



Maine Hospital Association

presents

“A Physician-Led Approach to Managing Medical Staff Quality and Financial Performance” Webinar

Tuesday, August 24, 2010

2:30 p.m. - 4:00 p.m.

Overview:

Given the focus on pending payment reform and increased accountability for outcomes, it is clear hospitals cannot deliver improvements in the system without their physicians. To that end, this webinar will share best practices for empowering physicians by providing better visibility into individual and collective care metrics and engage them in the work of creating a value-centered, high-quality clinical care enterprise. Now incorporating over 11 percent of the national inpatient admissions from over 300 hospitals, the findings from this initiative reveal critical data to improve the management of re-admissions, to reduce inappropriate length of stay, to increase core measures compliance, and to track adherence to evidence-based medicine guidelines and order sets. The presentation will also review case studies of high performing facilities that have achieved cost savings that range from \$650,000 to \$5 million annually.

Learning Objectives:

Participants will learn to:

- Share performance data with their physicians
- Gain physicians' trust in the validity of their individual performance data and motivate outlier physicians to self-correct
- Respond effectively and efficiently to the Joint Commission's Ongoing Professional Practice Evaluation (OPPE) requirement
- Improve financial performance, clinical quality outcomes, and medical staff engagement through performance data transparency
- Leverage utilization and quality data to pursue progressive health system-physician alignment models (e.g. Clinical Integration, Accountable Care, gainsharing, etc.)

Target Audience:

Chief Executive Officers, Chief Operating Officers, Chief Medical Officers/VPMA's, Heads of Physician Affairs, Quality Professionals

Faculty:

Ravi Chopra, MD, Senior Director, Crimson Initiative

Ravi Chopra is a Senior Director with the Crimson Initiative and currently serves as Project Specialist in physician alignment. He serves as a member of the initiative's selection committee as well as participating in internal training across the company in physician alignment and surgical operations. Dr. Chopra has and continues to act as a consultant on tool development across multiple platforms in the Compass division.

Prior to joining Compass, Dr. Chopra was a consultant in the Advisory Board's H*Works division. There, he worked with more than 40 partner hospitals and health systems to apply best practices in physician communication, strategy, efficiency, and scheduling access based on the Advisory Board's research. Dr. Chopra's clients have included some of the country's best-known academic medical centers, large pediatric facilities, and a host of community and rural hospitals of varying sizes. His insights and broad practical experience have been used to augment and expand the best practice research which sits at the core of all H*Works' efforts.

Prior to joining H*Works, Dr. Chopra was an associate with McKinsey and Company's Detroit office, where he assisted clients in health care, manufacturing, and distribution industries with a variety of operational, strategic, and leadership improvement initiatives. His last engagement with McKinsey included a strategic assessment, financial forecasting, and future recommendations for a large academic medical center in a highly competitive environment in the Northern US. Dr. Chopra received his medical degree from the University of Michigan Medical School and his undergraduate degree in chemical engineering from Carnegie Mellon University.

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: A Physician-Led Approach to Managing Medical Staff Quality & Financial Performance
August 24, 2010 / 2:30 p.m. - 4:00 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: _____ 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 Friday, August 13, 2010.