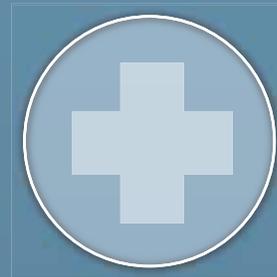




MANAGED CARE SEMINARS

2019 SPEAKING PACKET



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ABOUT OUR SPEAKERS



Ron Howrigan

President, Fulcrum Strategies

Mr. Howrigan is President of Fulcrum Strategies, a physician consulting firm he founded in 2004. Based in Raleigh, North Carolina, Fulcrum Strategies provides contract negotiation, practice marketing, and business consulting services to medical groups of all sizes and specialties across the United States.

Before founding Fulcrum Strategies, Ron spent 18 years in the Managed Care industry as a Negotiator and Network Manager. He has held Senior Management level positions with three of the largest Managed Care companies in the nation, including Kaiser Permanente, Cigna Healthcare and BlueCross BlueShield. His experience with these organizations covered the North East, Mid-Atlantic, and Western areas of the country.

Ron began his career with Kaiser Permanente in North Carolina as the Director of Community Medical Services. During the late 1980's, Ron was at the forefront of Managed Care innovation and negotiated a large number of single specialty capitation contracts. He also developed a hospital capitation model.

After leaving Kaiser, Ron joined Cigna Healthcare. He was a key component in the effort that turned a small unprofitable plan in Utah into a profitable venture for Cigna. During this time, he helped test a new provider profiling system and used it to develop a variable compensation system that included quality, cost effectiveness and patient satisfaction results as part of the model. Because of his successes in Utah, Ron was transferred to Cigna's Lovelace Health Plan in New Mexico as Vice President and Executive Director of the Health Plan. During his tenure in New Mexico, he finished building a statewide provider network as well as developed and managed a new and successful managed Medicaid product for Lovelace. At the time of his departure, the Lovelace Health Plan was profitable and growing.

Cigna then transferred Ron to North Carolina to fill the position of Vice President of Network Management. The North Carolina Health Plan was Cigna's largest commercial HMO and covered nearly 1 million members. Ron was a key member of a team that turned this health plan around and made it both profitable and thriving in just two short years. By the time he decided to leave Cigna, Ron was responsible for the Networks and Contracting in North Carolina, South Carolina, Tennessee, Kentucky and Arkansas. Ron concluded his managed care career as the Vice President of Provider Contracting for Capital Blue Cross in Pennsylvania.

During his time on the payer side, Ron became disillusioned with what he saw happening to the independent practice of medicine. In 2004, he realized he was working for the wrong team, and decided to leave the Managed Care industry. He founded his own consulting firm, Fulcrum Strategies, to help doctors and hospitals succeed in negotiations with Managed Care companies. Since 2004, under the leadership of Ron, Fulcrum Strategies has helped over 200 medical practices in 29 states, having produced over \$100 million dollars of revenue increases for clients.

During his career, Ron has also held a number of board-level positions. He is the past President of the Board of Directors for the North Carolina Association of Health Plans as well as a past member of the Lovelace Health Systems Board of Directors and the Utah Visiting Nurses Association Board of Directors. Ron is the past Chief Operating Officer for one of the largest private neurology practices in the nation. He is a past member of the Board of Directors for the Mariposa School of Children with Autism. He currently serves on the Board of Directors for The Miracle League of the Triangle.

Ron was awarded a Masters of Economics degree from North Carolina State University where he focused in the area of Health Economics with a minor in Statistics. He also earned a Bachelors of Business Administration degree from Western Michigan University.

ABOUT OUR SPEAKERS



Cindy Nyberg, CPA

Chief Financial Officer and Strategic Planning Consultant, Fulcrum Strategies

Cindy Nyberg has a broad array of financial and leadership experience ranging from a large publicly held bank, to closely held real estate companies, to small businesses as well as medical practices. In addition to Contract Negotiation, Cindy provides a variety of services for Fulcrum clients including: Business Management, Financial Consultation, Strategic Planning, Activity-Based Costing, and Project Management.

Most recently, Cindy served for six and a half years as Chief Financial Officer for one of the largest private neurology practices in the country. During this time, Cindy was a member of the Administrative Team, leading practice operations and providing strategic guidance for future growth and development. Cindy was responsible for the following departments: Accounting and Finance, Business Office, Compliance, Information Technology and EMR, Pre-Authorization, Financial Services, and MRI. She was also involved with developing a retail pharmacy and research department. In addition, Cindy managed the following strategic projects to assist in preparing the practice for the future: Improved access with same day appointments and improved utilization of midlevel capacity, EMR implementation, improved departmental and cost accounting and new patient collections workflows.

Prior to her time in the medical industry, Cindy served for nearly 10 years as Controller for Williams Realty & Building Co, Inc. Cindy developed, established and managed all accounting and reporting functions for ten real estate based companies including a general contractor, property management, property owners, and a homeowners association which includes: accounts payable/ receivable, cash flow management, job cost, property management, billing and contract administration, budgeting and modeling. Cindy also managed the compensation and benefits function including payroll, government reporting and administration of health insurance, life insurance, long term disability and 401(k) benefits.

