



Maine Hospital Association

presents

“Building Long Term Relationships With Physicians Who Take Call” Webinar

Wednesday, July 28, 2010

11:00 a.m. - 12:30 p.m.

Overview:

Providing adequate emergency department on-call coverage across all service lines is becoming increasingly more difficult in today's environment. Physicians are demanding pay for on call coverage at a rapidly increasing rate. Statistics indicate that in 2007, 36% of hospitals provided on call pay in at least one service line. That number increased to 86% in 2008. In the two year span from 2006-2008, call pay expenses have increased 88% in designated trauma centers and 91% in non trauma centers. Hospitals and health care systems are rightfully concerned that paying for on call services, with demands accelerating at the current rate, is placing them in an untenable financial risk.

This program will focus on issues surrounding the physician's drivers to be paid for call, factors impacting the demands for increasing call pay and the impact of various call pay structures on hospital finances. Also discussed will be the importance of changing the context of call pay from a short term cash payment to a long term benefit focus.

Learning Objectives:

The objectives of this webinar will be:

- Review statistics surrounding call pay today
- Understand pressures on hospitals/health systems to pay for call
- Understand pressures on physicians to demand call pay
- Discuss factors affecting acceleration of call pay costs
- Financial impact of different call pay mechanisms
- Leveraging benefit approaches to develop long term physician relationships in return for call coverage

Target Audience:

Hospital and Health System Senior Executives, Medical Staff Leadership

Faculty:

Drew Erra, Executive Vice President, Stratford Fidelity, Minneapolis, Minnesota

Drew Erra is an acknowledged expert on hospital/physician alliances and on total compensation plans for employed physicians. His areas of consulting expertise include integrated delivery system management and operations, executive compensation and nonqualified benefits, governance models and organizational structures, and regulatory compliance. He has held several positions in operations of hospitals and physician groups, most recently serving as CEO of Regional Health Physicians in Rapid City, South Dakota. He has spoken at various health care associations including the Medical Group Management Association, American Society of Healthcare Human Resource Association, and the Healthcare Financial Management Association. His work has been published by several industry publications including *National Health Information* and *World at Work Journal*.

Michael E. Hogue, MD, Senior Vice President & Consultant, Stratford Fidelity, Minneapolis, MN

Michael Hogue, MD works with hospitals and health systems around the country in developing and implementing physician compensation programs that are effective in retaining and rewarding physicians while meeting all regulatory requirements. Much of his focus has been on developing on call pay programs. Prior to joining Stratford Fidelity, Dr. Hogue was Chief Medical Officer of Regional Health Physicians in Rapid City, South Dakota, where he led the development of a hospital-owned physician group and oversaw its growth to over 100 providers with revenues in excess of \$80 million. He was also President and Founder of CFMC, LLC, an emergency room staffing company. He has worked with policy development, staffing, practitioner supervision, and quality performance. He has written and lectured on corporate compliance issues, the Emergency Medical Treatment and Active Labor Act (EMTALA), and provider CPT coding. Dr. Hogue is a board-certified family practice physician who has practiced medicine in Sioux Falls, South Dakota, Omaha, Nebraska, and Deadwood, South Dakota. He is a graduate of the University of North Dakota School of Medicine, and completed his family practice residency in Sioux Falls.

Registration Fee:

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

The registration deadline is July 21, 2010. Advance registration is required to ensure the delivery of instructional materials.

Cancellation Policy:

Cancellations made prior to the registration deadline (July 21) will be issued a refund, less a \$25 administrative fee. Cancellations made after July 21 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: Building Long Term Relationships With Physicians Who Take Call
July 28, 2010 / 11:00 a.m. - 12:30 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 or csinclair@themha.org.

Registration deadline is Wednesday, July 21, 2010.