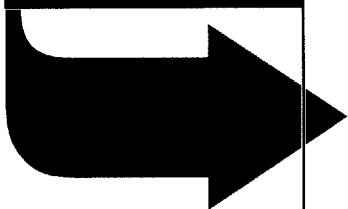




KANSAS MEDICAL GROUP MANAGERS ASSOCIATION

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THOUGHTS FROM THE PRESIDENT

Jinny Freeman

Mark your calendars...or your palm pilots

Welcome to 2001! The 2000-2001 KMGMA Executive Committee is busy setting the format for the Spring conference.

Remember to mark your calendars for the Spring and Fall conferences.

- Spring conference Wichita Marriott March 29-30, 2001
- Fall conference Topeka Capital Plaza September 27-28, 2001.

As practice administrator and managers we continue to address many of the same problems each year; insurance allowables and payments, staffing and training, government regulations and compliance, new physicians, mergers and acquisitions, patient education, etc.



The introduction of technology to our practices put many of our business issues on the fast track with immediate communication to our desktop as well as to our pc's at home. Our time management skills are being put to the test daily.

In the KMGMA-November 1997, Letter from the President, by Michael Samms. Michael wrote "If you have never touched a desktop computer (PC), I would suggest you make the plunge, this weekend." Michael was a wise man!

Help is available for many issues we face -- through technology -- if we know how to find it.

As we become more and more dependent upon the Internet for information, website addresses become important for quick access. A "HELPFUL WEBSITES" section has been added to this newsletter. These are a few of the websites that I have used and found helpful. Members are encouraged to provide website addresses for future issues. Please forward them to any board member.

Although I listened to the "wiseman" when he said "take the plunge", I often feel that I am behind in my understanding of the capabilities of technology.

E-mail has certainly made it easier to communicate..... but I'm not convinced that high tech should be used when we are voting for president.

HELPFUL

INSURANCE

Aetna SHealthcare

www.aetnaushc.com

BC/BS

www.bluecares.com

CIGNA

www.cigna.com

Humana

www.humana.com

Kaiser

www.kponline.org

Pacificare

www.pacificare.com

Prudential

www.prudential.com

UnitedHealthCare

www.uhc.com

WellPoint

www.wellpoint.com

Assoc of health insurance plans

www.aahp.org

ELIGIBILITY & CLAIMS

www.mednetrix.com

www.claimsnet.com

www.medscape.com

www.zirmed.com

CODING

www.apcnatl.org

ON THE LEGISLATIVE FRONT

Confidentiality of Medical Records

by Kim Weaver

With all of the campaigning leading up to the elections and all of the turmoil that followed, there has not been a whole lot of activity on the legislative front. The Federal and Kansas legislatures have just recently started a new session. Once housekeeping chores are completed they will both get down to business.

Final Regulation

On December 20, 2000 the Department of Health and Human Services released the final regulation governing the confidentiality of medical records.

The rule's implementation deadline is 26 months from the date of publication.

You can obtain information on the content of the new rule from the MGMA

website.

The URL for the MGMA article is www.mgma.com/legislation/ga_article.cfm?article_id=666.

Please visit the MGMA Government Affairs website at www.mgma.com/legislation/ga_index.cfm for additional information on federal legislation affecting medical practices.

Prompt Payment

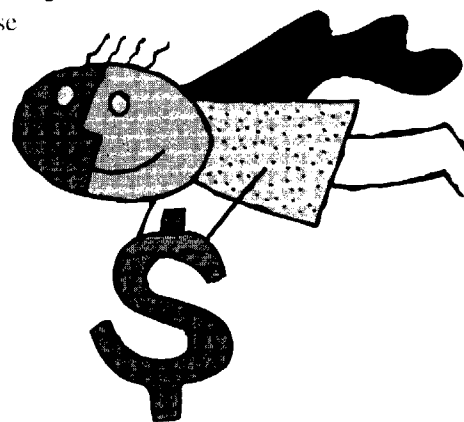
The Kansas State Legislature passed House Bill 2005 during its 2000 legislative session.

Included in this bill is language that significantly amends the state's prompt

payment requirements for claims filed with insurance companies.

This bill became effective on January 1, 2001, however, the Insurance Commissioner is preparing an interpretation of the provisions of the bill related to prompt payment.

The interpretation should be available by the end of February.



KEEPIN' UP WITH "THE COLLEGE"

Some fast facts about "the College..."

· As of January 4, 2001, ACMPE has 2236 nominees, 1093 certified members, and 369 fellows.

