

# "A Guided Tour of Healthcare Purchasing"

A SYMPOSIUM FOR HEALTHCARE DECISION MAKERS

**Monday, February 17, 1997**  
**Reception 5:00 p.m. to 7:00 p.m.**

**11:30 a.m. to 5:00 p.m.**  
**The Harvey Hotel-Addison**

## Presented by:



The Texas Association of Business & Chambers of Commerce (TABCC)



The Dallas Association of Health Underwriters (DAHU)



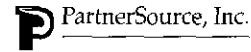
The Dallas Certified Employee Benefit Specialists (CEBS)

## Major Sponsors:

Harris Methodist  
Health Plan



PacifiCare®



Experts from various healthcare fields will provide a comprehensive and informative seminar on all aspects of healthcare purchasing - giving you the benefit of current knowledge and real world experience. At the seminar, you'll receive a notebook which outlines the material in each session and provides a valuable resource for future reference.

**You'll be able to make an informed healthcare purchasing decision...  
and your employees will get the benefits they need.**

## Seminar Schedule:

<b>10:30 - 11:30</b>	Registration	<b>2:30 - 2:45</b>	Break
<b>11:30 - 1:00</b>	Lunch and "Legislative Updates & Healthcare Trends" presentation	<b>2:45 - 3:45</b>	Concurrent Session Two
<b>1:00 - 1:30</b>	Break	<b>3:45 - 4:00</b>	Break
<b>1:30 - 2:30</b>	Concurrent Session One	<b>4:00 - 5:00</b>	Concurrent Session Three
		<b>5:00 - 7:00</b>	Reception and Prize Drawing with Exhibitors

## The program features four informative presentations:

### Legislative Updates & Healthcare Trends

**Presented by:** Cynthia Stamer, Attorney, Alan, Gump, Strauss, Hauer, & Field, L.P.

Hear about the latest in group health reform and Federal and State legislative acts such as medical savings accounts, the Health Insurance Portability & Accountability Act of 1996 (HIPAA), Mental Health Parity Act, House Bill 2935 and others affecting your benefit plan and purchasing decisions. Learn what breakthroughs are on the horizon in healthcare reform as well as healthcare trends.

### Managed Care Options & Quality Issues

**Moderated by:** Chris Merlo, Principal, PartnerSource, Inc.

**With A Panel Discussion Featuring:** Dr. Bill Gillespie, President and Executive Medical Director, Kaiser Permanente Southwest; Rick Cook, CEO, United Healthcare, Inc.; Susan Pohly, Vice President of Service and Quality, NYLCare Southwest.

Learn the differences between the managed care options that are available to you. Determine which managed care option best meets the needs of your organization based on quality, service and price. Get information on quality standards so that you can ask the right questions and compare the quality of service being delivered by various vendors.

### Design & Funding of Employee Benefit Plans

**Presented by:** Todd Leveridge, Account Executive, Willis Corroon, Inc.

Find out how plan design impacts both your organization's bottom line and employee satisfaction. Learn what elements are critical in selecting the appropriate design and funding option and why your company's healthcare philosophy and goals are the first step to designing the right benefit plan. This session will also review the advantages and disadvantages of various funding arrangements such as fully insured, minimum premium and administrative services.

### The Buying Decision

**Presented by:** Carolyn L. Goodwin, President, The Grant Nelson Group of Texas and Jeff Flammang, Consultant, J I Specialty Services, Inc.

Get the inside tips from brokers and consultants about how to evaluate proposals, ensuring that you are making comparisons between comparable products and services. Develop a purchasing guideline checklist to take with you that makes the process simple and thorough and reminds you of hidden pitfalls and how to avoid them. Learn what to expect from your broker or consultant and how to establish performance guarantees.