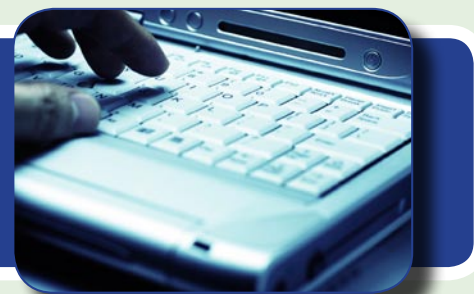


NHA WEBINAR

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Creating Value in Hospitals Through Strategic Financial Planning and Management

Webinar #T2606

DATE AND TIME

August 10, 2010

12:00 p.m. - 1:30 p.m. CT

OVERVIEW

The objective of this course is to educate health care professionals on how to differentiate investments and activities that add value from those that do not add value. Participants will learn how to adopt a set of best practices in financial management that can transform the financial function into a driver of value by understanding comparative return on investment (ROI), which will improve the financial performance of the organization and lower its cost of capital.

TARGET AUDIENCE

CEOs, COOs, CFOs, CMOs, CNOs, department heads, hospital leadership, nursing leadership, nurses and other hospital professionals interested in management, and nursing home administrators.

OBJECTIVES

At the completion of this program, the participant will:

1. List ways to assess financial risks.
2. Explain the importance of organizational culture on the financial performance of the hospital.
3. Differentiate investments and strategies that add value from those investments that do not add value.
4. Discuss how to adopt a set of "best practices in financial management" to leverage the finance function measured by comparative performance (RDI).

PROGRAM TOPICS

- Corporate philosophy
- Accounting versus finance
- Financial ratio analysis and key financial ratios
- Assessing the "risk profile" of your organization

- Environmental assessment of risk
- Anticipating and preparing for a changing environment
- Effect of organizational culture on financial performance
- Strategies to link culture and financial management
- Differentiating investments and strategies
- Campaign to reduce health care costs by \$4 billion
- HFMA recommendations
- Destructive innovation
- The innovator's prescription
- Best practices in financial management
- Financial terms managers should know

FACULTY

Greg Carlson, Ph.D.

The University of Alabama- Birmingham, Alabama

Greg Carlson is Assistant Professor and Associate for Healthcare Consulting in the Department of Health Services Administration. His teaching and research interests are focused on organizational culture, clinical quality, leadership, strategic management and the relationship of hospitals with members of their medical staffs. Prior to his career in academics, Dr. Carlson worked as a health care executive for over 20 years, 11 years as the CEO of a 500-bed community hospital that resulted from the merger of two competing community hospitals. He serves as the chair of the board of PE 4 Life, an advocacy group focused on the health and academic performance of school age children, and he is the co-author of the book *Leading Healthcare Cultures: How Human Capital Drives Financial Performance*.

The speaker has no real or perceived conflicts of interest that relate to this presentation and there will be no discussion of unlabeled uses of drugs/ devices.

PRICE

\$195 per connection.

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