



**hfma** region 2  
healthcare financial management association



# Free Webinar

## Physician & Medical Group Management

Presented by: Rudd Kierstead, MBA/MPP, Principal Veralon

**April 4, 2019 | 12:30 pm to 1:30 pm EST**

THIS 1-HOUR WEBINAR PRESENTATION WILL DISCUSS:

### Top 7 Methods to Improve the Financials of Your Physician Enterprise Optimizing Performance and Strategic Value

Healthcare organizations often look at reports of “losses” per owned physician practice and forget that their original rationale for acquiring the practices was strategic, not financial. Yet at the same time they are concerned about losses, many hospitals and health systems give little consideration to how the performance of the physician enterprise could be strengthened. With some attention, there is often significant opportunity to improve that performance.

This presentation will address the questions that management and board members should be asking about their owned practices, in relation to compensation models, quality of care, referrals, operations, and payer management, among others, and how they can respond to the answers they find.

#### ABOUT THE SPEAKER:

Rudd brings 25 years of experience in a range of provider settings to his work on physician initiatives. He has focused on enterprise performance improvement, medical staff planning, financial analysis, physician alignment, compensation planning, acquisition and employment analysis, and FMV projects. In addition to his consulting experience with health system, community hospital, and academic center clients, Rudd has worked extensively with physician leadership in New York medical centers, managing physician networks, practices, and departments in several academic medical centers and in different specialties.

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**Registration is FREE to both HFMA members and non-members: CPE Credits: 1.0**

To receive CPE credit for this session you will be required to register and log on to the event individually.

**FOR MORE INFORMATION AND TO REGISTER CLICK THE FOLLOWING**

<https://attendee.gotowebinar.com/register/4245567735223961601>

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**For more information contact Andrew Rolih at [ARolih@JZANUS.com](mailto:ARolih@JZANUS.com) or (516)326-0808x3102**

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