

**KANSAS
MEDICAL GROUP MANAGEMENT ASSOCIATION**



**TOTAL
SERVICE ...**

A Model For Success

SPRING CONFERENCE

April 29-30, 1999



400 WEST WATERMAN

WICHITA, KS 67202

AFFILIATED WITH—Medical Group Management Association





FEATURED SPEAKERS



Vicky Bradford, Ph.D. is the president of The Bradford Company, a Denver-based training and consulting firm that specializes in service quality issues in the health care field with a specific focus on medical practices. A nationally known seminar leader and consultant, Dr. Bradford is a member of the faculty of the American College of Physician Executives, the American College of Medical Practice Executives and the National Association of Managed Care Physicians.

Based upon her best selling book, The Total Service Medical Practice: 17 Steps To Satisfying Your Internal and External Customers, (Co-published by the Medical Group Management Association, the Healthcare Financial Management Association and McGraw-Hill), Dr. Bradford has developed a copyrighted package of programs that brings the "Total Service" approach to the medical practice setting. Dr. Bradford has also written numerous articles on service and communication skills in the health care field.



Jack Pachuta. For two decades, Jack Pachuta has assisted people in building effective teams, improving their internal operations, and becoming better communicators. In addition to working in radio and cable television, Jack was the vice president of training and communications for a company named one of Forbes Magazine's "200 Best Small Companies." Currently he is the owner of Management Strategies, Inc., in Cedarburg, Wisconsin, a consulting, training and professional speaking company. Jack's clients have included ShopKo Stores, Jockey International, Maytag, Kaytee Products, Simplicity Manufacturing, and Thomson Electronic Hong Kong.

As an adjunct faculty member of Cardinal Stritch University, and a senior faculty member of the Keller Graduate School of Management, he teaches courses in communications, management, sales and marketing, and negotiations.

Jack is the past president of Wisconsin Professional Speakers Association, a chapter of the National Speakers Association. Jack offers a unique perspective on why some organizations easily implement quality programs while others have continuing problems.

KMGMA 1999 SPRING CONFERENCE SCHEDULE

Wednesday, April 28, 1999

5:00 p.m. – 8:00 p.m.	Executive Committee Meeting – <i>Board Room</i>
5:00 p.m. – 6:00 p.m.	Executive and Committee Buffet Dinner
5:30 p.m. – ??? p.m.	Hospitality Reception – <i>Check at Front Desk</i>
6:00 p.m. – 8:00 p.m.	Insurance and Legislative Committees – <i>Chisholm Trail Room (20)</i>
	Human Resources Committee – <i>Stimson Trail Room (10)</i>
	Rural Health Committee – <i>Santa Fe Trail Room (15)</i>
9:00 p.m. – 11:00 p.m.	Exhibitor Setup – <i>Room 210 BC</i>

Thursday, April 29, 1999

7:00 a.m. – 9:00 a.m.	Member Registration
7:00 a.m. – 8:00 a.m.	Breakfast – <i>Eagle ABCD</i>
7:00 a.m. – 8:00 a.m.	New Member Orientation and Breakfast – <i>Santa Fe Trail Room</i>
8:00 a.m. – 8:15 a.m.	Welcome and Announcements – <i>Room 209 A</i>
8:15 a.m. – 9:00 a.m.	“What can we expect in Y2K?” – <i>Room 209 A</i>
	Insurance Panel - Medicare Kansas Blue Cross Blue Shield Principal PPK
9:00 a.m. – 10:30 a.m.	“Team Building / Negotiations” – <i>Room 209 A</i> Jack Pachuta
10:30 a.m. – 11:00 a.m.	Break - Exhibits - Drawing – <i>Room 210 BC</i>
11:00 a.m. – 12 Noon	KMGMA Business Meeting (Members Only) – <i>Room 209 A</i>
12:00 Noon – 1:15 p.m.	Lunch with Exhibitors – <i>Eagle ABCD</i>
1:15 p.m. – 2:45 p.m.	Breakout Session #1 A. “Are you ready for Quality?” – <i>Room 207</i> Jack Pachuta B. “Practice Management Issues” – <i>Room 205</i> Jim Lockhart C. “Y2K Issues” – <i>Room To Be Announced</i> Lori Callahan / Carol Price D. “Stark Updates” – <i>Room To Be Announced</i> Dixie Madden
2:45 p.m. – 3:30 p.m.	Break - Exhibits - Drawing – <i>Room 210 BC</i>
3:30 p.m. – 4:45 p.m.	Breakout Session #2 A. “Are you ready for Quality?” – <i>Room 207</i> Jack Pachuta B. “Practice Management Issues” – <i>Room 205</i> Jim Lockhart C. “Y2K Issues” – <i>Room To Be Announced</i> Lori Callahan / Carol Price D. “Stark Updates” – <i>Room To Be Announced</i> Dixie Madden
6:00 p.m. – 10:15 p.m.	Entertainment (see Flyer) – <i>Crown Uptown Theatre</i>

