



Maine Hospital Association

presents

“Ten Ways to Improve Medicare Profitability” Webinar

Tuesday, April 6, 2010

1:00 - 2:30 p.m.

Purpose:

Medicare is the largest payer for most US acute-care hospitals; however, contract negotiation is not an option to enhance profitability. This webinar will identify ten actionable ways to improve the margin on treating patients within this critical payer group without sacrificing quality or ethical standards.

Objectives:

At the completion of this webinar, participants will be able to:

1. Highlight US averages for Medicare profitability for inpatient and outpatient care
2. Understand the key drivers for improved Medicare profitability
3. Identify ten actionable strategies for enhancing Medicare profitability

Target Audience:

This webinar targets CEOs, CFOs, Vice Presidents of finance, controllers, financial analysts, and other interested financial personnel.

Faculty:

James Cleverly, MHA, Principal, Cleverley & Associates

James Cleverley serves as a Principal for Cleverley & Associates, where he has worked since September 2003. Mr. Cleverley consults with hospital and healthcare organizations to identify financial and operating opportunities, as well as related strategies for performance improvement. Prior to joining the firm, he directed a statewide health services program for a medical association.

Mr. Cleverley has written several articles dealing with healthcare financial analysis and application, including the annual Community Value Index® hospital survey. He was the recipient of the Healthcare Financial Management Association's Yerger/Seawell Best Article award.

Mr. Cleverley received his Masters in Health Administration from The Ohio State University in 2004. He received his Bachelors of Science in Business Administration from The Ohio State University in 1999.

Cleverley & Associates is a firm specializing in providing benchmarking and consulting services to hospitals in the financial, operating, and clinical areas. The firm emphasizes data interpretation and business solution identification that will enable hospital clients to improve their financial performance. Cleverley & Associates is one of the leading firms in the United States providing strategic pricing studies to hospitals. A wide range of standard reports and customized consulting services are available to clients in various healthcare sectors.

Registration Fee:

\$175 per site for MHA members

\$275 per site for non-members

The registration deadline is March 26, 2010. Advance registration is required to ensure the delivery of instructional materials.

Cancellation Policy:

Cancellations made prior to the registration deadline (March 26) will be issued a refund, less a \$25 administrative fee. Cancellations made after March 26 will be charged 50% of the registration fee. No refunds will be issued for those who do not cancel in advance of the program.

Connecting to the Program:

All registration fees are per phone connection. Complete the attached registration form and return it to the Maine Hospital Association. Upon registering for the program, notify all participants and arrange a meeting room and speaker phone, if desired. At least three business days prior to the program, you will receive confirmation of your registration and instructions on logging into the program via email. You will also receive instructions on downloading the speakers' handouts via website. Approximately 5 to 10 minutes before the program, dial in to be connected to the session.

If you have not received a confirmation notice 48 hours prior to the program, please call Leslie Gagne at (207) 622-4794 to confirm your registration has been received. Confirmation notices will be sent via email when available.

Registration Form

Webinar: Ten Ways to Increase Medicare Profitability

April 6, 2010/ 1:00 p.m. - 2:30 p.m.

Important Note: Information for accessing the program will be emailed to the following contact person prior to the program date.

Name and Title of Contact Person: _____

Telephone: _____ Fax: _____ Email: _____

Organization: _____

Address: _____ City: _____ State: _____ ZipCode: _____

The registration fee is: **\$175** per site for **MHA members** / **\$275** per site for **Non-members**

The fee covers one telephone connection and includes a set of handouts (which can then be copied). If more than one connection is placed, your hospital will be billed accordingly.

Payment Method: Check enclosed (payable to RET) Check being mailed Credit Card

Credit card amount authorized \$ _____

Credit Card # _____

Visa MasterCard Amex

Exp. Date _____ Name on Card (*please print*) _____

Signature _____

Please send completed registration form along with payment to: Leslie Gagne, Maine Hospital Association, 33 Fuller Road, Augusta, Maine 04330 or fax (mail payment separately) to 207/622-3073. If you have questions, please call Leslie Gagne or Carol Sinclair at 207/622-4794 or by email at lgagne@themha.org or csinclair@themha.org.

Registration deadline is Friday, March 26, 2010.