



KANSAS MGMA

The Newsletter of the Kansas Medical Group Management Association

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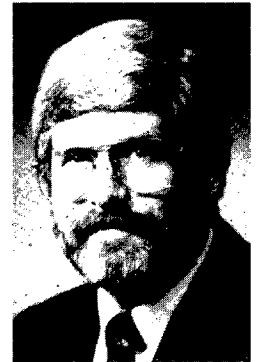
July 1999

Message from the President

by Fred Vance

REINVENTING YOURSELF

Mid-1999 Greetings!!! It's hard to believe that 1999 is now half over and 2000 is just on the horizon. I am sure that most of the clinics have checked or plan to check on potential Y2K problems as we go into the new millennium. If not, you had better get started...



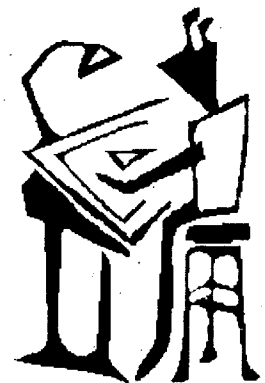
Administrators, office managers, and supervisors can't keep doing the same old thing and expect to survive in the new millennium according to Roger Frank and Carrie Hackett, Cejka & Company, St. Louis, Missouri. Here's their advice on how to reinvent yourself:

1. Choose whether to be a generalist or a specialist. You can be a jack of all trades and master of none. Or, you can focus on acquiring in-depth knowledge of one key field like operations, finance, or information services.

2. Hone your communication and interpersonal skills. In the marketplace of the new millennium, being a group practice administrator won't be enough. You'll need shrewd political instincts as well.

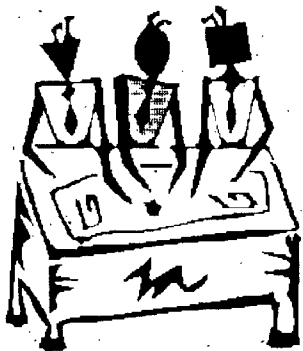
3. Have the courage to lead. Administrators tend to vacillate between two extremes. They try to fight every battle and after six months find themselves jobless. Or, they avoid fighting any battles in order to remain employed. Instead, pick your battles wisely and have the courage to stand your ground.

4. Put practical limits on super-majority rule. In the tumultuous 2000s, one of your greatest challenges will be to get a doctor group to start acting like a sustainable business. That means keeping super-majority rule, which prevails in most groups, to a dull roar.



You can obtain the full text article at MGMA Online at the following web address:

www.mgma.com/pract_solutions/career/2000.1990606.html



KMGMA is an excellent source to improve on the above advice. Your membership indicates an added interest in your continuing education and efforts to improve your group. The total membership stood around 190 in 1989, and today we have over 300 active members in KMGMA. However, total membership has been leveling off the past year or so, mostly due to increased turnover across the State.

I encourage each of you to continue with your participation in KMGMA, consider joining

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Medicare Competitive Pricing Demonstration Project

by Michael Samms, Past President / Legislative Chair

The Medicare Competitive Pricing Demonstration Project was created by the Balanced Budget Act of 1997 to test a new method of paying Medicare+Choice health care organizations. Kansas City and Phoenix have finally been selected to be the demonstration sites. This is after several sites having successfully lobbied their congressional delegations to remove them from consideration. This new 'HMO' for seniors is slated to begin January 1, 2000. The leading committee working with HCFA has agreed to a delay of 90 days, but the local committee working with HCFA has not accepted the delay due to the problem of missing open enrollments with employers and other issues. The local committee has asked for a one year delay.



The pilot project is for 5 years with a new round of bidding required each year. Under competitive pricing, the health plans would submit a bid to tell HCFA how much they are willing to accept to provide the total care to a senior. HCFA would then use the bids to set an average, which would become the new Medicare payment level. HCFA retains the right to reject all bids and start the bidding over if it feels enough price concessions have not been considered. This bidding process is fraught with dangers for providers. Under current reimbursement, providers are receiving 85% to 90% of traditional Medicare reimbursement and still most Medicare HMOs are losing money. Assuming the new payment levels are reduced, the reimbursement will likely correspondingly decline.

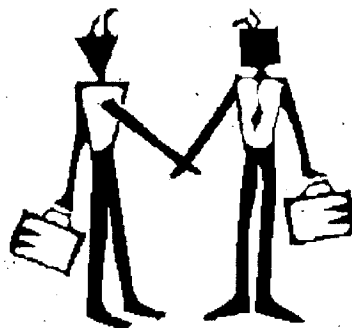
There is much more information than what space allows, but more information will be available to anyone wishing more detail.

Volunteers Needed to Mentor a New Member

KMGMA would like to set up a mentoring program for new members. We thought this would be a great way to welcome new members after joining KMGMA. A mentor would be assigned to invite new members to the Hospitality Suite on Wednesday evening of the Fall conference; attend the new member breakfast with them; and the social events as well. Volunteers would, of course, need to plan to attend the Fall conference.

