



Strategy & Business Development

A Five-Part Audio Series

Part 1: Emerging Trends: Provider-Based Clinics for Prospective Payment System & Critical Access Hospitals
Tuesday, March 17, 2009

Part 2: Building a Physician Employment Strategy
Tuesday, April 21, 2009

Part 3: Helping Employed Physicians Succeed Under Your Compensation Plan
Tuesday, May 19, 2009

Part 4: Hospital-Physician Real Estate Transactions from the Inside Out
Tuesday, July 21, 2009

Part 5: Developing a Customer-Focused, Community-Based Outpatient Market Strategy
Tuesday, August 18, 2009

All sessions are from 11:00 a.m. – 12:00 noon (CST)

Register for ALL sessions and save!

Target Audience

CEOs, CFOs, compliance, foundation directors, human resources, legal, managed care, medical affairs, medical, marketing and planning, nursing, physician recruiters, and public relations.

Program Topics

Emerging Trends: Provider-Based Clinics for Prospective Payment System & Critical Access Hospitals (March 17, 2009)

This session outlines the advantages and requirements for converting freestanding clinics and physician practices to provider-based departments for hospitals, large and small. Additionally, it provides the "how-to" guide for Critical Access hospitals to bill under the Method II methodology for professional services.

Speakers: Karen Smith, partner Bricker & Eckler, LLP; Rod Hardy, senior manager; and Jill Newberry, manager at Arnett & Foster Healthcare Consulting Practice

Building a Physician Employment Strategy (April 21, 2009)

Struggling to attract scarce physicians, hospitals are being forced to create a physician employment strategy. This program will address how to integrate it with the overall strategic plan of the hospital and key elements of the strategy that must be addressed in action and financial plans.

Speaker: John Hill, partner, Healthcare Strategy Group, LLC

Helping Employed Physicians Succeed Under Your Compensation Plan (May 19, 2009)

The best compensation plan in the world is useless if physicians do not understand how to succeed within its terms. This presentation shows criteria important in designing an effective compensation plan as well as useful techniques to help physicians optimize their incomes and improve the group's profitability.

Speakers: Daniel Marino, vice president, Health Directions

Hospital-Physician Real Estate Transactions from the Inside Out (July 21, 2009)

Providing the perspectives of both in-house and outside counsel, this program will look at common models and legal issues with hospital-physician real estate transactions.

Speakers: James Flynn, partner, Bricker & Eckler, LLP and Chet Porembski, vice president and assistant general counsel for business, OhioHealth Corporation

Developing a Customer-Focused, Community-Based Outpatient Market Strategy (August 18, 2009)

Outpatient services account for approximately 50 percent of total gross revenue in community hospitals and outpatient volume is expected to grow by approximately 17 percent by 2016. As healthcare continues to migrate to the outpatient setting, hospitals must move with speed to provide the right services in the right markets. This session will present evolving market dynamics, retail-oriented outpatient delivery strategies and lessons learned deploying a community-based outpatient center.

Speakers: Kevin Locke, co-founder and partner at Charis Healthcare and Richard Clough, vice president operations at Robinson Memorial Hospital, Ravenna, Ohio

Continuing Education

Certificates of Attendance will be issued to all registrants attending this audio conference. These certificates should be placed on file at your hospital as evidence of attendance. Certificates of Attendance will not be awarded for taped sessions.

Registration

\$170 per session for AHA members

\$820 for all sessions for AHA members: a savings of \$30

(You must register for all sessions at the same time to take advantage of savings)

The registration fee includes **one connection and site fee**. One or more individuals from the same facility may participate for the same fee. Participants are encouraged to log in 15 minutes prior to the start of the program, as the program will begin on time.

Prior to the event, you will receive instructions and passwords for accessing the event, along with the slide presentation and other resource materials. It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event. If your e-mail address changes, you do not receive an e-mail with instructions from AHA or if you are unable to download or open presentation materials, please contact AHA two days prior to the event to allow time to address the issue.

Participants should register at least five business days prior to the event to ensure optimal processing of conference materials. To register, please submit the attached registration form. If you have not received confirmation via the e-mail provided on the registration form at least three business days prior to the event, please contact Donna Boroughs at 501-224-7878, or via e-mail to dboroughs@arkhospitals.org. **Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.**

Substitution, Transfer and Cancellation Policy

Refunds, minus a \$25 processing fee, will be granted if requests are received in writing by the AHA at least 5 business days prior to the program. No refunds will be issued after that date. Substitutions, however, are permitted. Fax refund requests to Donna Boroughs at 501-224-0519.

(Registration Form on Next Page)

REGISTRATION FORM

Strategy & Business Development

A Five-Part Audio Series

Audioconferences

A \$30 Savings!

- Complete Five-Part Series – per connection (series discount)

Individual Sessions – Per Connection:

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Registration fee covers one or multiple participants at one location (**one connection per registration**) and includes one set of instructional materials/handouts. Upon receipt, additional handouts can be copied.

Name and Title of Contact Person _____

Organization _____

Mailing Address _____

City, State, Zip _____

Telephone _____ Fax _____ E-mail _____

Method of Payment

Check in the amount of \$_____ payable to the Arkansas Hospital Association is enclosed.

Credit Card # _____ Visa MasterCard

Cardholder's Billing Address (including zip code) _____

Expiration Date _____ Name on card _____

Signature _____

Mail form and payment to

Donna Boroughs, Registrar, Arkansas Hospital Association, 419 Natural Resources Drive, Little Rock, AR 72205; 501-224-7878; or fax form with credit card information to 501-224-0519.

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