



## Maine Hospital Association

*presents*

# “Pricing Transparency: Perspectives from the Provider, Payor and Patient” Webinar

**Thursday, August 26, 2010**

**1:00 p.m. - 2:30 p.m.**

### Overview:

Economic pressures, rising healthcare costs, consumerism and an increase in self-pay patients, are increasing pressure to disclose costs prior to services being rendered. A patient estimation solution is critical to enable you to respond to customers' needs as well as prepare them for their out-of-pocket expenses and to increase your ability to collect earlier in the revenue cycle.

State specific legislation is driving many payors to react and develop systems and processes to provide patient estimates which incorporate benefits. Consumers are striving to understand what is important to them. They want to know what their out-of-pocket expenses will be and where they can get their questions answered. Since consumers are now beginning to demand answers in order to make educated informed decisions about healthcare tests, treatments and procedures, selection of physicians, hospitals and other providers, payors are also trying to accommodate their members and providers in supplying useful information regarding pricing and quality. During this webinar, we'll examine these three perspectives and learn how providers and payors can work together to meet the demands of the consumer.

### Learning Objectives:

At the conclusion of the webinar, participants will:

1. Learn the three perspectives of providers, payors and consumers as it relates to pricing transparency
2. Learn how one provider approached this issue in regards to the people, the process and the technology
3. Learn how they can approach this issue proactively

### Target Audience:

CEOs, COOs, CFOs, revenue cycle and patient financial services staff.

### Faculty:

**Julie Waddell, Vice President, Revenue Cycle Solutions Strategy, MedAssets**

**Julie Waddell** has more than 23 years experience in healthcare revenue cycle operations in both the not-for-profit and investor-owned sectors working for organizations such as Triad Hospitals and HCA, the Healthcare Company. As VP, Revenue Cycle Solutions Strategy, Julie helps to define client solutions by interfacing with customers and prospects and interpreting the customer's needs. Julie previously held the role of CarePricer® Product Owner where she was responsible for the development and growth of the Web-based tool that produces Patient Friendly Estimates®. Julie has been published in HFM, AHIMA Journal and Frontiers of Health Services Management. She is a member of HFMA and a frequent speaker at national healthcare association events.

**Registration Fee:**

\$175 per site for MHA members  
\$275 per site for non-members

**The registration deadline is August 13, 2010.** Advance registration is required to ensure the delivery of instructional materials.

**Cancellation Policy:**

Cancellations made prior to the registration deadline (August 13) will be issued a refund, less a \$25 administrative fee. Cancellations made after August 13 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: Pricing Transparency: Perspectives from the Provider, Payor and Patient  
August 26, 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).

**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](mailto:lgagne@themha.org) or [csinclair@themha.org](mailto:csinclair@themha.org).

**Registration deadline is Friday, August 13, 2010.**