

GOAL

Close contracts with the best rates possible and minimal risk to the provider while maintaining or acquiring new patient volume.

IMPORTANT FACTS REGARDING REVENUE CYCLE MANAGEMENT

1 60% to 80% of physician income is negotiated revenue

2 Revenue must be:

- Analyzed
- Negotiated
- Audited
- Managed

3 Successful negotiations require:

- Clear Goals
- Experience
- Preparation
- Focus
- Perseverance

4 A successful financial methodology, market knowledge, timing and tenacity are essential to closing a deal

About Morrow & Associates, LLC

- Negotiated over \$2 billion in healthcare contracts
- Former Health Plan General Manager
- Worked in over 30 U.S. markets
- Over 20 years of executive healthcare contract negotiation experience from both the health plan perspective as well as the provider perspective
- Negotiated with all major health plans including: Aetna, BC/BS, Cigna, United HealthCare, Coventry, as well as local and regional health plans

Contracting methodologies include:

- Individual physician contracts
- Large multi-specialty group contracts
- Ancillary and hospital contracts
- Free standing ASC's

Financial methodologies include:

- Fee For Service (FFS)
- Capitation
- RBRVS
- Proprietary health plan fee schedules
- DRG's
- Per diems
- Global rates

CONTRACTED SPECIALTIES INCLUDE:

- *Multi specialty groups (all specialties)*
- *Internal Medicine*
- *Family Practice*
- *Pediatrics*
- *OB/GYN*

SPECIALISTS:

- *Anesthesiology*
- *Cardiology*
- *Cardiovascular/Thoracic Surgery*
- *Developmental Pediatricians*
- *Ear, Nose and Throat*
- *ER/Minor Emergency*
- *Endoscopy*
- *Gastroenterology*
- *General Surgery*
- *Nephrology*
- *Neurology*
- *Neurosurgery*
- *Ophthalmology*
- *Orthopedics*
- *Pathology*
- *Psychology & Psychiatry*
- *Radiology*
- *Urology*

FACILITIES:

- *Hospitals*
- *Surgery Centers*
- *Ancillary Services*