

**“Assessing Physician Demand to  
Support the Hospital’s Strategy”  
Webinar #T5107**

**Thursday, December 13, 2018  
10:30 a.m. - 11:30 a.m.**

**Program Overview:**

Traditionally, physician needs assessments have focused almost exclusively on the community’s need for doctors. While this approach meets some of the strategic needs of hospitals, using this as a sole driver for recruitment can lead to inefficient decisions, impacting hospitals’ financial goals. Hospitals should look more closely at aligning their physician needs assessments and manpower planning with their overall strategic and financial goals, to make the best decisions for their organization, and their community.

**Learning Objectives:**

At the completion of this webinar, participants will be able to:

1. Prepare a baseline perspective regarding the hospital’s market, key demographic characteristics and market trends;
2. Evaluate the demand for healthcare services (5-year look-forward);
3. Identify the current supply of physicians within hospital’s primary and secondary markets; and
4. Evaluate the market demand and net need for physicians.

**Target Audience:**

This session is recommended for Hospital CEOs, CFOs, CMOs, CNOs, strategy/development executives and other senior level staff involved in physician needs assessment.

**Faculty:**

**Ray Brown, Founder and Managing Principal, Legacy Consulting Group**

As founder and managing principal of Legacy Consulting Group, Mr. Brown draws on nearly three decades of experience as a senior healthcare executive and general management consultant. His clients include multi-hospital health systems, investor-owned hospital companies, academic medical centers, community hospitals, large physician group practices and post-acute healthcare. Mr. Brown has led multiple engagements involving every facet of healthcare business development and planning. He has facilitated countless Board retreats, led development of business strategies and plans, and conducted numerous market and facility assessments.

**Chase Adams, Senior Consultant, Legacy Consulting Group**

As a senior consultant at Legacy Consulting Group, Mr. Adams brings over 10 years of experience as an accomplished healthcare leader, with extensive practice in hospital and physician group operations, strategy, business development, financial planning, and revenue cycle optimization. Prior to joining Legacy, Mr. Adams served as a C-suite officer for a multi-specialty physician group, where he led clinic operations, revenue cycle administration, and M&A activities. He has also developed and implemented numerous service line growth initiatives for both for-profit and non-profit health systems, serving in roles ranging from planning analyst to service line director.

### Registration Fee:

**\$195** per site for MHA members

**\$295** per site for non-members

**The registration deadline is December 6.** Advance registration is required to ensure the delivery of instructional materials.

### Cancellation Policy:

Cancellations made prior to the registration deadline (December 6) will be issued a refund, less a \$25 administrative fee. Cancellations made after December 6 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 Webinar:

**Google Chrome is the recommended web browser for this webinar.** If you use Internet Explorer, please contact Leslie Couturier at [lcouturier@themha.org](mailto:lcouturier@themha.org) or 207/622-4794 for further information. **All registration fees are per phone connection.** If more than one connection is made from your hospital for any reason, an additional charge of \$195.00 (per connection) will be billed. Upon registering for the webinar, notify all participants and arrange a meeting room and speaker phone, if desired. At least three business days prior to the webinar, you will receive confirmation of your registration via email including instructions on logging in, as well as attached handouts. 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 Couturier at (207) 622-4794 to confirm your registration has been received.

---

## Registration Form

### Webinar: Assessing Physician Demand to Support the Hospital's Strategy December 13, 2018 / 10:30 a.m. - 11:30 a.m.

**Important Note:** Instructions for accessing the program will be emailed to the contact person listed below prior to the program date. If you would like the instructions emailed to an additional contact person, please list their email address as well.

Name and Title of Contact Person: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

The registration fee is: **\$195** per site for **MHA members** / **\$295** per site for **Non-members**

The fee covers **ONE** telephone connection and includes a set of handouts (which can then be copied).

If more than one connection is made from your hospital for any reason, an additional charge of \$195.00 (per connection) will be billed.

**Payment Method:**  Check enclosed (payable to MHA)  Check being mailed  Credit Card\*\*

\*\*If paying by credit card, please register online at [www.themha.org](http://www.themha.org). **VISA** and **MasterCard** accepted.

Please complete this fillable PDF form and email or fax to [lcouturier@themha.org](mailto:lcouturier@themha.org) or 207/622-3073. Mail original along with payment to: Leslie Couturier, Maine Hospital Association, 33 Fuller Road, Augusta, Maine 04330. If you have questions, please call Leslie Couturier or Carol Sinclair at 207/622-4794 or by email at [lcouturier@themha.org](mailto:lcouturier@themha.org) or [csinclair@themha.org](mailto:csinclair@themha.org).

**Registration deadline is Thursday, December 6, 2018.**