
7:00 a.m. – 9:00 a.m.	Exhibitor Set-up - Salons A-D, Pre-Assembly Area
8:30 a.m. – 8:45 a.m.	Welcome and Announcements--Salons E-H
8:45 a.m. – 10:00 a.m.	<b>Statewide E-Health Initiative, <u>Laura McCrary</u></b> —Salons E-H
10:00 a.m. – 11:00 a.m.	Break – Exhibits – Salons A-D, Pre-Assembly Area
11:00 a.m. – 12:00 p.m.	KMGMA Business Meeting (Members Only) – Wichita Ballroom
12:00 p.m. – 1:15 p.m.	Lunch – Round Table Discussion—Salons E-H &Atrium
1:15 p.m. – 2:30 p.m.	Breakout Session #1
	A. <b>Health Care Legislative Update, <u>Sunee Mickel</u></b> —Salon 1
	B. <b>A Discussion on Best Practices that Impact Collections, Billing, &amp; Ensuring Full Reimbursement, <u>Kevin Haeberle</u></b> –Salon 2
	C. <b>Make It All Count, <u>Irene Hoheusle</u></b> —Atrium
2:30 p.m. – 3:15 p.m.	Break – Exhibits – Salons A – D, Pre-Assembly Area
3:15 p.m. – 4:30 p.m.	A. <b>Health Care Legislative Update, <u>Sunee Mickel</u></b> —Salon 1
	B. <b>A Discussion on Best Practices that Impact Collections, Billing, &amp; Ensuring Full Reimbursement, <u>Kevin Haeberle</u></b> –Salon 2
	C. <b>Make It All Count, <u>Irene Hoheusle</u></b> —Atrium
5:30 p.m.	Cocktail Reception
6:00 p.m.	Dinner
7:00 p.m.	Jan McInnis, Comedian

## Friday, April 29, 2011

7:00 a.m. – 8:00 a.m.	Breakfast - Atrium
7:00 a.m. – 8:00 a.m.	Past Presidents' Breakfast - Arkansas Room
8:00 a.m. – 8:30 a.m.	Break-Exhibits– Salon A-D, Pre-Assembly Area
8:30 a.m. – 9:45 a.m.	<b>Humor, Hugs and Hope! <u>Greg Risberg</u></b> --Salons E-H
9:30 a.m. – 10:00 a.m.	Break –Exhibits - Salon A-D, Pre-Assembly Area
10:00 a.m. – 11:30 a.m.	<b>Humor, Hugs, and Hope! <u>Greg Risberg</u></b> —Salons E-H
11:30 a.m. – 1:00 p.m.	Lunch - Atrium
1:00 p.m.	Adjournment

# Kansas Association of Rural Health Clinics

KMGMA Spring Conference

## Pre-Conference Program

April 27, 2011

Marriott Wichita

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9100 E. Corporate Hills Dr.

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Wichita, KS 67207

### Program Schedule

- 1:00 - 2:30 Advanced Billing Issues... *Charles A. James, Jr.*  
2:30 - 2:45 *Break*  
2:45 - 4:15 Survey, Certification and Re-Certification  
...*Charles A. James, Jr.*  
4:15 - 4:30 *Break*  
4:30 - 5:30 What's New for 2011?... *Charles A. James, Jr.*  
5:30 - 6:00 Q&A Session... *Charles A. James, Jr.*  
6:00 - 7:00 Dinner - Presentation: Student Loan Repayment  
Program... *Mary Austin*  
7:00 - 7:30 KARHC business meeting

### Pre-Conference Fees:

By March 31, 2011:

Members\* \$50

Nonmembers \$70

*Late Registration*

Members\* \$85

Nonmembers \$110

Dinner included w/price of registration

\*Individual KMGMA members who have  
paid their 2011 dues.

