

**KANSAS
MEDICAL GROUP MANAGEMENT ASSOCIATION**



**SUCCESS THROUGH
EXCELLENCE**

FALL 1991 CONFERENCE

September 26-27, 1991

HOLIDAY INN
200 McDonald Drive
Lawrence, Kansas 66044

AFFILIATED WITH—Medical Group Management Association





FEATURED SPEAKER



Layne A. Longfellow, Ph.D.

Combining an extensive background in psychology, music and theatre, Dr. Longfellow is an internationally renowned lecturer and consultant in the behavioral sciences. He was born in Appalachia during the Depression years and received his education at Ohio University and the University of Michigan. A college professor and academic vice president until 1974, he became Director of Executive Seminars for The Menninger Foundation, where he designed and conducted seminars for principal executives of major multinational corporations. In 1978, at age 40, he established his own company. He has since presented over 2,000 speeches and seminars internationally.

Dr. Longfellow is being sponsored for this meeting by St. Francis Regional Medical Center, Wichita, Kansas, and the Menninger Foundation, Topeka, Kansas. The officers and members of Kansas Medical Group Managers are very grateful for their continued support.

KMGMA CONFERENCE SCHEDULE

Wednesday, September 25

5:00 P.M. - 8:00 P.M. — Executive Committee Meeting

Thursday, September 26

7:00 A.M. - 9:00 A.M. — Exhibitor Setup
Registration Opens

7:45 A.M. - 8:45 A.M. — Breakfast

8:45 A.M. - 9:00 A.M. — Welcome — **Bob Walters**, Mayor

9:00 A.M. - 10:00 A.M. — **Phillip Chiarelli**, Chief of Medicare Operations and **Darcy Jakopchek**
“January 1992 Physician Payment Reforms — Phasing in the Changes”

10:00 A.M. - 10:30 A.M. — Break • Exhibits • Prize Drawing

10:30 A.M. - 12:00 Noon — KMGMA Business Meeting

12:00 Noon - 1:00 P.M. — Lunch with Exhibitors

12:00 Noon - 1:00 P.M. — New Member Orientation and Luncheon (Please confirm your
reservation on your registration form.)

1:00 P.M. - 1:30 P.M. — **John Knack**, Vice President, Blue Cross - Blue Shield

1:30 P.M. - 2:45 P.M. — Breakout Session #1

2:45 P.M. - 3:15 P.M. — Break • Exhibits • Prize Drawing

3:15 P.M. - 4:30 P.M. — Breakout Session #2

6:00 P.M. - 6:30 P.M. — Hospitality • Courtesy of Wichita Clinic - Alumni Center, KU

6:30 P.M. — Banquet - Alumni Center, KU • Entertainment: **Ric Averill**
Ric plays a wide variety of theater, singing and dancing as well as vaudeville
in the Lawrence community, and has traveled as far as the USSR performing.
He is a native Kansan and is director of the Apple Valley Players as well as the
Seem-to-be Players for children and youth.

Friday, September 27

6:30 A.M. — **Two Mile Walk / Run**

7:30 A.M. - 8:30 A.M. — Breakfast

8:30 A.M. - 9:00 A.M. — Break • Exhibits • Prize Drawing

9:00 A.M. - 10:30 A.M. — Seminar with **Layne Longfellow**

10:30 A.M. - 11:00 A.M. — Break • Exhibits • Prize Drawing

11:00 A.M. - 12:30 P.M. — Seminar with **Layne Longfellow** continues

12:30 P.M. - 1:30 P.M. — Lunch

1:30 P.M. - 3:00 P.M. — Seminar with **Layne Longfellow** continues

BREAKOUT SESSIONS

IMPROVING YOUR COLLECTIONS Vicki Davis, Credit Manager - Wichita Clinic

Vicki has been Credit Manager for the Wichita Clinic since 1986, where she supervises a staff of eight in the Credit/Collection Department, and is responsible for review of over 28,000 accounts each month. She has over 20 years collection experience including financial institutions, hospital, wholesale/commercial and retail collections, with 10 years in health care. Vicki has designed, written and implemented complete credit/collection policy and systems for both the smaller non-computerized "manual" office setting and the fully computerized system with all required "on-line" programs to be successful. She has been responsible for training and motivation of up to 20 employees.

PHYSICIAN RECRUITMENT Bill Sherriff, J. Sherriff & Associates

Bill's company, headquartered in Overland Park, Kansas, is the only firm that specializes in recruiting for Kansas communities only. He will discuss how to sell your practice opportunity and your community to physicians and their spouses. You will learn how to establish recruiting committees, how to outline specific needs on paper, as well as what to do when a candidate appears.

HUMAN RESOURCES — OVERVIEW FOR THE 90'S Will Stricker Director of Human Resources - Wichita Clinic

Will has a degree in administration from Oklahoma State University and has been in the health care industry for 16 years. He has served as an associate administrator/director of human resources at the Wichita Clinic for over eight years. Will plans to review legislation, regulations, enforcement and court decisions that have been enacted over the past year that impact labor law. He will have discussions on approaches to compliance used (or planned) by the membership. Subjects covered will be safety, labor relations, employment practices, compensation and benefits.

MARKETING - 1ST SESSION Caroline Lemelin, Marketing & Development Manager Wichita Clinic

Caroline is responsible for image promotion, referral marketing, strategic market direction's and planning. She has a degree in business and public relations from the University of Arizona and a masters in economics and marketing/communications from the University of Tennessee. She was a partner in a Knoxville based agency which served a four state area in coordinating marketing and promotion schedules for healthcare organizations. Caroline will discuss philosophies of image enhancement and the importance of having a marketing plan.

MARKETING - 2ND SESSION Maggie Chamberlin, Director of Marketing Galichia Management Group, Inc.

Maggie's efforts are focused on eight medical practices, including the 28 physician Galichia Medical Group in Wichita, the Wichita Heart Center, Galichia Laboratories, Wichita Labs, Wellplan and the Wichita Institute for Clinical Research. She has worked in marketing since her 1974 graduation from the University of Oklahoma and has owned her own consulting company. She has received two national awards for creation of direct mail programs and supervised creation of the 1989 Best of Show Advertising Campaign for the Emprise Bank Network in Kansas. You will review traditional marketing theory and how it relates to a medical practice. Maggie will help brainstorm a marketing plan for your practice.



HOLIDAY INN
200 McDonald Drive
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(913) 841-7077

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

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