

# Oklahoma Hospital Association

presents

## **Hospital Business Planning Series**

**Webinar Series (ILBUS10)**

**July 20, 2010, August 19, 2010, and September 30, 2010**

### **Overview**

#### **Business Decision Making for Clinicians**

July 20, 2010 ~10:00 – 11:30 a.m. CST

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 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**

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

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 health care, 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**

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

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 program 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.

---

### **Corporate Education Sponsors**

ADMINISTRATIVE  
CONSULTANT SERVICE,  
LLC

*Silver*

---

OHA corporate sponsorships provide organizations with year-round visibility in a variety of ways – publications, events and web site. For more information, go to [www.okoha.com](http://www.okoha.com) and click on Education/Corporate Sponsors.

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.

### **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, quality personnel, managers and others involved in the management of hospital departments.

### **Times**

The July 20 program is from 10:00 a.m. – 11:30 a.m. Central Time.

The August 19 and September 30 programs are from 10:00 a.m. – 11:00 a.m. Central Time.

### **Tuition**

\$200 per individual session for OHA members

\$550 for OHA members for all 3 sessions (must register for all 3 at the same time.)

\$300 per individual session for non-members

Registration fee covers one connection to the program.

### **Cancellation Policy**

The registration fee, less a \$60 service charge per session, is refundable if notice is received before 4:00 p.m. five business days prior to the program. No refunds will be issued for cancellations received after 4:00 p.m. five business days prior to the program. The cancellation/refund policy applies to registrations that indicate payment is being mailed prior to the program. No refunds will be issued for those who do not comply with this policy and the full registration amount will be due and owed to OHA.

### **Substitutions and Transfers**

Registrants unable to attend may designate an alternate. Report substitutions to Shelly Bush at bush@okoha.com or Mary Winters at winters@okoha.com or (405) 427-9537, prior to the program. Transfers from one OHA educational program to another are not permitted.

### **Connecting to the Program**

**All tuition fees are per phone connection.** Complete the attached registration form and return it to the Oklahoma Hospital Association. After you register for the program(s), you will receive a confirmation notice from OHA. Prior to the program, you will receive instructions on logging into the program. You will also receive the speakers' handouts via email. Approximately 5 to 10 minutes before the program, dial in to be connected to the session. Upon registering for the program, notify all participants and arrange a meeting room and speakerphone, if desired.

**If you have not received a confirmation notice 48 hours prior to the program,  
please call Shelly Bush at (405) 427-9537 to confirm your registration has been received.  
Confirmation notices will be sent via email when available.**

**REGISTRATION FORM**  
*Oklahoma Hospital Association*  
***Hospital Business Planning Series***  
***Webinar Series (ILBUS10)***

**Program time:** July 20 session: 10:00 a.m. – 11:30 a.m. Central Time.  
Aug. 19 & Sept. 30 session: 10:00 a.m. – 11:00 a.m. Central Time.

- July 20 – Business Decision Making for Clinicians
- August 19 – Making the Business Case for Quality Improvement
- September 30 – Developing a Business Plan

**Registration fee:** \$200 per individual session for OHA members  
\$550 for OHA members for all 3 sessions (must register for all 3 at the same time.)  
\$300 per session for non-members

Registration fee covers one connection to the program.

**Important Note: Information for accessing each program will be emailed to the following contact person prior to the program date.**

Name and Title of Contact Person \_\_\_\_\_

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ \*E-mail \_\_\_\_\_

- Program fee includes one set of handouts. Upon receipt, you may copy handouts.
- Program fee covers one telephone connection.

***Method of Payment***

Check in the amount of \$\_\_\_\_\_ payable to OHERFT is enclosed.

**\*\*Please see mailing instructions below.**

Credit Card amount authorized \$\_\_\_\_\_

Credit Card # \_\_\_\_\_ Visa MasterCard Amex Discover

Expiration Date \_\_\_\_\_ Name on card \_\_\_\_\_

Cardholder's Billing Address (including zip code) \_\_\_\_\_

Signature \_\_\_\_\_

**Mail all registrations accompanied by a check to:**  
OHERFT, Dept. #96-0298, Oklahoma City, OK 73196-0298

**Mail all other registrations to:**  
OHERFT, 4000 Lincoln Blvd., Oklahoma City, OK 73105

Return your registration form to OHA. Registrations with credit card payment information included may be faxed to Shelly Bush at (405)424-4507. If you have any questions, please contact Shelly Bush or Mary Winters at (405)427-9537 or by email at bush@okoha.com or winters@okoha.com.

**Oklahoma Hospital Association**  
4000 Lincoln Boulevard  
Oklahoma City, OK 73105  
Fax: (405) 424-4507