· The College added 620 nominees, 160 certified members, and 27 fellows during 2000, or an increase of 8.8% for the year!!!

· Did you know that you can enhance your networking opportunities by locating members online in the MGMA/ACMPE membership online directory? You may also

update your membership profile. www.mgma.com.

· There are some upcoming ACMPE certification examination and tutorial deadlines. You may contact Margaret Perry at 888-608-5601 ext. 292 for further information and details.

· ACMPE provides scholarships to those enrolled in undergraduate or graduate programs that are relevant to practice management. If you have any questions about this

by Fred Vance, ACMPE

program, contact Cathi at 888-608-5601 ext.232 for eligibility requirements.

· Please give me a call at 785-233-5101 ext. 354 for more information or send me an e-mail at: jhox1999@cjnetworks.com

February 24-25: FMS/

MCA Joint Conference, Hilton Head, SC

May 5-6: Missouri

MGMA Conference, Lake of the Ozarks

The power of business plans

Making a management tool work for you

By Peter D. Lucash

Principal, Lucash & Company

A business plan is about *Action!*

It's about asking and answering questions. A good plan helps you to get control of your business in a systematic way.

As with medicine, crafting a business plan is not all science - there is an art to business as well.

The process of developing a business plan is very much a learning process, forcing physician owners and management to analyze and assess the organization in a realistic, systematic way.

It is about telling the story of the practice - what it is, where it came from, and where it is going. In some ways, a business plan is like a newspaper story - it answers the "five 'Ws' - who, what, when, where, why - and how":

Who: Who are you?

What: What is it you do and what are you going to do?

When: When have you done it and when will you accomplish it?

Where: Where have you done it and where will you do it?

Why: Why do you do it - what is the market need you are meeting?

How: How do you meet that need and are better than the competition and how will you defend and enhance our position?

When events are swirling around you seemingly beyond your control, when your workload keeps increasing and your income is dropping, when your family is complaining because they don't see you, and your staff is frustrated and tugging for your time, you need to take command, set goals, set a direction, and get going in that direction.

A business plan is about taking control of your practice. That's what a business plan does.. A good business plan is as much about the process as it is about the result.

The process brings out the collective judgements and opinions of the key people in an organization, holds these up to scrutiny and focuses attention on the future direction of the organization. As much as the process analyzes the past, a business plan is future oriented, preparing for the inevitable, preempting the undesirable, and controlling the controllable. It is simply smart business.

The healthcare business environment is a swirl of activity and change combined with fees that are down and expenses up for physician practices. The consequences of management misreadings of the market, demographics, regulatory actions or the economy can spell trouble or disaster for many practices. The business plan is a preemptive offensive move to not only protect but to build and grow for the future.

Bookstores are filled with tomes on writing business plans. The business model is a good starting point, but medical practices are different and a medical practice business plan needs to reflect that difference. When developing your plan, your focus should be on the outcome, that being a useful plan of action:

Ten Questions a Practice Business Plan Should Answer

1. What is the focus of our practice in terms of types of patients (specialty or specialties) and geographic area served?

David Smith

Radiology and Nuclear
Medicine, Topeka

Wayne Coventon

Kansas Univeristy
Physicians, Inc., Kansas
City, KS

Mary Kay Glasner

Via Christi RMC —
Specialty Clinics,
Wichita

Lori Campbell

Abay Neuroscience
Center, Wichita

Cindy Reeh

Michael E. Reeh, MD,
Hillsboro

Debbie Kenney

Associated Urologists,
Manhattan

Elizabeth Sergeant

Baird, Kurtz & Dobson,
Wichita (allied)

Connie Myers

Hertzler Clinic, Halstead

Dan Evans

Hertzler Clinic, Halstead

Stephanie Karasek

Lincoln Center, Topeka



The Power of Business Plans

continued

2. What are the qualifications and experience of the people providing care?
3. Who are our patients in terms of age, insurance coverage, residence?
4. What services do we provide?
5. What are our sources of income? What has been the history of our income?
6. What are principal expenses? What is the history of our expenses?
7. Who are our competitors and how do we differ?
8. What are we planning to accomplish in the coming

year and 2-3 years?

9. What have been the historical milestones of our practice?

10. What are the future milestones we plan?

A good business plan seeks out potential opportunities and threats to an organization, and develops plans to deal with the world as it unfolds, including contingencies when things turn out differently - which they will. It set goals for the business, and the actions needed to accomplish them.

The Action Plan lays out the goals, specific tasks and timelines that serve as the blueprint for management as you move forward. So **Question, Plan and ACT!**

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