



MANAGED CARE SEMINARS

2024 SPEAKING PACKET



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ABOUT OUR SPEAKER



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 5,000 physicians in 31 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, and currently serves as Chairman of the Board of Directors for The Autism Society of North Carolina.

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.

EXPERIENCE

Some of the major engagements in our speaker's portfolio include:

Administrator Support Community for ENT (ASCENT)
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*)
Emergency Department Practice Management Association (EDPMA)
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 (PAHCOM)
Radiology Business Management Association
Society of Administrators, Medical Oncology Northwest
Society for Radiation Oncology Administrators
Southern Association of Therapeutic Radiation Oncology

KEY NOTE/MAIN SESSION TOPIC

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

Tales from the Dark Side: Stories from a Recovering Managed Care Executive

Presenter: Ron Howrigan

Course Description:

Have you ever wondered how insurance companies think, or why they do what they do? In this session, the audience will learn the answers to these questions, while gaining a better understanding of the inner workings of health insurance companies. Along the way, Ron Howrigan will share a number of experiences he has had with health insurance companies, including what goes on in their board rooms and behind closed doors. Ron is a self-described “recovering managed care executive.” He spent 18 years working for some of the largest managed care companies in the country. During this session, Ron will educate, enlighten and amaze the audience with his first-hand stories and tales from the dark side.

Covered Topics:

- Why it’s called “Health Insurance and not Sick Insurance”
- How insurance companies make money
- The perverse incentives of insurance companies
- How to think like a managed care executive

Session Objectives:

- Understand how insurance companies think and work
- Gain knowledge of the financial inner workings of insurance companies
- Develop better strategies for working with insurance companies by better understanding what makes them tick

KEY NOTE/MAIN SESSION TOPIC

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

It's not a Diagnosis, it's a Person!

Presenter: Ron Howrigan

Course Description:

There are almost 1 billion patient/physician office visits every year in this country. Each one of those visits comes with a diagnosis and CPT codes. What's easy to forget is that each of those visits involves much more than just codes and claims. Each of those visits involves a person. Many times, the person involved is uninformed, overwhelmed, scared, and coping with something they never wanted to deal with. In this session, Ron Howrigan will use his personal experiences with the health care delivery system, along with his 36 years of experience working in this field, to shed a very insightful light on what health care delivery looks from the other side of the exam room.

The audience will learn from the presenter's own experiences, how it feels from the patient's perspective. This session will help the audience improve the way they provide care and service to their patients so that no one ever feels like just a diagnosis or a number.

Covered Topics:

- The shock of a diagnosis
- Injecting common sense in care delivery
- The importance of knowing your audience
- Take care of the person and not just the condition

Session Objectives:

- Gain a better understand of the patient's point of view
- Improve the care and service you provide
- Learn how to treat the person and not just the condition

SEMINAR TOPIC

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 2023 and beyond. With over 35 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

SEMINAR TOPIC

Negotiating Managed Care Contracts – Secrets from a Former Managed Care Executive

Presenter: Ron Howrigan

Course Description:

With labor costs on the rise and inflation impacting all aspects of medical practice, groups need to look at their managed care contracts to increase revenue. Successful negotiation of these agreements can be the difference between a thriving practice and a downward spiral of financial ruin. Managed care companies recognize this fact and deploy teams of highly trained and experienced negotiators to tip the balance of power in their favor. This presentation is designed to show participants how to successfully negotiate managed care agreements using trade secrets from a former managed care negotiator. The presenter will take the group through the entire negotiation process, from beginning to end, and show them how to effectively deal with these managed care relationships.

Covered Topics:

- Position evaluation and goal setting
- Development of strategies and tactics
- Fee for service, value based and risk agreements
- Negotiation tips and tactics

Session Objectives:

- Learn how to evaluate positions and proposals
- Develop best strategies for given situations
- Understand the negotiation process
- Evaluation of reimbursement types

Speech Length: 60 to 90 minutes

SEMINAR TOPIC

The Future of Health Care in a Post-Pandemic World

Presenter: Ron Howrigan

Course Description:

The Pandemic changed many things in this country including health care and how it will be financed and delivered in the future. The big question in everyone's mind is "What will things look like five years from now?" Ron Howrigan will provide insight into the future of health care and the changes we can expect over the next few years. With over 35 years of experience as a managed care executive, an 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 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 to help prepare for the future.

Covered Topics:

- Overview of health care marketplace trends
- How economic pressures will force changes in health care delivery and financing
- Strategies for physicians to prepare for these changes

Session Objectives:

- Understand current trends in health care and how they are going to change over the next few years
- Illustrate the likely structures of health care delivery and finance 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

Managing a Medical Practice During Difficult Financial Times – Tips for Improving the Bottom Line

Presenter: Ron Howrigan

Course Description:

Running any business can be easy when times are good, but things get much harder when adversity strikes. Mike Tyson once said: “Everyone has a plan until they are punched in the mouth.” Medical practices have been punched in the mouth repeatedly. Between Covid, labor cost increases, and now Medicare reimbursement cuts, 2023 and beyond will present significant financial challenges for Medicare groups. Maintaining the bottom line will be difficult enough, but improving it will take foresight and careful strategy. In this speech, the presenter will lead the audience through an evaluation of the economic conditions facing medical groups and how they are impacting profitability. With a sound understanding of the current environment, we will explore tactics and strategies for maximizing the financial health of your practice during these complex times.

Covered Topics:

- Macro-Economic trends impacting medical groups
- How your practice is like an airline
- Developing a predictive financial modeling tool for your practice
- Understanding tactical options for improving the bottom line

Session Objectives:

- Understand how economic trends impact your practice
- Gain knowledge and understanding of predictive financial modeling
- Learn how to evaluate and implement tactics designed to improve financial performance

Speech Length: 60 to 90 minutes

REQUIREMENTS

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

CONTACT INFORMATION

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