To register and for more  
information see:

[http://www.kmgma.org/  
conference.php](http://www.kmgma.org/conference.php)

*Guests are welcome at the non-member rate.*

# Charles A. James, Jr.:

Advanced Billing Issues; Survey, Certification and Re-Certification

Join us as we welcome back Charles A. James, Jr., a nationally known speaker, as he brings his knowledge of Rural Health Clinics to KARHC in Wichita. As President and CEO of North American Healthcare Management Services, Charles coordinates and implements Rural Health billing procedures, certification services, and provides oversight management services for medical practices. Charles has a Bachelor of Science degree and an MBA from Saint Louis University. He has studied at the International School of Business in Paris.



Join us in  
attending the complete  
KMGMA Conference,  
April 27-29

## Contacts:

Jill Daughetee:

daughetee@arkcityclinic.com  
620-442-2100

Mary Austin:

maustin@gchks.org  
785-762-3388

To register and for more information see:

<http://www.kmgma.org/conference.php>

**Kansas Medical Group Management Association**  
**2011 Spring conference – April 27-28-29 – Wichita Marriott**

**REGISTRATION**

Please use a separate form for each Conference Registrant, other than spouse. A photocopy of this form may be used for additional Registrants.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ St. \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Check Appropriate Box:      Member                       Guest of KMGMA Member                       Physician

**REGISTRATION FEE FOR PROGRAM ATTENDANCE**

	Before 4/6/11	After 4/6/11	
<b>MEMBER – KMGMA PROGRAM EARLY REGISTRATION FEE</b>	<b>\$90.00</b>	<b>\$150.00</b>	\$ _____
<b>MEMBER – KS ASSN. OF RURAL HEALTH CLINICS PRE-CONFERENCE</b>	<b>\$50.00</b>	<b>\$85.00</b>	\$ _____
<b>KS ASSN. OF RURAL HEALTH CLINICS PRE-CONFERENCE ONLY – WED.</b>	<b>\$70.00</b>	<b>\$110.00</b>	\$ _____

**No Charge for Physicians**

**Meals are no cost to members, but please help us control expenses by marking only the meals you plan to attend.**

**MEMBER**

- Thursday Breakfast                      Yes       No
- Thursday **New Members** Breakfast      Yes       No
- Thursday Luncheon                      Yes       No
- Thursday Entertainment              Yes       No
- Friday Breakfast                      Yes       No
- Friday **Past President's** Breakfast      Yes       No
- Friday Luncheon                      Yes       No

**MEMBER PROGRAM REGISTRATION FEES ARE NON-REFUNDABLE.**

**Enter All That Will Apply:**      Spouse/Guest Name \_\_\_\_\_

**GUEST**

<b>GUEST OF KMGMA MEMBER</b>	<b>\$140.00</b>	<b>\$185.00</b>	\$ _____
<b>MEALS GUEST OF KMGMA MEMBER</b>			
Thursday Breakfast	\$25.00		\$ _____
Thursday Luncheon	\$25.00		\$ _____
Thursday Entertainment	\$50.00		\$ _____
Friday Breakfast	\$25.00		\$ _____
Friday Luncheon	\$25.00		\$ _____

**TOTAL AMOUNT** (Make checks payable to KMGMA) \$ \_\_\_\_\_

**Guest Reservations refundable only if canceled before APRIL 6, 2011**

Hotel Reservations:

Separate hotel reservation information is enclosed or call (316) 651-0333 Monday through Friday, 8:00 a.m. - 5:30 p.m.

Wichita Marriott link provided at [www.kmgma.org](http://www.kmgma.org)

Mail registration forms with check or credit card information to:      Claire Daniels  
 Executive Assistant - KMGMA  
 5051 E. Lincoln, #4C • Wichita, KS 67218  
 (316) 686-4414  
 cdaniels1@cox.net

**WIN \$100.00 !**

**If you register before March 15, 2011, your name will be entered into the “early-bird” registration drawing.**

# KANSAS MEDICAL GROUP MANAGEMENT ASSOCIATION

KMGMA accepts payment for conference fees in two ways: by check or credit card. If using a credit card, enclose this form with conference registration.

