

President's Message

DEAR EBPA MEMBERS,

Thanks for your continued support! We are having a record breaking 25th Anniversary Year!

The annual EBPA Golf Tournament was a successful outing and great fun for all who participated. Thanks to our sponsors and our small but mighty Golf Committee led by Adam Windsor. Adam is quick to pass credit to Lauren Shultz and Amy Angotti, however it is clear he was the reason this tournament was such a success. At our last meeting he was already planning for next year with ideas to make it even better. Thank you Adam for coordinating such a great event! Also, a special thanks to all participants that purchased mulligans. Through your generosity the EBPA is in position to present a check to CDKL5 (cyclin-dependent kinase-like 5) in the amount of \$2,000! This was the highest total ever contributed in the history of the EBPA Golf Tournament.

Andie Dowell and Judy Wood have done a tremendous job organizing informative and interesting luncheons and our annual seminar is fast approaching, June 22nd at the Ritz Charles. Our growing membership is a testament to the value and continuing education opportunities the EBPA provides to the insurance professionals in Kansas City. Our seminar this year will be no different, offering experts from diverse specialty areas to provide valuable updates regarding innovations in our market place. Please go to www.ebpa-kc.org for details and registration information.

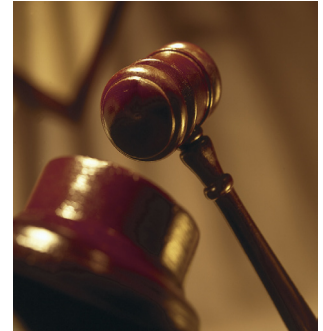
This is an exciting time to be in our industry. In the foreseeable future we will be discussing more and more about market innovations aimed

at reducing costs, regardless of the Supreme Court's ruling on legality of health reform. Patient Centered Medical Homes, technology investments, and market consolidations will take on more meaning to industry professionals and employers as hospital and provider

reimbursement models are transformed to a system that differs from the traditional discounted fee for service approach. This transformation brings challenge and opportunity for all stakeholders. The EBPA will remain committed to bringing you the most current information available.

I wish all of you continued success in your endeavors and look forward to the next time I see you at one of our EBPA events...have a great summer!

Matt Tritz



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* denotes an Executive Committee member

The *EBPA Newsletter* is published quarterly by the Greater Kansas City Employee Benefit Professionals Association, a Non-Profit Organization, P.O. Box 40071, Overland Park, Kansas 66204-0971 (913) 381-4458, fax (913) 381-9308. Newsletter items should be submitted to the editor, Denise Lambert, Saint Luke's Health System, (816) 932-2000, dlambert@saint-lukes.org.

The opinions expressed in the *EBPA Newsletter* are those of the writers and not necessarily those of the Greater Kansas City Employee Benefit Professionals Association.

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Golf Tournament Winners

The following players were winners at our tournament on May 15. Congratulations!

A Flight - 1st Place

Jamie Britt
Brad Miller
Ronnie Miller
Scott Reynolds

A Flight - 2nd Place

John DeLeon
Jarod Cochran
Scott Sachse
Jed Killough

B Flight - 1st Place

Jim Conger
Rick Robinson
Steve Moody
John Hess

B Flight - 2nd Place

Scott Mitchell
Michael Mangherio
Andy Carter
Frank Zima

C Flight - 1st Place

Randy Schultz
Alex Schultz
Scott Beeler
Rob Davidson

C Flight - 2nd Place

Jim Stanfield
Craig Winter
Ryan Tate
Reggie Brown

Longest Drive #4:

J.C. DeLeon
Erin Woodall

Closest to the Bunker #9:

Mark Sloan
Erin Woodall

Closest to Pin #3:

Brandon Scarborough

Longest Drive #14:

John Ruhmann
Pam McGovern

Straightest Drive #18:

Erin Woodall

Our Thanks to the Golf Sponsors

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The Standard
Taben, LC
UMB Bank
UMR
VSP



Employee Benefits: Yesterday . . . Today . . . & Tomorrow

EBPA Annual Employee Benefits Seminar

June 22, 2012
7:30 am - 1:30 pm
Ritz Charles Meeting Facility

- 7:30 am Registration and Breakfast
- 8:00 am **Cardiac Imaging for Insurance Professionals: Looking Toward New Paradigms**
TIMOTHY M. BATEMAN, MD. FACC, FAHA, FASNC,
 Co-Director of Cardiovascular Radiologic Imaging, Saint Luke's Cardiovascular Consultants, P.A. and the Mid America Heart Institute
- 8:50 am Break
- 9:00 am **Employee Wellness: Past, Present & Future**
JACK BASTABLE, National Practice Leader Health & Productivity Management, CBIZ Wellness Solutions
- 9:50 am Break
- 10:00 am **Data Storage and Compliance Regulation: An Ethics Course**
JANE HAMERLE, Vice President and Chief Information Officer, Blue Cross and Blue Shield of Kansas City
- 10:50 am Break
- 11:00 am **STD Insurance & Health Related Lost Productivity**
MICHAEL KLACHEFSKY, National Practice Leader, Workplace Possibilities --The Standard
- 11:50 am Luncheon
Evolution of Health Care Plans -
A history of where we are today and where we see them going tomorrow
DENISE MOUNT, Vice President, Product & Innovation, UnitedHealthcare

- Four hours of General and One hour of ethics credit are available in Kansas; Missouri is pending.
- Registration fees are \$95 for members and \$130 for nonmembers

A Look Back in Time . . . 1993

by Jim Walter, past president

I had the opportunity to serve as EBPA President during 1993. It is fascinating to think about all the changes in our business and our world, as well as our personal lives. No better example than this newsletter, now delivered by the Internet.