Cindy has a wealth of financial services experience, including Sole Proprietor of Cynthia L. Nyberg, CPA from 1990 to 1997, Corporate Planning and Investor Relations Coordinator at Raleigh Federal Savings Bank from 1988 to 1990, and Accounting at Raleigh Federal Savings Bank from 1985 to 1988.

Committed to education and community, leadership positions that Cindy has held include: Johnston County Parent Advisory Councils, NC State Parent Advisory Council, President and Treasurer of PTAs, Treasurer of Johnston County Education Foundation, and President, Treasurer and Travel Coordinator of Band Parents.

Cindy earned a Bachelor of Business Administration degree from Western Michigan University. She is a Certified Public Accountant – licensed in North Carolina since 1988, and is a member of the American Institute of Certified Public Accountants and the North Carolina Association of Certified Public Accountants. Cindy is a member of the Medical Group Managers Association (MGMA), the North Carolina Medical Group Managers Association (NCMGMA), and is a Certified Medical Practice Executive.

EXPERIENCE

Some of the major engagements in our speakers' portfolios include:

Alabama Cancer Congress
American Association of Orthopedic Executives
American College of Emergency Physicians
American Healthcare Radiology Administrators
Arizona Clinical Oncology Society
Association of Community Cancer Centers
Association of Otolaryngology Administrators
Bayer Pharmaceutical / ICPME - Business IQ
Cancer Center Business Summit
Coalition of Hematology & Oncology Practices
Centricity Users Group Conferences (*Cindy has spoken for MedFusion and Virtual Officeware*)
Faculty for Innovations in Rheumatology Series
Faculty for the Onmark CORE Series
Georgia Association of Orthopaedic Executives
GE Live
Indiana Medical Group Managers Association
Indiana Oncology Society
Indiana Society of Anesthesiologists Practice Management Meeting
Ohio Association of Rheumatology
Ohio State Medical Society
Oncology Leadership Summit
Medical Group Managers Association
MGMA Financial Management and Payer Contracting Conference
Oklahoma Medical Group Managers Association
Professional Association of Health Care Office Management
Radiology Business Management Association
Society of Administrators, Medical Oncology Northwest
Society for Radiation Oncology Administrators
Southern Association of Therapeutic Radiation Oncology

Each of these programs can be customized to fit the specific needs of your audience.

Flatlining: How Health Care Could Kill the U.S. Economy - And How We Can Stop it

Presenter: Ron Howrigan

Course Description:

Health care was one of the main topics of discussion during the election, and it will continue to be one of the biggest issues for the new administration. Many people are left wondering: what does the future of health care look like? For the past several decades, the health care segment of the U.S. economy has been growing at an alarming rate. Many economists now believe that health care is poised for a major collapse if something isn't done. Ron Howrigan, President and CEO of Fulcrum Strategies, breaks down the complex system that is health care in the U.S. and helps people gain a deeper understanding of the issues that will arise in 2017 and beyond. With 30 years of experience as a managed care executive, economist, and physician consultant, Ron brings a uniquely broad perspective on the health care system. Participants will explore and discuss how recent changes in health care will affect medical practices and predict how health care is likely to evolve over the next decade. The presenter will share critical actions that medical groups should take to survive the future changes to our system. Finally, we will discuss the cure - seven areas where decisive action is needed to create a more sustainable model for health care. The information presented comes from a recently published book authored by Ron Howrigan.

Session Objectives:

- Describe the macro-economic factors and pressures that are affecting the health care industry
- Evaluate recent changes in health care that will affect medical practices, and predict how health care is likely to evolve over the next decade
- Develop a plan of strategies and tactics that medical practices can utilize to succeed and prosper in the future

Speech Length: 60 or 90 minutes

Dancing with the Devil: Insider Secrets for Negotiating with Managed Care Companies

Presenter: Ron Howrigan

Course Description:

Nearly every medical provider group today is forced to negotiate contracts with managed care companies in order to gain access to significant volumes of patients. The success of these negotiations can mean the difference between a thriving and growing practice, and a downward spiral of financial ruin. Managed care companies recognize this fact and are equipped with teams of highly trained and experienced negotiators to tip the balance of power in their favor. This presentation is designed to show you how to successfully negotiate your managed care contracts using the trade secrets from a former managed care negotiator. We will take the group through the entire negotiation process, from beginning to end, and show you how to effectively deal with your managed care relationships.

Covered Topics:

- Position evaluation and goal setting
- Development of strategies and tactics
- Negotiation, closure, and post-contract evaluation

Session Objectives:

- Learn how to evaluate one's own position and the position of their opponent
- Develop the best course of action for your practice
- Understand the negotiation process

Speech Length: 60 to 90 minutes

Population Health Management: Exploring the Shift from Fee-for-Service to Value-Based Reimbursement

Presenter: Ron Howrigan

Course Description:

With recent attention focused on controlling health care costs and the downward pressure on physician incomes, many experts believe that the time has finally come for physician reimbursement to shift from fee-for-service to some kind of value-based approach. If this happens, physicians will need to adopt a significant cultural shift and begin practicing with more of a population health management approach where the goal and financial incentives are aligned with keeping patients healthy rather than treating them when they are not. In this session, participants will learn why this shift may be inevitable and how they can begin the process of changing their practice to accommodate this new approach.

