



Maine Hospital Association

presents

“Physician Contracting Strategies to Comply with Federal Regulations” Webinar

Thursday, February 25, 2010

12:00 - 1:00 p.m.

Overview:

With the rising cost of physician contracting, health facilities are increasingly challenged to find new ways to control costs and document fair market value. This webinar will review federal regulations that govern physician contracting, including the Stark law, anti-kickback and anti-trust statutes, the False Claims Act, and the Disclosure of Financial Relationships Reporting guidelines.

There have been several significant settlements in the past two years between the federal government and hospitals and health systems, indicating the government is serious about enforcing these regulations. This webinar will discuss the factors influencing the rising cost of hospital-physician relationships in today's marketplace, and the requirements of documenting fair market value. It will also address the cost and market methods for evaluating fair market value as well as commercial reasonableness tests. Systematic approaches and tools to facilitate negotiations and evaluation and documentation of fair market value will be discussed.

Target Audience:

CEOs, COOs, CFOs, CMOs, CNOs, compliance personnel, legal counsel, and others who may deal with physician contracting and other interested staff.

Faculty:

Penny Stroud, MHA is a founder of Cattaneo & Stroud, Inc. specializing in strategic business planning, program feasibility analysis, medical staff development planning, facilities planning, and market research for hospitals, health systems, medical groups, procurement organizations, and long-term care providers. Penny has been consulting for health care providers since 1978. In the health system area, Penny has developed detailed business plans for hospital programs that analyze financial and market performance and define strategies for future performance or size adjustments. Specific skills include market research, bed and service requirements, reimbursement analysis and understanding the financial and staffing operations of hospitals and health services. She has worked with numerous anesthesia groups and the California Society of Anesthesiologists in managed care contracting, hospital coverage arrangements and positioning issues. Her client base includes large academic medical centers, tertiary medical centers, community hospitals and rural hospitals, and single and multi-specialty medical groups. Penny received her Master's Degree in Health Administration and Planning from Johns Hopkins University and her Bachelor of Arts Degree from Stanford University. She is a member of the Society of Professionals in Healthcare, MGMA and the California Healthcare Association.

Michael Heil, MHA, AVA is a founder of MD Ranger and HealthWorks, Inc. Since 1992, HealthWorks has assisted clients throughout the United States with FMV analysis and management consulting services. Michael has 35 years experience in health care management and consulting. He has served as COO and vice president of major hospitals, and consulted for the past 16 years. Other experience includes a term as president of California Shock/Trauma Air Rescue (CALSTAR) and management engineering positions in industry and hospitals. Michael received a B.S. in Industrial Engineering from Lehigh University and a Masters degree in Hospital and Health Services Administration with distinction from the Graduate School of Business at Cornell University. He is an Accredited Valuation Analyst in the National Association of Certified Valuation Analysts.

Registration Fee:

\$175 per site for MHA members

\$275 per site for non-members

The registration deadline is February 12, 2010. Advance registration is required to ensure the delivery of instructional materials.

Cancellation Policy:

Cancellations made prior to the registration deadline (February 12) will be issued a refund, less a \$25 administrative fee. Cancellations made after February 12 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: Physician Contracting Strategies to Comply with Federal Regulations
February 25, 2010 / 12:00 p.m. - 1:00 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: _____ Zip Code: _____

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).

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, February 12, 2010.