1993 was EBPA's 7th year. One of our first official acts as a Board was to recognize the contributions of Dave Kiblen, one of the original founding Directors and Past President who passed away in December, 1992. Dave spent three years on the EBPA Board and his contributions to our Association are why we remain vibrant and successful 25 years later.

By 1993 EBPA grew to over 400 members. In just 7 short years we had moved from the Ramada Inn to the Ritz Carlton for our luncheons. 1993 began with the inauguration of President Bill Clinton. We all knew this would bring unprecedented attention to Health Care and begin very serious discussions about healthcare reform.

The debate was intense, with First Lady Hilary Clinton at the center. Summit meetings were held across the country and many of our members attended the "Midwest Summit on Health Care" on October 29th, 1993 hosted by Senators Bob Dole, Nancy Kassebaum, Jack Danforth and Kit Bond. Economist Uwe Reinhardt spoke that day of "regulated, capitated, competition" and "businesslike government never

pays for anything, business always recoups".

Hilary Clinton spoke of the Clinton Health Reform Proposal. The key components were the mandate of Universal Coverage, and substantial employer contributions. Their Standard Package would offer two plans. The first was a Low Cost-Sharing Network Plan with no deductible, \$10 Co-pays and full coverage in many categories of care. The second Plan in the Clinton Care package was called a High Cost-Sharing option; an out of Network plan with a \$200 deductible, and 20% coinsurance to a \$1500 out of pocket. High cost has a whole new meaning in 2012.

The debate over Healthcare Reform was intense.

The debate over Healthcare Reform was intense. A successful marketing campaign led by the Health Insurance Association of America (HIAA), our primary industry lobby in those days, made a huge difference with this issue. A fictional couple named "Harry and Louise" helped to inform the public of the impact "Clinton Care" would have on their lives. Public opinion as well as Congress started to turn away from the Clinton model of reform in 1994.

In the summer of 1993, the Midwest was heavily impacted by the flooding in eastern Kansas

and Western Missouri. Over 8,800 homes were destroyed. Donations collected from EBPA members at our fall social event were donated to the American Red Cross and we received a thank you letter from the Executive Director that was published in our newsletter.

Our Industry continues to face and meet new challenges; Obama Care being the latest. Health Alliances have become Health Insurance Exchanges, but the concept remains the same. Time will tell how this all works out, but it would be a mistake for any of us to think our Industry will not remain vibrant and successful. Organizations like EBPA make sure the knowledge and information is there, but more

importantly, help foster the friendly camaraderie that makes our business unique from many others. I have confidence we will adapt and continue to be successful.

Congratulations EBPA on the 25th anniversary and thanks to everyone who has served on our Board and sustained our success. Most importantly however, thanks to Sandy Sabanske, our dedicated Association Manager for her long history of serving our organization so capably.

Notice of CEU Procedures

Participants must sign in at the registration desk **AND** submit a completed evaluation form in order to receive CEU credits. Documents will not be accepted by mail. *CEU credit is available to 2012 EBPA members only.*

EBPA June 22, 2012 Reservation

Company _____

Name(s) _____

Phone _____ E-mail _____

**Registration and payment may be made online by going to
<http://www.ebpa-kc.org/seminar>**

To pay by credit card: __Mastercard__ Visa__ Amex No. _____

Expiration date: _____ Signature of cardholder _____

Registration fee: Prior to June 20: \$95 for members, \$130 for nonmembers, add \$5 after June 20
Payment must be received in advance of seminar

Cancellations must be received 48 hours in advance of seminar.

EBPA, P.O. Box 40071, Overland Park, KS 66204, 913.381.4458, fax 913.381.9308, ebpa@sbcglobal.net

CANCELLATION POLICY

✓ CANCELLATIONS MUST BE RECEIVED 48 HOURS IN ADVANCE of the meeting. A credit for a future meeting will be provided for any cancellations received within this time frame. No shows that have not been prepaid will be billed. Of course, if you wish to send someone in your place to the meeting, please feel free to do so!

We appreciate your compliance with these policies. If you have any questions, please do not hesitate to call (913) 381-4458 or any of the board members shown on page 2.

Check Your CE Credits

EBPA files all credits for meetings electronically with the states of Kansas and Missouri. You are able to check the credits that have been filed on your behalf by going to:

Kansas:

<http://www.ksinsurance.org/industry/agent/conted.htm>

Missouri:

http://insurance.mo.gov/agents/ce/ce_res.php

You must be a member of EBPA in order to receive the CE credits from a meeting. An evaluation form must be completed and turned in at each meeting, as well as the sign-in sheet completed.