**ATTENTION: EXHIBITORS—DO NOT INCLUDE ELECTRICAL OR INTERNET FEES.**

Amount to be charged to the credit card: \_\_\_\_\_

Circle type of credit card: VISA, MasterCard, Discover

Name as it appears on the credit card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Customer code on back of card: \_\_\_\_\_

Billing address: \_\_\_\_\_

\_\_\_\_\_  
(City) (State) (Zip code)

Telephone number: (\_\_\_\_\_) \_\_\_\_\_

Signature \_\_\_\_\_

Print name as signed: \_\_\_\_\_

Include with registration form. Return to: Claire Daniels, Executive Assistant, 5051 E. Lincoln #4C, Wichita, KS 67218; Phone: (316) 686-4414; e-mail: cdaniels1@cox.net



Please reserve the following accommodations:

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Telephone Number ( ) \_\_\_\_\_

Accommodations (Please Check 1st Choice)  King  2 Double Beds

**Hotel Check In Time is 4:00PM Check Out Time is 12:00 Noon**

**Wichita Marriott is a non-smoking hotel**

Arrival Date/ Time \_\_\_\_\_ Number of Nights \_\_\_\_\_

Number of People 1 2 3 4

All reservations must be guaranteed:

- Deposit Equivalent to One Overnight Stay
- Amer Exp
- Diner's
- VISA/MC
- Carte Blanche
- JCB
- Discover \*Credit Card will not automatically be charged.\*

\*Credit Card must be given at check in if being used as a form of payment.\*

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder will be billed for 1 night's room and tax if reservation is not cancelled **within 24 hours** prior to arrival and remaining nights will be released.

Signature \_\_\_\_\_

NAME OF GROUP: **Kansas Medical Group Management**

**DATES: April 27<sup>th</sup>, 2011-April 29<sup>th</sup>, 2011**

**RATES: \$104.00**

TO ENSURE ROOM AVAILABILITY AND SPECIAL GROUP RATES AS ABOVE PLEASE SIGN AND RETURN BY **April 12, 2011**

**FOR TOLL FREE RESERVATIONS CALL 1-800-610-0673 MONDAY - FRIDAY**

**8:00AM - 5:30PM OR MAIL TO :**

**THE WICHITA MARRIOTT HOTEL**

**9100 CORPORATE HILLS DRIVE**

**WICHITA, KS 67207**

**ATTN: RESERVATION DEPARTMENT**

**OR FAX THIS RESERVATION TO THE WICHITA MARRIOTT DIRECTLY: (316) 651-0634.**

## Join Us for a Night of Fun and Laughter With.....



Professional comedian and emcee Jan McInnis, has worked with hundreds of hospitals, medical associations, and other health care groups across North America. By combining clean humor with customized materials, she's become a big hit with planners and audiences alike. Jan has sold comedy material to just about everyone. . . from the *Tonight Show* monologue, to greeting cards, hundreds of radio stations and even guests on the "Jerry Springer Show" (yes, some of it is staged), and she's been featured in "The Wall Street Journal" as one of the top convention comedians.

**Wichita Marriott  
Salons E-H**

**Doors open at 5:30pm – Cocktail Reception**

**Dinner at 6:00pm**

**Show starts at 7:00pm**

## **KMGMA GENERAL INFORMATION**

### **Early Bird Registration:**

If you register for the Spring Conference on or before **March 15**, your name will be entered into a special drawing to be held during the Spring Conference. You can win \$100!

### **Insurance Focus Group Meeting:**

The Insurance Focus Group will meet on Wednesday evening at 6:30 p.m. As a KMGMA member, you are encouraged to attend. Membership in this focus group is not required in order for you to attend the meeting.

### **Attire:**

Business-casual attire is acceptable for all conference functions. Casual attire is acceptable for Thursday evening.

