

Thursday, July 3, 1980

Market whiz brings help for doctors and dentists

By LORAIN MCCLISH

Jay Murray, who created Physicians Personal Service Co. for doctors who never had time to learn the business end of their profession, has branched out with aid for the dentists.

"Anyone who sets out to be a doctor has got to stick his head in the books for at least eight years and is never given the time to learn much else about the world except what's in the textbooks," said the Farmington Hills resident.

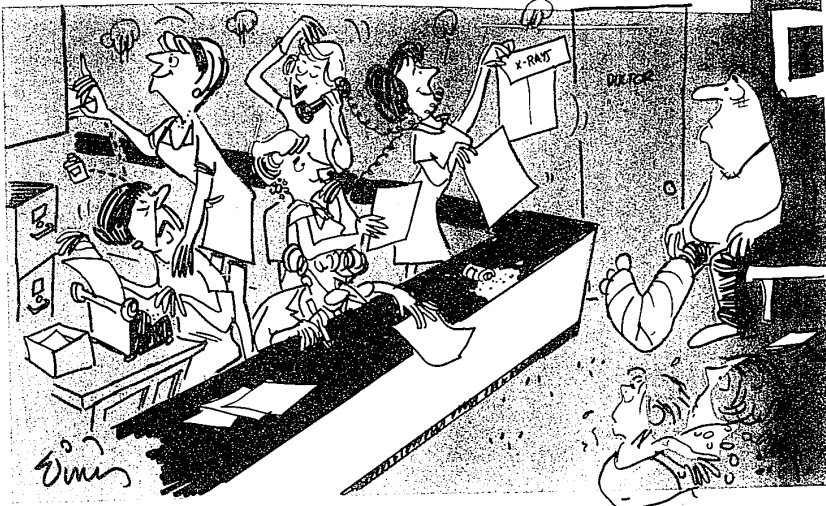
"Their finances, more often than not, are in a mess and so are their offices. Dentists are in another bag altogether. Some of the services we've offered to the MDs and the DOs the dentists can use, but it will be a whole new division for us."

Murray, who began his career as an insurance agent, was alerted to the lack of physicians' administration know-how while waiting in a doctor's lobby for an appointment.

"Six girls (employees) were stumbling over one another and no one was getting in to see the doctor. The patients in the waiting room were developing ulcers. Then I found out this guy who had hired six people to help him was three months behind in his billing. Something was radically wrong," Murray said.

MURRAY CONTINUED with a story about a doctor who had four judgments against him because he hadn't paid his bills.

"He thought his receptionist had paid



them, or his wife or his bank or his attorney. He was ready to jump out the nearest window."

Another doctor had a running argument with a stream of women he hired because the only place they could keep their lunches was in the same refrigerator the doctor kept his drugs.

"Yet his employees were forced to bring their lunch to work because nobody was given a specific lunch hour," Murray said.

Another doctor, who thought he was broke, had \$3,000 in accounts receivable

that was never billed. "Most doctors realize that something is wrong," Murray said, "but they have no idea of what it is much less how to straighten things out."

Physicians Personal Service, with a staff of 11, offers advice aimed at making things go smoother from the book-keeping system to the use of square feet needed; from the color of the wallpaper to the number of personnel.

"We might sit in the office an entire day monitoring what's going on in the office, check out everything that is hap-

pening, then spend a couple of days analyzing it," Murray said.

"The chaos might be straightened out by recommending a new traffic pattern or a new CPA."

MURRAY WENT back to college about 12 years ago to get a degree in business administration and marketing, then a master's degree in guidance and counseling with emphasis on financial matters.

With internship for his masters spent in a psychiatric clinic, Murray said, "It all added up to just understanding people better."

While operating Physicians Personal Services, Murray is a teacher and adjunct lecturer at Walsh College in Troy, whose forte is teaching how to market services.

He is interested in stress because he is convinced it is the cause of a host of medical problems.

He is a member of Oakland County Board of Commissioners Citizens Advisory Board for Substance Abuse and recently was voted vice chairman of Farmington Youth Assistance.

"Just to save my own self I'm interested in all research that concerns stress," he said. "It's all wound up with coping problems experienced by both youth and adults."

Along with these activities, Murray has expanded Physicians Personal Services, based in Southfield, with its new division called "Dental Management Consultants," with the opening of a new office in Troy late this summer.

"MANAGEMENT consulting for doctors has been recognized as a critical need by a few hospitals who have asked us to set up seminars for their doctors," Murray said. "At Martin Place and Pontiac Osteopathic the seminars were scheduled as official meetings."

