

Power Payer Contracting 2012

Negotiating fair rates and contract terms from a position of strength

4 Cities, 4 Opportunities



Hyatt at the Bellevue
PHILADELPHIA
Feb. 13–14, 2012



The Adolphus
DALLAS
Mar. 5–6, 2012



Crowne Plaza Avenue
CHICAGO
Mar. 12–13, 2012



Loews Vanderbilt
NASHVILLE
Apr. 2–3, 2012



Featured speaker:

Penny Noyes
President & CEO
Health Business Navigators

Sponsored by:



Presented by:

PartBNews



Why complain about private payer reimbursement when you can do something substantial about it?

In just a day-and-a-half, you'll discover how to counter much of the private payers' advantage in contract talks, and leave armed with winning negotiating tactics whether you are a single-specialty solo practice or a large multi-specialty group.

Strike your best possible deal as you learn to:

- ▶ **Uncover what's really in your current agreements and rates**—and what should be renegotiated immediately for higher reimbursement
- ▶ **Forecast the true bottom-line impact of various offers and counteroffers you'll hear from payers**—and how to respond to your advantage
- ▶ **Master the unique negotiating considerations for your part of the country** (customized in each seminar city!)
- ▶ **Use contract negotiations to minimize future administrative costs** in your practice
- ▶ **Take home tools and techniques that you can leverage immediately** to get every dollar you deserve from private payers

Unlike other events that only touch on contracting in a few sessions, this intensive workshop actually takes your negotiating skills to the level needed to make a major difference in your next negotiation.

Register at www.decisionhealth.com/payercontracting
or call toll-free 1-855-CALL-DH1 today!

FREE! Attendees receive
Contract Master Software.
See details inside ...

Power Payer Contracting Workshop 2012

Day 1

Philadelphia, PA – Monday, Feb. 13, 2012

Dallas, TX – Monday, March 5, 2012

Chicago, IL – Monday, March 12, 2012

Nashville, TN – Monday, April 2, 2012

8:00 – 9:00 a.m.

Registration

9:00 – 10:45 a.m.

Get your house in order: How to decode and improve the payer contracts you already have

There are terms in every single one of your current payer contracts that are robbing your practice of money daily and locking you into administrative strangle-holds. From floating rate schedules to loopholes to details that are left intentionally vague, you'll learn to spot the flaws and plug the leaks to shore up your cash flow.

EXCLUSIVE BONUS: ContractMaster Software (a \$125 value). Take home an easy-to-use but powerful tool that helps you to populate the 5 key contract data points discussed during this session.

11:00 a.m. – Noon

How to think like a payer to neutralize their advantage

This session breaks down how payers and networks set rates and the regulatory rules to which they are held. (*Warning: Practices are getting burned when assuming that state laws on everything from timely-payment to overpayment recoupment periods apply equally.*) You'll get straight-talk on payer-owned and leased networks, how fully-insured and self-funded plans are regulated, how a leased network makes money and what it tells you when an employer is self-funded vs. insured. Plus, learn to leverage state/federal laws to level the playing field.

TAKE-HOME TOOL: State-by-state checklist of regulations to which fully-insured plans are held.

Noon – 12:45 p.m.

Networking lunch

12:45 – 2:00 p.m.

Every dollar counts: Specific points where you can bolster your rate schedule

This session shows you the latest methods and bases that payers and networks use to develop their schedules. You'll learn the strengths and pitfalls of the use of banding categories, carve-outs, P4P and escalators. Plus, the importance of site-of-service differentials for some specialties.

Spot winning and losing rates, propose or counter payer offers to improve revenue, maintain schedules and predict revenue going forward.

TAKE-HOME TOOL: A model and format for utilization data elements needed for analysis and properly weighted rate comparison.

2:00 – 2:30 p.m.

Getting payers to the table: Contract negotiation processes, timelines and notices

Learn when and how to initiate each negotiation stage based on payer-specific financial impact and renegotiation terms as dictated by the agreement.

TAKE-HOME TOOL: Sample notice to renegotiate with a payer (and where to find the details to populate it) and a sample timeline.

2:45 – 3:30 a.m.

Negotiate with confidence: Anticipate and overcome payer objections

In this session, you'll see how to profile a payer – and its clients and management – to predict their objections and how to plan a winning counter-argument based on real-world precedents set by successful practice-payer negotiators.

TAKE-HOME TOOL: List of typical payer objections and very specific responses to overcome each.

3:30 – 4:30 p.m.

Lock in the favorable rate exhibit you expected

In this session, you'll see how to get the detailed contract language you need to plug the holes in your Reimbursement Exhibits.

Learn to deal with common situations such as when there's no stated value for a service, time limits placed on carve-outs, multi-year escalation clauses, de facto clauses that give payers the right to change the rate schedule without your approval and much more.

TAKE-HOME TOOL: Checklist of Reimbursement Exhibit issues to address and suggested language.

Day 2

Philadelphia, PA – Tuesday, Feb. 14, 2012

Dallas, TX – Tuesday, March 6, 2012

Chicago, IL – Tuesday, March 13, 2012

Nashville, TN – Tuesday, April 3, 2012

9:00 – 10:30 a.m.

Beyond the rate schedule: 20+ contract provisions that could break your deal

Savvy practices know that beyond their rates, there are 20 or more terms buried in a contract where concessions can be (and are) won, no matter the size of your practice. In this session, you'll learn to spot the important ones including, Timely Payment, Timely Submission, Amendments, All Product, Recoup Through Offset and Hold Harmless of Patient. Plus, dozens more red flags you'll need to change if you want a winning contract.

TAKE-HOME TOOL: Sample red-flag language that payers commonly include, with alternative redline language to improve your position.

