Value-Based Care:
No Single Way to Win; Where is Tomorrow’s True North?
Webinar T3034
Thursday, May 12, 2016
12:30 p.m. – 2:00 p.m. (CDT)

Overview
How can an organization move from a top-line focus to a top-value focus without driving the organization into financial ruin? Only 25% of accountable care organizations (ACOs) have yielded any meaningful savings or distributions to physicians. Thus, ACOs cannot be the only model used to engage physicians. When organizations have implemented a strategic cost reduction and revenue optimization plan, as well as created physician alignment models that drive clinical integration, it is a natural progression to manage the health of a population. The acumen shift that occurs during this journey will propel value-based transformation and enable organizations to be deliberate about launching value-based positioning strategies.

This webinar will discuss how hospitals can best manage the transition from a fee-for-service “sick-care” approach to adopting one that focuses on keeping patients well. Using case study illustrations, David will demonstrate how hospitals can rethink the learned way of doing business and position their organizations to thrive in the value-based population health management environment.

Target Audience
CEOs, Administrators, COOs, CMOs, Medical Staff, Health Population Leaders, Senior Finance Executives, Clinical Integrated Network (CIN) Leadership and others interested in Healthcare Value-Based Management

Objectives
At the conclusion of this webinar, the participants will be able to:
1. Discuss different strategies for success in a value-based environment
2. Design a roadmap to navigate the volume-to-value transition
3. Identify key questions to assess and evaluate their organizational readiness
4. Practice the value-based transformation in a way that solves the issues health systems face today while simultaneously preparing for future payment models
5. Discuss how to jumpstart their CIN and deploy hospital quality and efficiency programs (HQEPs), ACOs, Medicare Shared Savings Programs (MSSPs) in a controlled sequence to engage physicians

Faculty
David Wildebrandt is a managing director of Berkeley Research Group’s (BRG) Healthcare Performance Improvement Practice and also leads their Portfolio Optimization and Strategy Practice. He has over 15 years of healthcare operations experience focused on improving contribution margin, improving efficiency through clinical process redesign and enhancing physician integration. Prior to joining BRG, David served as senior VP for Baptist Health Care and as president for Baptist Hospital, Inc. He brings extensive, relevant experience to help guide healthcare organizations through today’s financial landscape while improving clinical outcomes and sustaining an engaged culture.

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

Registration
$175 for AHA Member Hospitals

Registration includes one Internet connection and one telephone connection at one location and an unlimited number of participants from your organization in one listening room.

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 an e-mail with instructions via the e-mail provided on the registration form or if you are unable to download or open presentation materials, at least three business days prior to the event, please contact Anna Sroczynski at 501-224-7878, or via e-mail to asroczynski@arkhospitals.org. Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.
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.

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. Fax cancellation/refund requests to the Education Department at 501-224-0519.

REGISTRATION FORM

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Registration Fee
$175 for AHA Member Hospitals
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 (AmEx and Discover Not Accepted)
Cardholder’s Billing Address (including zip code) ____________________________________________________

Expiration Date _________________ Name on card ___________________________________________________
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