



## notes

Duality Mendheim

Started 1972 Out of College Junior Cost Accountant

James Hulsey + Eric Brodsky + Bob Seibert started PPO 82-83

Then West Coast Regional VP 88

Early Challenges Staying in Business

Problems already in 70s, Medicine was facing growth BC+BS

Did not have management discipline to deal with size

Current issues: Inability to change

Medicine went to DRGs

Government influence on Industry now

used to be BC influenced Gov't

Founders took a Marketing Perspective

Flaked by a Disciplined Management

Cascade Social mission

Most satisfying contribution: Salvaging of PPO + HMO

Budget wars

Illness Management Programs?

Every Department running on its own