



Wisconsin Chapter of the American College of Healthcare Executives presents:

“Physician Integration Approaches”

Friday, September 17, 2010 ● Marriott Madison West, Madison

In conjunction with the 2010 WHA Annual Convention

Program Description

There is a broad spectrum of physician-hospital alignment options, from informal relationships that include physician advisory committees or collaborating on billing to structured reimbursement contracting arrangements to more integrated joint venture partnerships on services up to acquisition of the practice and employment options. Each integration approach along the spectrum serves the purpose of linking physicians and hospitals together and aligning incentives toward common goals. This program explores the continuum of traditional physician-hospital integration models, the latest innovative approaches, and addresses the strengths and weaknesses of each.

Learning Objectives

1. The value of hospital-physician partnerships and what each party gains or risks.
2. Incentives physicians have to collaborate with hospitals and other providers; partner or compete.
3. How the patient benefits from the hospital-physician relationship.
4. Key operational issues associated with the different models of physician integration approaches.
5. Economic, legal and regulatory issues for each party.

Program (10:30 am - 12:00 pm)

10:30 am Panel Discussion
11:30 am Q&A
12:00 pm Adjourn

Who Should Attend

Mid-careerists to Senior Executives, C-Suite Executives, Physician Executives. **Note: ACHE membership is not required.**

Continuing Education Credits

This program has been developed and is presented locally by the Wisconsin Chapter of ACHE. The American College of Healthcare Executives has awarded 1.5 Category I (ACHE education) credit hour to this program. To receive credit, your name **MUST** appear on the Sign-In Sheet.

About the Presenters

Moderator:

Thomas Shorter, Attorney, Godfrey & Kahn - Thomas N. Shorter is a shareholder in the firm’s Madison office. Shorter represents hospitals, physician groups, research institutions and health care related organizations, as well as other businesses, providing counsel in health care, corporate, labor and employment and regulatory matters such as Medicare compliance, Health Insurance Portability and Accountability Act (HIPAA), Emergency Medical Treatment and Labor Act (EMTALA), Physician Self-Referral (Stark), Anti-Kickback, Family and Medical Leave Act (FMLA), Fair Labor Standards Act (FLSA) compliance, Individuals with Disabilities Education Act (IDEA), Section 504, and Americans with Disabilities Act (ADA) issues.

Panel Members:

Dan Schmidt, Vice President, Southwind - Dan Schmidt brings more than 35 years of executive experience in physician practice management to Southwind clients. As vice president, Schmidt provides short and long-term executive project management, as well as strategic and operational services. Prior to joining Southwind, he served in senior leadership roles at Advocate Health Care in Chicago, Detroit Medical Center, and Ochsner Clinic in New Orleans. He spent most of his earlier career as president of Dean Medical Center in Madison.

Gregory G. Blommel, MD, President and Medical Director, West Bend Clinic - Dr. Gregory Blommel provides strategic direction, a quality focus and leadership to more than 500 employees and 70 providers. Since joining the clinic in 1992, he has established himself in the organization and the community as a strong leader who is focused on what is best for patients and the community. He has his medical degree from The Medical College of Wisconsin and completed residency at The Medical College of Wisconsin. He is board-certified in Internal Medicine. Prior to starting as an internal medicine doctor at West Bend Clinic in 1992, he served as general medical officer and chief of Clinic Services at McClellan Air Force Base Clinic in Sacramento, Calif., and was in private practice for two years with part-time clinical faculty at The Medical College of Wisconsin. Dr. Blommel has helped build a culture of teamwork and collaboration where employees are respected and engaged, and embrace the concept of continuous quality improvement. Dr. Blommel served as a SynergyHealth board member and member of the Finance Committee from 2002-2008. July 2008, SynergyHealth West Bend Clinic affiliated with Froedert & Community Health.

John Hintz, Attorney, von Briesen & Roper, s.c. - John E. Hintz is of counsel with the law firm of von Briesen & Roper, s.c. in Milwaukee. His practice concentrates on the business aspects of health care law with an emphasis on managed care transactions, clinical integration and various contractual arrangements within the health care industry. His clients include physicians, IPAs, multi-specialty group practices, hospitals, vertically-integrated systems, insurance companies, self-funded payer organizations and other health industry businesses. He also serves as an Adjunct Professor of Law at Marquette University Law School teaching Managed Health Care Law.



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Additional Program Information

Continuing Education Credits: This program has been developed and is presented locally by the Wisconsin Chapter of ACHE. The American College of Healthcare Executives has awarded 1.5 Category I (ACHE education) credit hour to this program. **To receive credit, your name MUST appear on the sign-in sheet.**

If you are interested in earning more additional ACHE Category I and Category II credits, visit www.ache-wi.org, to see the options for other ACHE sessions offered in conjunction with the WHA Annual Convention.

Content Questions: Contact Laila Azam at 414-777-1707 (office) or 414-737-3114 (cell) or lazam@fmh.edu

Registration Questions: Contact Sherry Collins at 608-274-1820 or scollins@wha.org. Pre-registration is necessary using the form provided or the on-line registration at www.wha.org. **Deadline for registration is September 3.**

Directions: Directions will be sent with registration confirmation.

Cancellation Policy: Although this is a free event, the Wisconsin Chapter of ACHE would appreciate notification if you are unable to attend, once registered.

Registration *(photocopies may be used)*

*Fax your completed registration form to 608-274-8554, ATTN: Sherry Collins at WHA
Or, register on-line at www.wha.org*

Cost: There is NO cost to attend this program

Note: It is not necessary to be an ACHE member or Wisconsin ACHE member to attend this event.

Facility _____

Address _____ City/State/Zip _____

Name _____ Title _____

Phone _____ Email _____

ACHE Member: Yes No ACHE Designation: _____ WI ACHE Member: Yes No

Name _____ Title _____

Phone _____ Email _____

ACHE Member: Yes No ACHE Designation: _____ WI ACHE Member: Yes No