

IMPROVING YOUR HOSPITAL'S PHYSICIAN RELATIONS

October 3-4, 2005 Ft. Lauderdale
December 5-6, 2005 San Diego
March 13-14, 2006 Atlanta
September 11-12, 2006 Atlanta

As healthcare continues to evolve, it is more important than ever to help strengthen the relationships between hospitals and their medical staffs. Successful hospitals have physicians who want to practice at their facilities and believe their patients will receive quality care and good service.

This two-day training program has been designed to help better equip hospitals to attract, retain and strengthen quality physicians, and earn the privilege to treat the physician's patients at their facility.

Who Should Attend

These training programs are custom designed for front-line in-house professionals as well as senior management who are responsible for developing the strongest physician personnel, as well as those responsible for contracting, compensating and managing/retaining these medical professionals. We again assume attendance will consist of physician relations personnel and senior executives. Because the courses are designed to lay a strong foundation, and then quickly move in-depth on multiple subjects, we anticipate an array of both highly experienced professionals as well as newcomers to the field in need of a thorough understanding of today's serious business of developing the medical staff. No prerequisite or advanced preparation is necessary.

Opening Session – Improving Your Hospital's Physician Relations: The Checklist

- Changing Medical Staff Relationships
- Creative ideas and ways to more closely align with your physicians
- Recognizing the practice lifecycle to formulate your own physician relations plan
- Defining the Role of the Physician Liaison
- Improving your physician retention rates with longevity, loyalty and measurable hospital and practice volumes
- Advanced Physician Relations Sales Training
- Developing a Physician Supply/Demand Analysis Plan
- Identifying community need and benefit requirements
- Pinpointing service area physicians and their specific services and volume
- Documenting service area demand expectations
- Meaningful practice indicators to support an additional provider/physician
- Considering the benefits of a mid-level provider, including physician assistants, nurse practitioners and others
- Understanding Medical Practice Needs
- Physician Relations Round Table
- New Physicians/ Hospital Integration
- Case Studies: Successful Programs with Great Results

PHYSICIAN COMPENSATION & PRODUCTIVITY

September 29-30, 2005 Ft. Lauderdale
December 1-2, 2005 San Diego
May 8-9, 2006 Orlando

Increasing Physician Performance & Proficiency

Whether you're a physician partner looking to distribute income fairly, or an executive trying to pay physicians proportionately, this seminar covers all the aspects of measuring physician performance, and paying salaries, bonuses, benefits, retirement and profits. You'll be able to go back with definitive answers on what will work best in your practice, including specific contract language, what is fair for your physicians, and what will motivate them further.

Who Should Attend

This training program is custom designed for executives and senior management who are responsible for productivity, contracting, compensating and managing/retaining medical professionals. We again assume attendance will consist of CEOs, CFOs, COOs, physician executives, medical directors, executive vice presidents and physician relations personnel. Because the courses are designed to lay a strong foundation, and then quickly move in-depth on multiple subjects, we anticipate an array of both highly experienced professionals as well as newcomers to the field in need of a thorough understanding of today's serious business of compensating and contracting physicians. No prerequisite or advanced preparation necessary.

Approaching Significant Changes: Stage One - Identifying Your Practice Setting and Current Management, Ownership and Compensation

- Incentivizing for Heightened Physician Performance
- Designing or Redesigning Your Own Customized Performance/Compensation Plan
- Review of Specific Physician Contract Samples
- Legal Issues for Your Contracts and Compensation Plans: The Hottest Areas We Must Avoid or Watch
- More Case Study Successes and Discussion
- Other Compensation Formula Considerations
- National Compensation Studies and Averages
- Proven Financial Contracts and Equity Relationships
- Foundation for Success of the Large Private Practice (or Integrated Delivery System)
- When the Partner or Employed Physician Can't Measure Up Disengagement Ramifications
- Partnership/Equity Buy-in Arrangements and Compensation

3:30 p.m. Adjournment _____



By attending all sessions (through 3:30 p.m. on Day Two), attendees will automatically be awarded the Certificate for each seminar. This is a curriculum based training certificate for the completion of the course, in full, and is valid for three years.

We recommend flights at least two to three hours after completion of program.