



HASC's Modern Pricing and Transparency Initiative (MPTI)

When:

September 10, 2014
9 - 10 a.m.

Where:

Webinar

Contact:

Jamila Mayers
(213) 538-0700
jmayers@hasc.org

Cost:

Free of charge

Sponsored by:

Hospital Association of Southern
California

Please join us for an introductory webinar on HASC's Modern Pricing and Transparency Initiative (MPTI), developed to help hospitals implement the actions outlined in CHA's *2014 Modern Pricing Guidebook*.

In June 2014, the HASC Board established the MPTI collaborative to support hospitals as they work independently to make hospital charges more meaningful and explainable to the general public, while guiding hospitals on ways they can minimize the potential negative impact that can occur when implementing Modern Pricing.

Course Objectives

The webinar will walk attendees through the fundamentals of the MPTI:

- Describe how MPTI will provide real-world insight from experts to help hospitals navigate legal, regulatory and operational hurdles while implementing Modern Pricing.
- Preview the *Modern Pricing Implementation Work Plan*, designed to help hospitals achieve successful outcomes.
- Overview of the roles that the Modern Pricing Implementation Support Team and outside experts will play in MPTI.

Who Should Attend?

Chief executive officers, chief financial officers; directors of finance, managed care, reimbursement, decision support and revenue cycle.

Presenters

Mark Gamble, FACHE, Senior Vice President/COO, HASC is the lead staff for MPTI. Mark has a background in public policy and advocacy and is the senior executive responsible for HASC's programs and services in quality and patient safety, performance improvement, clinical and operational data analytics, human resource management, and patient access services.

Trahan Whitten, Principal, HFS Consultants is recognized as an industry leader in reimbursement strategy validation and implementation, mergers and acquisitions and strategic financial management. His experience in government programs, reimbursement and compliance, combined with his results-driven leadership style make him exceptionally qualified to lead HFS on its continued path of growth and outstanding performance.

Eric Schulz, Manager, Government Programs, HFS Consultants, helps hospitals achieve the Triple Aim of providing high quality health care for everyone at an affordable cost. He uses his 20 years of consulting, marketing, and management experience in health care to create consulting engagements that make hospitals smarter and more successful. Schulz earned his undergraduate degree in biology from the University of Oregon and his MBA in Healthcare Management jointly from Oregon Health & Science University and Portland State University.

Agenda

- Description of how MPTI will provide real-world insight from experts to help hospitals navigate legal, regulatory and operational hurdles while implementing Modern Pricing.
- Preview the *Modern Pricing Implementation Work Plan* designed to help hospitals to successfully achieve the following:
 - Define the hospital's objectives, available resources, and obstacles to implementing Modern Pricing.
 - Determine the critical pathways necessary to implement Modern Pricing.
 - Identify who will serve on your hospital's Modern Pricing Leadership Team.
 - Identify the necessary interdisciplinary work groups and their specific objectives and tasks.
 - Identify areas where your hospital may need outside assistance, including ways CHA and HASC can help navigate legal, regulatory and operational hurdles.
 - Ensure all aspects of Modern Pricing are implemented in ways that minimize the potential negative impact to the hospital's net revenue.
 - Identify quick-start strategies.
 - Estimate how much time each step is likely to take based upon available internal and external resources.
 - Encouragement to "press-on" as hospitals work their way through the 24-36 month implementation of Modern Pricing.
- Overview of the roles that the Modern Pricing Implementation Support Team and outside experts will play in MPTI:
 - Mark Gamble, FACHE, Senior Vice President/COO, HASC
 - Trahan Whitten, Principal, HFS Consultants
 - Eric Schulz, Manager, Government Programs, HFS Consultants
 - Anne McLeod, Senior Vice President, Health Policy, CHA
 - Alyssa Keefe, Vice President, Federal Regulatory Affairs, CHA
 - Lloyd Bookman, Esq., Hooper, Lundy & Bookman

HASC's Modern Pricing and Transparency Initiative (MPTI)

Wednesday, September 10, 2014

9 - 10 a.m.

Free of Charge

Register online at: <http://events.SignUp4.com/MPTIwebcast> OR Fax registration form to (213) 629-4272.

First Name: _____ **Last Name:** _____ **Preferred Name:** _____

Title: _____

Organization: _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Phone: (____) _____ **Email (required):** _____

Multiple staff members can register with ONE form by completing the following:

Name	Title	Email Address
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

IMPORTANT REMINDER

The Hospital Association of Southern California (HASC) is a membership organization that seeks to develop consensus, establish public policy priorities, and represent and advocate on behalf of the interests of hospitals and health systems. In concert with its members and member organizations, HASC is committed to establishing and maintaining an environment within which hospitals can continue to provide high-quality patient care.

Consistent with HASC's mission, it is the policy of HASC to comply with all applicable laws, including federal and state antitrust laws. HASC, its Board of Trustees, committees and members come together to discuss topics and issues important to the hospital industry. It is the intent of HASC to comply fully with all legal obligations when exploring issues that might provide general benefit to the industry.

HASC acknowledges and recognizes that discussing issues significant to the hospital industry could be characterized as an opportunity to exchange information that could implicate anticompetitive or otherwise unlawful conduct in violation of antitrust laws. Therefore, communications are confined to subjects directly related to regulatory activities or public policy.