



WEBINAR:

A PHYSICIAN-LED APPROACH TO MANAGING MEDICAL STAFF QUALITY AND FINANCIAL PERFORMANCE

Tuesday, August 24, 2010 / 2:30-4:00 PM EDT

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.

Objectives:

- 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: CEOs, COOs, CMOs/VPAs, Heads of Physician Affairs, Quality Professionals

Faculty: Ravi Chopra, MD 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.



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Prior to the event, you will receive a file with the link to the webinar, call-in (bridge) phone number, and link to the handout. You are encouraged to make enough copies of the handout for all the participants at your hospital. If you have not received an e-mail with instructions via the e-mail you provided on the registration form or if you are unable to download or open presentation materials, at least three (3) business days prior to the event, please contact Mary Hofbauer Brown at 410.796.6204 or via e-mail to mhbrown@mhaonline.org.

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