



CLINICIANS AND THE REVENUE CYCLE: THE “NEW CMO”

Tactical steps, practical solutions

Hospital reimbursement is medically driven, yet there seems to be a chasm between finance and the clinical team. This training provides clear-cut guidelines that allow you to create a profitable interface between the business office and the clinical care delivered on the patient floor.

Participants will learn to:

- Leverage the medical expertise in your organization to improve the operations of your revenue cycle.
- Create a list of responsibilities you need to expect from your medical executives, including the “new chief medical officer” (CMO) and physician advisor.
- Implement strategies to measure ROIs for admissions, clinical denials, length-of-stay, coding, operating room costs, managed care contracting, and observation status.

“The role of CMOs in hospitals is evolving to a higher level, and this presentation not only noted that, but showed specifically where those changes are or need to occur. Very helpful!”

Presented by

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Founder

Executive Health Resources (EHR)



Robert heads EHR, a physician group that provides outsourced medical management services to hospitals, with a focus on clinical denials and length-of-stay. Prior to founding EHR, he was deputy director of the Office of Health Policy and Clinical Outcomes at Thomas Jefferson University in Philadelphia. Robert is a board-certified internist with extensive outpatient and inpatient academic and community-based clinical practice experience.

Robert received an MD at the Medical College of Pennsylvania and also holds an MBA from the Wharton School of Business at the University of Pennsylvania. He has received high praise for his presentations at HFMA’s Annual National Institute (ANI) and HFMA’s Spring and Fall Seminars.

Also consider training on these related topics:

[Making Sense of Observation and Reducing Clinical Denials](#)

[Improving Physician Documentation and Compliance](#)

[Managing Physician Behavior](#)

[Bringing Clinical Solutions to Revenue Cycle Management](#)

[Retrospective Clinical Denials Management](#)