



Positioning Hospitals and Physicians for Success: Understanding How Providers and Payors are Responding to Healthcare Reform

Webinar T2731

Tuesday, February 7, 2012
12:00 noon – 1:00 p.m. (CST)

Overview

The healthcare delivery system is undergoing rapid changes in response to the Patient Protection and Accountable Care Act (PPACA). While some health insurance carriers, hospitals and providers are simply trying to cope with the many changes, others are implementing strategies designed to support the goals of improving efficiency and value. In fact, in many cases, these strategies were being considered well before PPACA was enacted.

Target Audience

CEO, COO, CFO, CMO, Board Members, Business Development and Strategic Planning Leadership, Managed Care Directors, Physician Services, and Financial Services

Program Topics

Industry proven solutions for difficult contracting and reimbursement issues will be discussed:

- How does a health system practically move from volume-based to value-based reimbursement while avoiding an erosion in margins
- Given the time and investment required to evaluate new reimbursement methodologies, should organizations focus on their Medicare strategy, commercial payor strategy, or both simultaneously
- Is it more advantageous to be proactive or reactive relative to payor strategies
- What innovative value-based approaches are organizations contemplating
- How do health systems manage situations where the provider is taking on some risk but does not have control over patient choice in PPO-like products

Faculty

Terri Welter, MHA is Principal, Contracting and Provider for ECG Management Consultants. Terri leads the firm's Managed Care Contracting practice, which focuses on establishing favorable contract arrangements between hospitals, medical groups and health plans. She has extensive experience in the area of managed care and provider reimbursement, including strategy development, the development of reimbursement structures, contract negotiations, and operations. She has assisted dozens of hospitals and medical groups in the financial planning, assessment and negotiation of their health plan contracts.

Charlie Brown, MBA is the Senior Manager, Contracting and Reimbursement Practice with ECG Management Consultants. Charlie works in ECG's Managed Care practice where he focuses on strategic health plan contracting, negotiation and revenue recovery. With more than 18 years of healthcare management and consulting experience, he has been successful in improving the bottom line of clients' financial and operational performance. His expertise was developed while he was Director of Managed Care/Vice President of Practice Operations at Founders Health Care (Allegheny Integrated Health Group) and an Operations Manager/Medical Center Administrator at FHP Inc.

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

\$190 for AHA members

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 Sroczyński at 501-224-7878, or via e-mail to asroczyński@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.

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 Anna Sroczyński at 501-224-0519.

REGISTRATION FORM

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Registration Fee \$190 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.

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 _____ Card Holder's Phone # _____

Mail form and payment to

Anna Sroczyński, 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.