



MHEI WEBINAR:

BUILDING LONG TERM RELATIONSHIPS WITH PHYSICIANS WHO TAKE CALL

Wednesday, July 28, 2010 / 11:00 AM-12:30 PM EDT

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.

Objectives:

- 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, 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, 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.



BUILDING LONG TERM RELATIONSHIPS WITH PHYSICIANS WHO TAKE CALL [1033/1282 NE-072810]

Wednesday, July 28, 2010 / 11:00 AM-12:30 PM EDT

You should register at least five (5) business days prior to the event to ensure optimal processing of conference materials. To register, please submit the attached registration form. **Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.**

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.

Substitution, Transfer and Cancellation Policy

Refunds, minus a \$25 processing fee, will be granted if requests are received by MHEI at least 5 business days prior to the program. No refunds will be issued after that date. Substitutions, however, are permitted.

Registration Fee \$150 per Webinar/Session for MHEI members; \$250 for non-members

Registration fee covers one or multiple participants at one location (**one connection per registration**) and includes one set of instructional materials/handouts. Advance registration is required to ensure delivery of instructional materials. Upon receipt, additional handouts can be copied.

Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.

Name and Title of Contact Person _____
Email: _____ Direct Phone # _____
Organization _____
City, State, Zip _____

Method of Payment

Check in the amount of \$_____ payable to Maryland Healthcare Education Institute is enclosed.

MasterCard VISA American Express

Credit Card # _____ Exp Date _____ CSC # _____

Name on card _____

Return Registration Form and Payment to:

Mary Hofbauer Brown
Director, Operations & Programs
Maryland Healthcare Education Institute
6820 Deerpath Road
Elkridge, MD 21075

mhbrown@mhaonline.org
410.796.6204
410.379.9541 FAX