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New Topics for 2009

- **Engaging Physicians to Cut Hospital Costs**
- **Creating Your Own Future**
- **Engaging Healthcare Professionals in Innovation**
- **Medical Staff Models for A Sustainable Future**
- **Cutting-edge physician recruitment and retention strategies**

I. Engaging Physicians to Cut Hospital Costs

A constant challenge that hospital and physician leaders face is how to align incentives to save resources and invest in improving care for their communities. Until we recognize what matters to both groups, we remain stuck in a blame game, which suboptimizes care.

Participants will learn how:

- A number of hospitals have significantly decreased Medicare length of stay
- A California hospital uses virtual gainsharing to obtain lasting physician engagement and cost reduction
- A Colorado community hospital cut its supply costs by over \$500,000 in one year by convening a physician panel and convincing them that their input was valued
- A West-coast hospital system saved over \$4 million when orthopedists consolidated their implant vendors from 8 to 2
- A New England physician champion used healthy competition to reduce cost and variability among cardiologists in the catheterization laboratory that he directs
- A number of hospitals limit the controversial aspects of monitoring care outcomes by engaging respected physician champions

II. Creating Your Own Future

According to the late Peter Drucker, "The best way to predict the future is to create the future."

In this seminar, participants will explore:

- Differences between physicians and hospital administrators
- Ways of dealing with disruptive change
- Tools for building on success, resolving conflict, and aligning vision and goals

III. Engaging Healthcare Professionals in Innovation

"Only a baby desires change," said a surgeon frustrated by the hassles of stagnant reimbursement, increasing office expenses, and rising consumer expectations and regulatory oversight. Change can be upsetting when done to us, but exciting when done by us.

Participants will learn:

- Which US healthcare organizations have carried out major successful, sustainable innovations and what did they do
- What are the keys to breakthrough innovation
- How can one pursue an innovation strategy and promote an innovation culture in healthcare organizations

IV. Medical Staff Models for A Sustainable Future

How do physicians and hospital leaders partner in the 21st century? What have we learned from our mistakes in the 1990's, when we purchased physician practices expecting productivity to remain stable or increase? The process of physician engagement has more to do with success than the choice of the model.

Participants will learn:

- What models are being used and at which organizations
- What strategies work to engage physicians regardless of the type of model
- How can a novel strategic framework guide thinking through the available choices

This talk will explore the spectrum of physician-hospital collaboration, ranging from service contracts through virtual communities of practice on one hand, through different ways of structuring deals and dealing with employment issues on the other. The emphasis is on sustainable growth strategies for the future.

V. Cutting-edge physician recruitment and retention strategies

Over one third of all practicing physicians are at least 55 years old. Recruiting and retention are key 21st century strategies to ensure the delivery of mission-critical services to our communities.

Participants will learn how to:

- Use Internet technology to advantage
- Develop compelling marketing materials
- Structure appropriate financial incentives
- Make the interviewing process stand out
- Utilize a contract checklist to clinch the deal with the offer
- Develop physician co-mentoring programs for accelerated learning and optimal retention