



WEBINAR:
DRIVING PROFITABLE SURGERY GROWTH

Tuesday, August 10, 2010 / 2:30-4:00 PM EDT

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This webinar will profile how top performing hospitals have been driving profitable surgical growth in contradiction to national trends. This session is specifically designed for organizations searching for effective ways to fully leverage their existing OR capacity to maximize bottom line impact.

Objectives:

In addition to assess their current performance against best practice tactics, participants will learn how to:

- Manage perioperative operations with the goal to become the “provider of choice” for surgeons in their competitive market
- Make informed investments to drive profitable growth
- Leverage procedural level benchmarks to proactively identify improvement opportunities and build the case for change
- Enfranchise physicians through self service access to scorecards profiling block performance, supply cost, and referral trends
- Hardwire efficiency gains to smooth the OR schedule, create usable prime-time capacity, and optimize block performance

Target Audience: CEO, COO, CFO, CNO, CMO Heads of Surgical Services, OR Directors, Materials Managers/Purchasing and Procurement Staff

Faculty: **Graham McLaughlin** is the Partnership Director for the Advisory Board’s Clinical Operations vertical. In this capacity, he is focused on educating members on current research trends and opportunities for operational and financial improvements in the surgical terrain.

During his tenure at the Advisory Board, Mr. McLaughlin has also served as the Global Partnership Director for Surgery Compass members in the United Kingdom and Australia, as well as the Dedicated Advisor Team Lead for domestic Spend Compass membership. This work has given him insight into the cost and operations challenges faced by hospitals around the world, and has led to his current focus on clinical operations improvement.

Prior to joining the Advisory Board, Mr. McLaughlin worked in hospitals across the country as a revenue cycle consultant. He also has strategy consulting experience with IBM, Microsoft, and other Fortune 500 firms in the United States and Europe.

Mr. McLaughlin graduates summa cum laude from the University of North Carolina with a dual degree in management and psychology.



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[1036/1285 NE-081010]

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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.

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.

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