

Business Decision Making for Clinicians

July 20, 2010 ~ 10:00 – 11:30 a.m. CST

Making the Business Case for Quality Improvement

August 19, 2010 ~ 10:00 – 11:00 a.m. CST

Developing a Business Plan

September 30, 2010 ~ 10:00 – 11:00 a.m. CST



*Webinars are relatively short (1 to 2 hours), live, interactive presentations using the Internet and telephone conferencing lines. Each registration is entitled to **One** dial-in and **One** Internet connection. If you have a projector connected to the Internet and a speakerphone, your whole team can attend for the price of one! **The price quoted is per connection.** Once you register for the Webinar, 3 business days before the program we will send you a Toll Free Dial-in-Number, Login URL and the Participant Entry Code to be used for the webinar. It is that simple.*

Faculty:

William J. Ward, Jr. is the Director of the MHS Degree Program in Health Finance and Management at the Johns Hopkins University's Bloomberg School of Public Health and a Principal with Healthcare Management Resources Inc., a Maryland-based consulting firm. He is an experienced professional, having spent more than 20 years in operational and financial leadership positions in health care and manufacturing. He also teaches at the Johns Hopkins University School of Nursing and the University Of Maryland School Of Nursing. Previously, Ward served as Vice President for Operations of a 650-bed member hospital of the Johns Hopkins Health System.

Target Audience:

CFO, CNO, Vice President of Patient Care Services, Directors, Head of Quality, Managers and others involved in the management of hospital departments

Business Decision Making for Clinicians

Are you considering a new outreach center for your physical therapy department, a new imaging technology, or perhaps a venture into geriatric medicine? What is the potential financial impact? Is it affordable? Is the clinical decision appropriately balanced with the business reality of today's health care environment? What are the best ways to develop answers to these questions?

This hour-and-a-half program provides clinicians with the tools they can use to develop the business side of any venture. At the conclusion of the program, participants will be able to:

- Prepare estimates for business volume, revenue and operating costs
- Understand the use of marginal financial analysis to prepare multi-year profit and loss statements and breakeven and benefit/cost analysis to determine the soundness of a business decision
- Develop the business proposal for the venture and identify critical implementation issues

Making the Business Case for Quality Improvement

It is almost intuitive to think that improvements in quality can result in improved financial performance – every other industry has embraced this principle for many years. In healthcare, however, the need to make the “business case” for any quality initiative still exists. Those involved in such initiatives must be able to articulate the positive financial performance outcomes that accrue to such quality improvements.

This program will help clinicians and others involved in quality improvement initiatives understand:

- How to make the connection between clinical quality improvement and financial outcomes
- The four principal effects of quality improvement
- How to make the business case

At the conclusion of the program, participants will receive a monograph entitled “Building a Business Case for Clinical Improvement” and a financial model which calculates the financial return for their quality improvement initiatives.

Developing a Business Plan

You and a colleague have just formulated a new business venture concept and are seeking wider support and approval from “the front office.” What information needs to be conveyed? How do you package the information into a suitable document? The answer: a business plan – the single most important tool in raising awareness for an existing service or gaining support for a new venture.

This one-hour webinar introduces participants to the contents of a proper business plan, discusses the important questions that must be addressed in the document, describes the kinds of financial analysis used to support a business plan and provides a template for implementation of the plan.

At the conclusion, participants will be able to:

- Identify the appropriate content for a business plan
- Explain the importance of financial data
- Anticipate and develop answers for reviewer questions
- Develop a workable implementation plan

Following the program, participants will receive a complimentary copy of Financial Models for Better Decision Making © which contains models for preparing marginal analysis, breakeven analysis and benefit/cost ratio analysis to support the financial elements of a business plan.

PROGRAM FEE: *The cost of the program is PER CONNECTION, NOT PER PERSON.*

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July 20, 2010 ~ 10:00 – 11:30 a.m. CST~ Program Code: 3-721.10

Making the Business Case for Quality Improvement

August 19, 2010 ~ 10:00 – 11:00 a.m. CST~ Program Code: 3-722.10

Developing a Business Plan

September 30, 2010 ~ 10:00 – 11:00 a.m. CST~ Program Code: 3-723.10

Per Connection: IHA Members \$185.00

Non-IHA Members \$260.00

IPC Members \$160.00

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