For more information, or questions about our new mentoring program, call

Claire Daniels at 686-4414.



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the national MGMA and American College of Medical Practice Executives, attend conferences to improve your skills, become involved on a KMGMA committee, and urge your peers who are not members to join our organization. KMGMA can only be as strong as our membership. Someone once said that an organization is dying if it isn't growing. And a strong, growing organization can offer more services and more education to its membership.

Again, I recommend that each of us reinvent ourselves to help all of us survive as individuals and medical group practices. Get more involved in KMGMA and recruit a new member...

Drop in Membership Prompts New Committee

by Dorothy Gallagher

The changing face of health care has caused a reduction in our membership. Mergers, cutbacks, and attrition have taken our members faster than we are gaining new ones.

At the recent KMGMA Executive Committee planning meeting in June, concern was expressed about a 12% drop in membership during the last year. Although we continue to add new members, total membership continues to decrease.

An Ad-Hoc committee has been

appointed to develop a strategy for attracting new members.

The membership committee has recently developed a new brochure outlining the benefits of membership in KMGMA. It was announced at the spring conference that the committee would begin a direct-mail campaign targeting physicians' offices with no representation in KMGMA.

As nice as these brochures are, there is nothing like word of mouth to excite interest. I know some of you

are talking about KMGMA when you go to specialty meetings, with very positive results. I would like to encourage all of you to mention KMGMA to other managers and administrators you may know who are not yet members.

With your help, we will be able to increase our membership and grow.



WELCOME NEW MEMBERS

Tony Votaw - Director
Information Systems
Wichita Clinic

Amy Hartman - Clinic Office Mgr
Anthony Primary Care Center

Brenda Labrier - Office Manager
McPherson Surgery Associates

Brent Adams - Office Manager
Preferred Medical Assoc-NE

Colette Sandquist - Insurance Mgr
Mowery Clinic

Connie Sauder - Office Manager
Central Kansas Orthopedic

Debra Satake - Office Manager
Neurology Specialists of Lawrence

Diane Roberts - Patient Services Mgr
Wichita Clinic

Jackie Brown - Clinic Supervisor
St. Francis Family Medicine

Kim Shank - Dir, Patient Services
Wichita Clinic

Nancy McClure - Patient Service Mgr
Wichita Clinic

Suzanne Wright - Patient Service Mgr
Wichita Clinic

Tami Schrock - Clinic Nurse Manager
Anthony Primary Care Center

Debbie Bostelman - Business Mgr
United Radiology Group

Robert Sheckler - Administrator
Medical Heights Medical Center

Cindy Dick - Office Manager
Family Health Center Derby

Tammy Katzenmeier - Owner
Medical Billing Associates

J.H. Seitz - Clinic Administrator
Medical Associates of Manhattan

Mary Baumgartner -
Associate Administrator
Kansas Medical Clinic

Randy Jones - Dir - Clinic Services
Riverside Health System

Scott Wood - VP of Clinic Services
Riverside Health System

Robert Anderson - Administrator
Professional Business Management

Vicki Ackerman - Administrator
Mid-Kansas Pediatric Associates

Susan Benisch - Office Mgr
Drs. Machen, Nemechek, Licnty

Karen Dechant - Business Manager
Plaza Medical Center

Becky Goad - Pat Accounts Manager
Thomas Jackson, MD, PA

Belinda Mahoney - Insurance Sprvr
Medical Center PA

Amanda Michaelis - Clinic Manager
Family Medicine Residency Program of
Topeka

Deanna Nolting - Acct Executive
Willis Corroon

Barbara Riley - Patient Accts Mgr
Anesthesia PA

Sheldon Roberts, MD
President
Garden Medical Clinic

Carolyn Ross -
Mgr, Professional Relations
Blue Cross and Blue Shield of Kansas



Database information update

If your database information has changed, please complete this form & send it to the address below:

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Send to:

**ANN BUESS
WICHITA CLINIC
3311 E MURDOCK / WICHITA KS 67208
FAX: 316-689-9102**

1998 - 1999

Committee Chairpersons

Interested in serving on a committee?

Call the chairs below:

Human Resources - Rosann Speer (913) 362-0031
Insurance - Shirley Gamble (316) 669-6624
Legislative Affairs - Michael Samms (816) 276-9270
Membership - Dorothy Gallagher (785) 827-2238
Newsletter - Rachel McPhail (316) 651-2213
Public Relations - Coquette O'Rourke (316) 291-7250
Rural Health Care - Lynn Adams (785) 628-9876
Executive Assistant - Claire Daniels (316) 265-1277

Officers

President - Fred Vance (785) 233-5101
President Elect - Kim Weaver (316) 263-5891
1st Vice President - Jinny Freeman (913) 843-9125
2nd Vice President -
Secretary - Jo Marsh (316) 685-3822
Treasurer - Ann Buess (316) 689-9353
Past President - Michael Samms (816) 276-9270

Kansas Medical Group Management Association