

Webcast

Practical strategies for developing and operating your accountable care organization

Content

With the advent of health reform at national and local levels, providers are preparing to develop accountable care organizations (ACOs) in their communities to participate in the evolving payment and delivery system. Currently, ACOs are largely conceptual works in progress, but almost all will build on existing systems and *structures*. This program will focus on how existing capabilities and resources can potentially be deployed in support of ACO development and operations. The program will explore many of the key issues and options relevant to ACO formation in local communities.

Part 1 - 9:00 a.m. – 10:15 a.m.

Welcome and Introductions
Lawrence (Lorry) Massa, CEO, Minnesota Hospital Association

The Interplay of Quality, Cost and Technology in Fully Integrated Systems
Kent Bottles, MD

Part 2 - 10:30 a.m. – noon

Expert panel discussion on financial, operational and legal issues associated with ACO development; application to case study.

Learning objectives

- Develop proposals for allocating global reimbursements to incentivize both quality and efficiency
- Outline best practices for creating quality/utilization review processes and mechanisms for enforcing them
- Understand key regulatory concerns every ACO must navigate
- Discuss legal and business models for forming ACO
- Evaluate options for structuring the ACO's governance
- Assess strategies for ACO payor negotiations

Program information

Date: Monday, Sept. 13, 2010
Time: 9:00 a.m. – noon CDT
Member registration fee: \$99

Target audience

This Webcast is designed for executives and physician leads in healthcare organizations including group practices, hospitals and integrated delivery systems.

Program sponsors

This program is made available by the Integrated Delivery System Round Table™ program sponsored by Medical Group Management Association® and Faegre & Benson LLP. Program participation is being made available to members of the Minnesota Hospital Association, Colorado Hospital Association and other state hospital associations. Participants will also include attendees at the Integrated Delivery System Round Table programs being held September 13-14, and 14-15 in the Faegre & Benson offices in Minneapolis, MN. For more information, please visit www.IDSroundtable.com.



Faculty:

Part 1

Lawrence J. Massa, CEO, Minnesota Hospital Association MHA

Lawrence J. Massa became president of the Minnesota Hospital Association (MHA) in October 2008, continuing a 25-year career as a prominent hospital and health-care leader in the Upper Midwest. Serving as a policy-maker, hospital executive and grassroots advocate, Massa most recently led Rice Memorial Hospital in Willmar, Minnesota. There, he acted as CEO of the municipal organization for almost 15 years.

Kent Bottles, MD

Dr. Bottles is an accomplished author, healthcare futurist, keynote speaker, and healthcare consultant who has held leadership positions in healthcare systems, academic medicine and in biotechnology. He is the author of more than eighty articles in the scientific literature and is a frequent contributor to Medscape General Medicine, Trustee Magazine, The Physician Executive, Medical Economics, and the op-ed page of the New York Times.

Bottles has earned a reputation as the guru of provocative keynote speeches covering a variety of topics including disruptive technologies, the future of medicine, leadership tactics for uncertain environments, and how chaos theory can inform managers. He is frequently called upon to speak at national audiences on topics such as The Increasing Gap Between the Public and Health Care Providers, Evidence-based Medicine and the Glut of New Scientific Knowledge, Medical Blogging and Podcasting, Engaging Employees in Patient Safety and Quality Programs, Dealing with Uncertainty and Rapid Change, The Physician/Patient Relationship for the 21st Century, Transparency and the Future of Health Care, The Ideal Health Care Provider for the 21st Century, and other topics that interface medicine, technology and the future.

Bottles has served for over twenty years in positions including President of The Institute for Clinical System Improvement; President & CEO of Grand Rapids Medical Education & Research Center for Health Professions in Grand Rapids, Michigan; Professor & Community Assistant Dean, Michigan State University College of Human Medicine; Professor & Vice Provost for Health, Grand Valley State University; Professor of Pathology, Chairman of the Department, Medical Director of Managed Care, Director of Ambulatory Care, President of the Genomics Repository and Chief

Knowledge Officer for Genomics Collaborative, a genomic biotech startup company in Cambridge, Massachusetts.

Part 2

Moderator - Jay Christiansen, Partner, Faegre & Benson LLP

Jay Christiansen has represented hospitals, physicians, HMOs and numerous health-related joint ventures for more than 25 years. Jay is a Past Chair of the American Bar Association's Health Law Section, an association of over 9,000 health law attorneys.

Matt Anderson, VP Regulatory and Strategic Affairs, MHA

Matt Anderson is vice president of regulatory and strategic affairs for the Minnesota Hospital Association. Before joining the hospital association in 2006, he handled complex litigation and public policy issues for the Minnesota Attorney General's Office, the Hennepin County Attorney's Office, and Minnesota State Colleges and Universities. Matt is a graduate of St. John's University and received his law degree from the University of Minnesota.

Rosemarie Nelson, Principal, MGMA Health Care Consulting

Rosemarie Nelson's experience as a medical office manager and in information technology, combined with her years of consulting to physicians and practice professionals gives her a unique insight into the needs and challenges facing today's physicians and the future for medical practices. Rosemarie conducts educational seminars and provides keynote speeches on a variety of healthcare technology and operational topics. As a medical practice consultant, Rosemarie has established significant expertise in system implementation. Key to her qualifications and success is the business analysis method for evaluating process and needs and applying solutions to information systems applications. As a manager in the multi-manufacturer Office of the Future project, she led new technology planning and development for improved clinical operations. Rosemarie has managed project implementation teams as well as software engineers in the design, implementation and training of medical practice software. Drawing upon diverse operational, clinical, and financial experience, Rosemarie provides practical solutions to assist medical groups to achieve success in their objectives.

Gerry Niederman, Partner, Faegre & Benson LLP

Gerry Niederman is a partner in the Health Law practice group at the Faegre & Benson law firm in Denver. Gerry received his bachelor's degree from Columbia University and his JD from the University of Chicago Law School, and is a frequent author and speaker on contemporary health law topics. He represents hospitals, physician networks and a variety of joint venture arrangements throughout the Western United States on legal and business issues involving the delivery and reimbursement of health care and related topics. He has been selected the Best of the Bar in Health Law by the Denver Business Journal, the Best Health Lawyer by Colorado Law Weekly, a Best Lawyer in America in Health Care, and a Colorado Super Lawyer. Among other engagements, he serves as counsel to the national Medical Group Management Association and to the Colorado Hospital Association.

Computer requirements

This live Webcast will be a multimedia presentations containing PowerPoint slides synchronized with full audio narration. Registered participants will receive an email prior to the live presentation with an access link to the live webcast. You will be able to listen and see the visual presentation via your computer and Internet connection.

To ensure you can access this webcast, please test your system compatibility by clicking [system compatibility test](#) or by pasting the following into your browser.

<http://faegreandbenensonllp.mediasite.com/mediasite/Viewer/?peid=4ca0657b-4655-47c5-91a2-7947a8e203be>

If you see video and hear sound, your system is compatible—and you are ready to participate in the webcast. If not, please contact your organization's IT professionals.

*One connection per registration. Additional connections are subject to additional fees.

*There is no limit to the number of staff members from your office that can attend the live presentation.

If you have questions or need assistance, please contact Kristin Tyhurst at ktyhurst@faegre.com