The firm has helped doctors get loans, recommended furniture outlets and where to buy a set of snow tires.

"This has been especially helpful to the new doctors coming into the area, but even ones who have been here all of their lives have pretty locked-in schedules that doesn't allow time for shopping around," he said.

"Each of our staff has an expertise. We can help with income tax, trusts, banks, whatever the need. Now we can do the same for the dentists."

Mail inquiries can be directed to Physicians Personal Services, P.O. Box 165, Bloomfield Hills 48013. Calls will be taken by Murray at 557-8050.



JAY MURRAY

Farmington Community Center forms formal volunteer guild

The Farmington Community Center Guild of Volunteers is being organized to coordinate the multitude of volunteer activities needed to keep the center running.

Acting as a steering committee for the new guild are Betty Schwehr, Sandy Rossin, Judy Antishin, Phyllis Welch, Ruth Falahee, Mary Hileman and Dixie Barth.

The women have prepared an "interest sheet" listing the various job open-

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— Betty Paine

— Farmington Community Center Executive Director

ings so volunteers can choose the areas where they can best serve.

Steering committee members are in the process of distributing the sheet,

along with its application form, to service club presidents in the Farmington area. They will also have them available at a Founder's Festival booth and in the center, 24705 Farmington Road.

BETTY PAINE, the center's executive director, is confident that the newly-formed guild will be established and fully operational by the time the fall schedule of classes and special events are set to go.

"There are interesting new activities at the center and it takes many people to make them successful," she said.

Mrs. Schwehr, chairwoman of the new guild, said that part of its new operation will be awarding volunteers credit hours for the amount of time they work, and each year a special activity will recognize their efforts.

"Our volunteers are the life blood of our non-profit community center, and they will be honored with a special recognition ceremony," Mrs. Schwehr said.

"The center has need of volunteers with a myriad of interests and experiences. A knowledge of art would be useful for our annual arts and crafts show, a poster committee or a publicity committee," she said.

"Musical skills would be helpful for our musical events and the committees that organize them."

"THE FARMINGTON Community Center prides itself on being a place of warmth and welcome," Mrs. Paine said. "Volunteer hostesses complement our benefits, wedding receptions and add to our Christmas Walk."

Hostesses also serve as guides for open houses, bus or house tours and assist with class registration four times a year.

Mrs. Schwehr added, "Every volunteer job will be fitted to the individual. There's a spot for everyone: retirees, young adults and men with their particular skills whether it be minor carpentry work, house repairs, wallpaper hanging or expertise to help with our new Farmer's Market."

Volunteers are needed to assist the office staff with typing, filing and telephone duties.

Volunteers are also needed to run a new resale shop to open in the center next season.

Persons with sewing skills might help with minor decorating ideas for the center's many rooms.

Or those who enjoy working with children have a long list of programs and events to choose from where their talents could be used.

"The center belongs to the community," Mrs. Paine said. "Volunteer assistance will assure the success of the historic house that was graciously donated by the Goodenough family a decade ago."

Mother and son take degrees



Tim Stroup and his mother Mary Ellen, who took degrees together in ceremonies at Orchard Ridge Campus this spring, are representative of the era's new student in higher education.

Graduation was a family affair for Mary Ellen Stroup and son Tim when each was awarded an associate degree in liberal arts in ceremonies on Orchard Ridge Campus, Oakland Community College.

"The Stroups represent the era of the new student in higher education," said Dr. Don Nichols, academic dean at Orchard Ridge. "The combinations of husband, wife, brother and sister are more common than they were 20 years ago."

Tim Stroup is a 1977 Bloomfield Hills Lahser graduate who majored in photography and hopes to work as a professional photographer while taking classes in Center for Creative Studies.

His interest in photography began in high school where he received a Youth Service Award for aiding in the development of a photography course for a local elementary school. At OCC he was able to design his own goals to meet class requirements.

MARY ELLEN Stroup's degree constitutes a 20-year college career that is still in progress. She began taking courses at Mott Community College in 1960, took time out to have three sons, now aged 21, 13 and 10, then enrolled at OCC in 1966 where she was later awarded a certificate for her high academic average.

Although she had planned to enroll at Madonna College to take courses in legal assistance this fall, and ultimately attend law school, she is foregoing that plan to permit her husband to study for a certificate in management.

She describes her family as being dedicated to lifelong learning.

"It would be very strange around our house if everyone wasn't taking some kind of class," she said.

Mrs. Stroup is interested in psychology, cross-cultural studies and religion. She is active in Focus Hope, NAACP, her Presbyterian Church and the local chapter of Michigan Association for Children with Learning Disabilities.

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