Friday, April 30, 1999

7:00 a.m. – 8:00 a.m.	Breakfast – <i>Eagle ABCD</i>
7:00 a.m. – 8:00 a.m.	Past Presidents' Breakfast – <i>Board Room</i>
8:15 a.m. – 9:00 a.m.	Break - Exhibits - Drawings – <i>Room 210 BC</i>
9:00 a.m. – 10:15 a.m.	“The Total Service Medical Practice” - A Model for Success – <i>Room 209 A</i> Vicky Bradford, Ph.D.
10:15 a.m. – 10:45 a.m.	Break - Exhibits - Drawings – <i>Room 210 BC</i>
10:45 a.m. – 12 Noon	“The Total Service Medical Practice” - A Model for Success – <i>Room 209 A</i> Vicky Bradford, Ph.D.
12:00 Noon – 1:30 p.m.	Lunch (Topical Tables) – <i>Eagle ABCD</i>
1:30 p.m.	Adjournment

BREAKOUT SESSIONS “A” THROUGH “D”

“Are You Ready for Quality?”

Jack Pachuta, Owner, Management Strategies, Inc. Currently teaches at Cardinal Stritch University in communications, management, sales & marketing, and negotiations. His clients include ShopKo Stores, Jockey International, Maytag, Simplicity Manufacturing and Thomas Electronic Hong Kong.

“Practice Management Issues”

Jim Lockhart is the Executive Director of Practice Management Partners Consulting Services providing full practice assessments to the selected needs of the physician and/or practice.

“Y2K Issues”

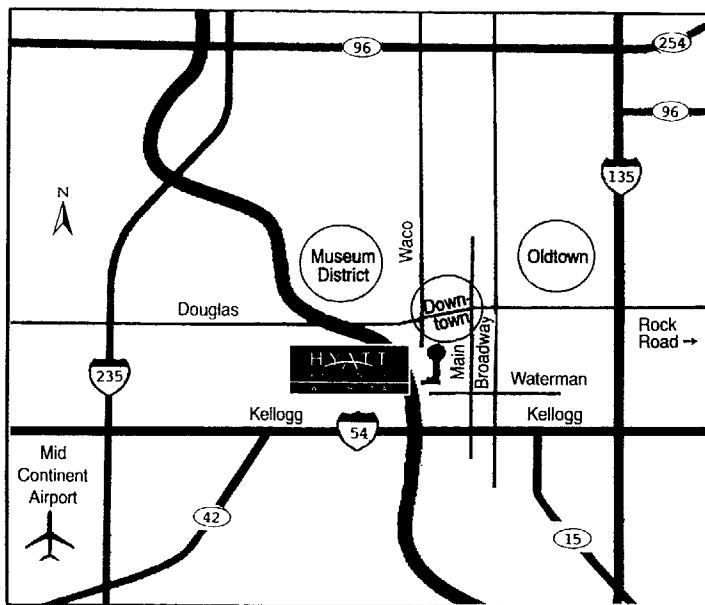
Lori M. Callahan is General Counsel and Vice President of Claims for KaMMCO, the Kansas Medical Society’s medical malpractice insurance company. **Carolyn Price** has served as Director of Health Care Finance for the Kansas Medical Society since 1989.

“Stark Updates”

Dixie Madden and **Charles Millsap** are members of Fleeson, Goong, Coulson & Kitch, L.L.C., in Wichita. Madden is a member of the American Health Lawyers Assn. and devotes a substantial part of her practice to matters related to the healthcare field.

Millsap’s practice is devoted to litigation, contract formation and dispute resolution. He has successfully handled significant healthcare-related cases in federal accounts.

Because the meeting rooms at the Hyatt are larger than the rooms we have used in the past, it will not be necessary to sign-up for break-out sessions.



**Directions From the Wichita
Mid-Continent Airport:**

Take Kellogg (Hwy. 54) east to
Central Business District exit.
Turn left onto Main Street, and
then left onto Waterman.

The hotel is located on the
right side of the street.

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Wichita, KS 67202

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

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