Covered Topics:

- Overview of health care trends and pressures that are driving recent changes
- How population health management can work at the individual practice level
- How to work with payers on this new approach
- Strategies for making this shift within a practice

Session Objectives:

- Develop and understanding of what population health management is and why it's necessary
- Detail the internal changes necessary for a practice to adopt this approach
- Explore strategies for contracting with payers under this new care model

Speech Length: 60 to 90 minutes

Strategic and Tactical Practice Management: Ten Things Every Medical Practice Should Be Doing in the New Health Cre Environment

Presenter: Ron Howrigan

Course Description:

Many physician practices are not operating their business as successfully as they could be if they had certain business tools at their disposal. Most groups are wonderful at customer service, fantastic in clinical care but are they running a successful business? This program will cover complex business principles and apply them in a physician friendly format.

Covered Topics:

- Ten crucial business tools every practice needs to know
- How your practice can implement complex business tools in a real-world environment

Session Objectives:

- Cover ten things practices should be doing including practice budgeting, strategic planning, medical management reporting, marketing, and more.
- Convert business principles provided to how they relate to practice management

Speech Length: 60 to 90 minutes

The Future of Health Care. What Will it Look Like in Five Years?

Presenter: Ron Howrigan

Course Description:

The last several years have brought incredible changes to the health care landscape. The big question in everyone's mind is, "What will things look like five years from now?" Ron Howrigan, President and CEO of Fulcrum Strategies, provides insight into the future of health care and the changes we can expect over the next few years. With over 30 years of experience as a managed care executive, economist and consultant to over 5,000 physicians, Ron brings a uniquely broad perspective on the health care system in this country. He will explain several major trends in health care today and how they are likely to develop over the next several years. The presenter will discuss how these changes will impact physicians directly, as well as formulate strategies that physicians can use to prepare for the future.

Covered Topics:

- Overview of health care trends
- How economic pressures will force changes in health care
- Strategies for physicians to prepare for changes

Session Objectives:

- Define current trends in health care and how they are going to continue over the next five years
- Describe the likely structure and attributes of our health care system in the future
- Evaluate the impact these changes are going to have on physician practices
- Develop strategies for medical practices to insure they are prepared for the future

Speech Length: 60 to 90 minutes

Big Pharma and PBMs: How it All Works and Who are the Winners and Losers

Presenter: Ron Howrigan

Course Description:

The news today is filled with stories about the cost of medications and the impact medications have on overall health care spending. Many people are looking for a villain, someone easy to blame in these discussions. Ron Howrigan, President and CEO of Fulcrum Strategies, provides an overview and dissection of this critical but misunderstood part of our health care delivery system. With over 30 years of experience in multiple facets of health care delivery and finance, Ron bring a unique perspective to this discussion. In his presentation, Ron will guide the audience through the complex dynamics of manufacturing a medication, all the way to the dispensing of an individual prescription. He will shed some light on the winners and losers in this process and explain common industry terms. Finally, Ron will share some of his recommendations on how to make this a more efficient market place for physicians and consumers.

Covered Topics:

- Common terms and tactics used by PBMs
- Drug delivery process from manufacturer to patient
- Benefits and costs of the current system
- Solutions to the rising costs for pharmaceuticals

Session Objectives:

- Explain the medication delivery process from manufacturing to dispensing
- Educate the audience on the complex financing mechanisms involved, including defining several industry terms
- Evaluate the effectiveness of this market and the current winners and losers
- Offer up potential solutions to the current problems of pharmaceutical costs and inflationary trends

Speech Length: 60 to 90 minutes

Improving the Patient Experience in Patient-Centered Health Care

Presenter: Ron Howrigan

Course Description:

With the development of Accountable Care Organizations and Narrow Networks, physician groups are now faced with having to compete for the “right” patients. Much of this competition will revolve around the service levels offered and the patient experience. In today’s environment, simply providing quality care is no longer enough to keep patients satisfied. Providing quality customer service is also necessary. In this session, Ron will explore the concept of patient-centered care delivery and explain why it is critical for the success of any medical practice. He will then share some examples of patient-centered care currently taking place. Finally, the presenter will explore how a practice can begin making the transition to a patient-centered model and what needs to happen in order to complete this transformation.

Covered Topics:

- Market drivers pushing patient centered care
- Current state of care delivery
- Future state of patient centered care
- How to attract the “right” patient
- Examples of patient centered care
- Strategies for transforming your practice

Session Objectives:

- Understand the rationale behind patient centered care
- Explore the economics of the “right” patient mix
- Review current models of patient centered care delivery
- Explore steps and strategies for transforming your practice

Speech Length: 60 to 90 minutes

REQUIREMENTS

- A lavalier microphone
- Power strip
- 8 foot minimum screen

CONTACT INFORMATION

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