### **Education credits:**

ACMPE: KMGMA conference is pre-approved for credits from the American College of Medical Practice Executives.

### **How to access “Members Only” section of the KMGMA web site:**

Current members are issued a “user name” and “password”.

Contact Claire Daniels -- [cdaniels1@cox.net](mailto:cdaniels1@cox.net) for your current information.

### **Can guests and non-members attend KMGMA Conferences?**

KMGMA conferences provide networking and educational opportunities for colleagues and staff who are eligible for membership based on the current by-laws. They are welcome to attend the conferences as guests. With the exception of the business meeting and committees, guests can attend all or a portion of the conference that is of interest to them.

If you know a colleague who would like to attend our conference, please refer to the registration form or [www.kmgma.org](http://www.kmgma.org). All conference information and forms are on our web site. Feel free to contact Dorothy Gallagher, Membership Chair, with any questions...me@midkan.net or (785) 827-2238.

### **Membership information:**

You can obtain information and an application for KMGMA membership at the registration table during the conference or on our web site at [www.KMGMA.org](http://www.KMGMA.org).

### **List of Attendees:**

If you would like a copy of the members who are attending the current conference, copies are available at the registration table.

### **KMGMA Officers & Focus Groups:**

The list of current officers and KMGMA Focus Groups can be found on the KMGMA website at [www.kmgma.org](http://www.kmgma.org).

# KMGMA SPRING GOLF TOURNAMENT



**WEDNESDAY, APRIL 27, 2011**

**Tallgrass Country Club • 2400 North Tallgrass • Wichita, Kansas 67226**  
*Just east of 21st and Rock Road. If you need to cancel on the tournament date, please call Tallgrass Country Club at (316) 684-4110.*

**11:30 a.m.** Registration & Lunch - \$70 covers green fee, cart & luncheon  
**1:00 p.m.** Shotgun tee-off

**AWARDS:** Prizes to be awarded to each member of the 1st and 2nd place teams. Closest to the pin and longer putt get prizes.

**FORMAT:** *Scramble format. Customary scramble rules and using a minimum of 3 tee shots of each member.*

**RSVP:** **Please return the entry from below no later than April 20, 2011.**  
Note your handicap or average score for 18 holes. For additional information, please call Charley at (316) 687-2112, or Fax: (316)687-1260

*Golf sponsorships are available. Please contact Charley Larsen for more details. Directions on the reverse side.*

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**KMGMA GOLF - RETURN BY APRIL 20, 2011**

Yes, I will be able to attend the KMGMA Golf Tournament.

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Handicap or average score: \_\_\_\_\_

Return to: **Charley Larsen • The Center For Reproductive Medicine**  
9300 E. 29th North, Ste. 102 / Wichita, KS 67226

**Make checks  
payable to: KMGMA**

## **From the North:**

Exit Interstate I-135 at the K-96 exit and proceed east to Rock Road exit

Turn right (south) onto Rock Road 1 1/2 miles to 21st Street

Turn left (east) onto 21st Street and proceed approximately 1/3 mile

Tallgrass entrance will be on the left (north) side of the street

## **From the South:**

Exit the Kansas Turnpike at the Kellogg exchange

Proceed east on Kellogg 1/4 mile to Webb Road

Turn left (north) on Webb Road 3 miles to 21st Street

Turn left (west) on 21st Street 2/3 mile

Tallgrass entrance will be on the right (north) side of the street.

## **From the East:**

Exit the Kansas Turnpike at the Andover exchange

Proceed west on 21st Street 5 1/2 miles to Webb Road

Proceed west through Webb Road 2/3 mile

Tallgrass entrance will be on the right (north) side of the street

## **From Mid-Continent Airport via 400/54/Kellogg:**

Drive east on Kellogg from airport exit approximately 10 miles to Rock Road

Turn left (north) at Rock Road and proceed 3 miles to 21st Street

Turn right (east) on 21st Street 1/3 mile

Tallgrass entrance will be on the left (north) side of the street