

# Free Webinar

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

Presented by Rudd Kierstead, MBA, MPP, Veralon

**JANUARY 18, 2018 | 1pm to 2pm EST**

### THIS 1-HOUR WEBINAR PRESENTATION WILL DISCUSS:

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.

**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 HERE.](#)**

*Handouts, links and dial in information for this session will be sent 24-48 hours prior to event. Please register for Evaluation & Management Documentation. It will impact your reimbursement on February 8, 2017 12pm EST.*

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**For more information contact Shivam Sohan at [Shivam.sohan@chslil.org](mailto:Shivam.sohan@chslil.org) or 516-562-6000 x7399**

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HFMA Metro New York Chapter is approved as a New York State CPE Provider in the area of specialized Knowledge and applications. In accordance with the standards of the National Registry of CPE Sponsors, the total credits have been rounded down. CPE credits have been granted on a 50-minute hour.