The ED Call Reimbursement Conundrum:
Effective Strategies for Fair, Equitable &
Sustainable Solutions

Webinar
Tuesday, April 21, 2009
12:30 p.m. – 2:00 pm. (CST)

Overview
Hospitals across the nation are experiencing varying degrees of difficulties in providing voluntary emergency
department (ED) call backup specialty panels for the unassigned patients needing admission to the hospital. Many
medical staffs are now demanding hospital boards remove the requirement of mandatory service on the ED call
panels as a requirement of the medical staff bylaws and pay stipends for call. Hospitals have the responsibility to
provide coverage for the emergency departments. The ED on-call issues are creating very contentious relationships
between administration and members of the medical staff. A solution that is fair, equitable and financially
sustainable needs to be found.

This program will define the problem of ED call panel coverage and discuss the current crisis, the reasons for the
crisis and its impact on the hospital and community. The speakers will review options available to administration and
the medical staff to provide solutions for this problem. This will include the current mandatory solution,
reimbursement for availability through payment of stipends and point systems and pay for productivity through
reimbursement for unassigned charity patients as well as reimbursement for all unassigned patients. In addition,
there will be an evaluation of the option of developing specialty hospitalist programs – such as surgicalists,
orthopedic hospitalists, laborists and intensivists – to help manage the ED call challenges, including a review of the
effectiveness of each solution, detailing the cost of each and their potential sustainability.

Target Audience
CEOs, CMOs, COOs, CFOs, and other healthcare executives

Faculty
Martin B. Buser, MPH, FACHE, founding partner of Hospitalist Management Resources (HMR), LLC, was
executive vice president, health services, ScrippsHealth, responsible for the operation's ambulatory, acute, sub-
acute, skilled nursing, home health and related healthcare services. Mr. Buser received his Bachelor's degree, cum
laude, in economics from the University of California, Santa Barbara, and completed a Master's degree in public
health with an emphasis in hospital administration, from the University of California, Los Angeles. He has served on
the Scripps/UCSD Whittier Institute of Diabetes Board of Directors, Past Chairman of the Board of the American
Heart Association, Greater San Diego Division, and is a fellow of the American College of Healthcare Executives.

Buser has served as a member of the California Healthcare Association Executive Committee and Board of
Trustees, Chairman of the Hospital Council for San Diego and Imperial Counties Board of Directors, Chairman of
the California Hospitals PAC Board, on the consultant faculty of the San Diego State University Graduate School of
Public Health, and on the Board of the La Jolla YMCA. He is past Chairman of the Western States American Heart
Association. Additionally, he was named a national “Emerging Leader” by Hospital Forum magazine and Jaycee of
the Year by the Glendale Jaycees.

Roger A. Heroux, MHA, PhD, CHE, was senior vice president of business development for Cove Healthcare and
Spectrum Healthcare Services, prior to founding HMR with Martin Buser. He was co-founder of Spectrum
Emergency Care, Correctional Medical Systems and also co-founder and senior vice president of business
development/mergers & acquisitions for Spectrum Partnerships/Primary Care Services. He also served as chairman of
the Cost Containment Task Force for the American College of Emergency Physicians and was COO of St.
Joseph’s Medical Center, St. Louis, Missouri.

Dr. Heroux received his Bachelor’s degree in Business Administration and Economics from Providence College,
Rhode Island, and completed his Master’s Degree and PhD in Hospital and Healthcare Administration from St. Louis
University, Missouri.

Registration
$170 for AHA members
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.
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.

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.

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

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Registration Fee  $170 for AHA members
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.

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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.