10:45 – Noon

Practice! Practice! Practice! How many contract problems can you spot?

Practice what you've learned so that you return home revved up and ready to tear through your new or existing contracts and pinpoint ways to improve them. We'll share sample contracts – or bring your own contract to work through – and we'll see who can spot the most opportunities to replace problematic language. Plus, role-play how you'd lobby to get more balanced language that the payer cannot reasonably refuse.

Noon

Workshop adjourns

Hotel & Travel Discounts

Important notice for all cities:

For room reservations, contact the hotel directly and mention you are attending the **Power Payer Contracting Workshop 2012** to take advantage of discounted rates. To receive the discounted rate, reservations must be made by the date indicated below for your chosen city, or until the room block is full. Thereafter, reservations will be taken on a space and rate availability.

Philadelphia, PA

Hyatt at the Bellevue:

1-215-893-1234

Rate: \$179 single/ double

Rate cut-off: January 19, 2012

Dallas, TX

The Adolphus: 1-800-221-9083

Rate: \$149 single/ double

Rate cut-off: February 14, 2012

Chicago, IL

The Avenue Crowne Plaza

Hotel and Suites: 1-877-283-5110

Rate: \$139 king, \$159 queen/queen

Rate cut-off: February 16, 2012

Nashville, TN

Loews Vanderbilt Hotel:

1-800-336-3335

Rate: \$159 single/double

Rate cut-off: March 4, 2012

Airline discount

United Airlines is offering conference attendees a special discounted rate. To take advantage of savings up to 10% off published domestic fares, call **World Travel Service at 1-877-778-7936** or call United Airlines directly at **1-800-521-4041** and refer to **File #582PV**.

Rental car discount

Avis Car Rental is offering conference attendees discounted rates. To take advantage of these rates, please call **1-800-331-1600** and mention **AWD # T706699** to receive the discount.

100% Money-Back Guarantee

If you do not learn how to analyze the impact of fee terms offered by private payers, get best practices for writing contract provisions that are fair to both your practice and the payer, and walk away with negotiating skills so you can confidently stand your ground, we will refund your entire registration fee, no questions asked!

Presented by:



Registration

YES! Sign me up for the **Power Payer Contracting Workshop 2012!**

Date	Location	C-Code	Price	Quantity	Subtotal
February 13–14, 2012	Philadelphia, PA	C1305	\$795		
March 5–6, 2012	Dallas, TX	C1308	\$795		
March 12–13, 2012	Chicago, IL	C1306	\$795		
April 2–3, 2012	Nashville, TN	C1307	\$795		
				TOTAL	

Questions?

Call our conference coordinator toll-free at **1-855-CALL-DH1** (1-855-225-5341) or email conf@decisionhealth.com.

Multiple Attendees?

For multiple attendee discounts, call Gary Belski toll-free at **1-855-CALL-DH1** (1-855-225-5341), **option 2**.

Fastest ways to register:

1. Register online at www.decisionhealth.com/payercontracting
2. Call toll-free **1-855-CALL-DH1** (1-855-225-5341)
3. Complete registration form and mail to:

DecisionHealth Conference Department
Two Washingtonian Center
9737 Washingtonian Blvd., Suite 100
Gaithersburg, MD 20878-7364

4. FAX to 1-301-287-2535

Please enter the code printed above your name on this mailer to ensure accurate registration.

Attendee Details:*

Name: _____

Title: _____ Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email: _____

Check enclosed for \$ _____. Make checks payable to: DecisionHealth-C1245 (TIN: 26-3622553)

Charge \$ _____ to my:

Card #: _____ *Charges will appear as UCG conference.

Valid Date: _____ Exp. Date: _____ Signature: _____

Bill my organization (must pay prior to the conference).

* Visit the www.decisionhealth.com/payercontracting website to register multiple attendees or call toll-free: 1-855-CALL-DH1 (1-855-225-5351).

C1305

Cancellation/Substitution Policy

Transfers/substitutions are permitted at any time. However, for administrative purposes, please notify the conference registrar toll-free at **1-855-CALL-DH1** as soon as changes are made. Cancellations must be received in writing by these dates in 2012: **January 27 for Philadelphia, February 17 for Dallas, February 24 for Chicago, and March 16 for Nashville** in order to receive a full refund. Cancellations made after this time are subject to a \$150 administrative charge. Registrants who do not cancel and do not attend are liable for the full registration fee. Email: registrar@decisionhealth.com for cancellations. Phone cancellations are not accepted.

Power Payer Contracting 2012

Two Washingtonian Center
9737 Washingtonian Blvd., Ste. 100
Gaithersburg, MD 20878-7364

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C1305

Who should attend?

- ▶ Practice Administrators
- ▶ Office Managers
- ▶ VP/Director of Reimbursement
- ▶ Billing Managers
- ▶ CFOs
- ▶ Physicians
- ▶ President/CEOs
- ▶ Practice Consultants

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Power Payer Contracting 2012

Attend the only payer contracting workshop aimed at sharpening physician practice negotiating skills!

- ▶ Decades of negotiating savvy and role playing builds confidence
- ▶ Specific contract terms that you can and should get payers to accept
- ▶ Easy-to-use desktop tools to gain control over the process
- ▶ Payer/market-specific insights to gain leverage as you deal with private payers and MCOs

Savvy contract negotiating ROI you can expect from this event:

- ▶ 21 doctor specialty physician practice nixed payers right to change rates without its approval averting a \$1.3 million loss over a 3 year contract
- ▶ 6 doctor hospital-based group won carve outs and negotiated out money-losing procedures to earn \$2 million+ more annually
- ▶ 7 doctor primary care practice knew to “object” to a confusing rate amendment that would have meant a reduction of \$125,000 over the next year had the objection not been sent on time

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