

NHA WEBINAR

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Building Long-Term Relationships With Physicians Who Take Call

Webinar #072810-NE

DATE AND TIME

July 28, 2010

10:00 a.m. - 11:30 a.m. CT

OVERVIEW

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.

TARGET AUDIENCE

Hospital, health system and medical staff leadership.

OBJECTIVES

Attendees of this Webinar, attendees will:

1. Review statistics surrounding call pay today.
2. Understand pressures to pay for call.
3. Understand pressures on physicians to demand call pay
4. Discuss factors affecting acceleration of call pay costs.
5. Financial impact of different call pay mechanisms.
6. Leveraging benefit approaches to develop long-term physician relationships in return for call coverage.

FACULTY

Drew Erra, Executive Vice President
Stratford Fidelity - Minneapolis, Minnesota

Drew Erra 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 non-qualified 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.

Michael E. Hogue, MD
Senior Vice President & Consultant
Stratford Fidelity - Minneapolis, Minnesota

Michael E. Hogue, MD 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.

PRICE
\$195 per connection.

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