hfma
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Physician Practice Executive Council

Peer Recruitment Toolkit

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How to Use This Toolkit

Dear Committee Members,

Thank you for participating the Physician Practice Executive Council. In the spirit of maintaining the Council as a network of peers, we have created this toolkit to help you share information about the Council with colleagues that you feel would benefit from participation in this Council as well as provide additional perspective on issues related to the management of physician practices.

The true value of the Council is to provide its members with a forum to openly discuss topics of particular interest to this group. I hope that this toolkit provides the resources you need to recruit members that will contribute to the robust ongoing conversations within the Council.

Please do not hesitate to reach out to me with any questions or requests for additional recruitment tools.

Best,

Katie Gilfillan
Director, Healthcare Finance Policy, Physician and Clinical Practice
Healthcare Financial Management Association

Personal Outreach Email

Subject: HFMA Physician Practice Executive Council

Dear <Insert Name>,

I'd like to invite you to participate in the next meeting of HFMA's Physician Practice Executive Council on <Date> in <place>.

The Council's purpose is to facilitate networking and the exchange of high level information on current and emerging issues in the area of healthcare financial management of physician practices. As you know, there are unique challenges we face as physician practice executives, and this Council provides a forum for sharing the work we do, and learning from work of other healthcare leaders.

Membership is limited to the senior financial executive (top finance position) of large physician group practices.

If you would like to find out more about the types of issues we discuss, you can find past meeting agendas and presentations at www.hfma.org/physicianexecs

I hope you will be able to attend the Council meeting. If you are interested in participating, or have questions, please contact Celina Kurani.

All the Best,

FAQs

Who should receive recruitment emails?

Please refer potential candidates to HFMA staff and the steering committee before reaching out to ensure there are no competitive concerns among other members for their inclusion in the Council. The goal of the Council is to allow its members to speak freely without fear of competitors in the room. As such we strive to maintain a non-competitive environment by ensuring current members are comfortable with new invitations.

Who should I copy on the email?

Please copy the following HFMA staff so that we can provide support with any questions about the Council:

Katie Gilfillan (kgilfillan@hfma.org) Celina Kurani (ckurani@hfma.org)

What other collateral can I share with potential members?

Content from prior meetings is available on hfma.org/physicianexecs, please feel free to share this website with potential members. In addition, you may share the "Key Takeaway Document" from the October 8th meeting, which provides an overview of content covered (Attachment 1)

Is there a fee to join the Council?

Because the Council is sponsored by Navigant, there is no additional membership fee to join the Council.

Members are required to fund their own travel and hotel expenses for meeting.

What is the time commitment?

The Council will meet in-person twice yearly (teleconference option available), and these generally occur at HFMAs Annual National Institute in June and once during the Fall. During the interim of these meetings, two web-based meetings are held and are typically 90 minutes in length. Minimal preparation by Council members is required for these meetings.

When is the next meeting?

2015 Meeting dates and topics TBA:

- Winter web discussion: Last week of January
- Summer in person meeting: ANI, Monday, June 22nd

Can a prospective member have a trial period?

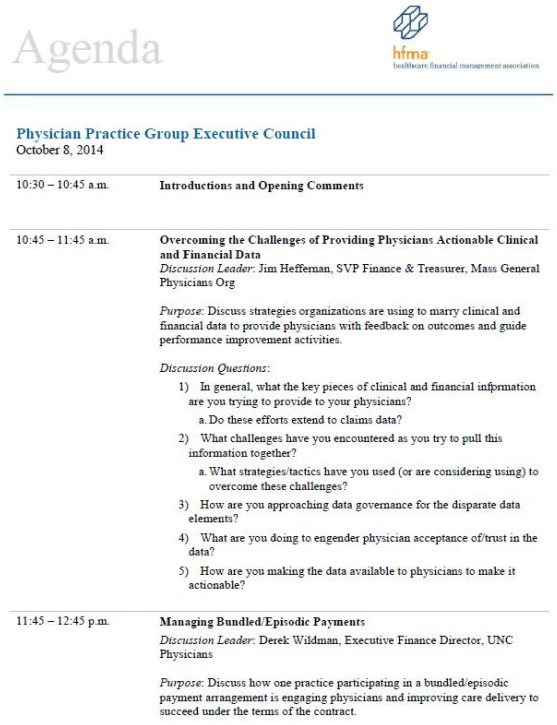
Yes, prospective members are invited to participate in a Council meeting prior to fully committing to the Council.

Attachments

Click Control and the images below to open any of the following documents.

Fall Meeting Takeaways

Fall Meeting Agenda



Agenda

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Physician Practice Group Executive Council
October 8, 2014

10:30 – 10:45 a.m.	**Introductions and Opening Comments**
10:45 – 11:45 a.m.	**Overcoming the Challenges of Providing Physicians Actionable Clinical and Financial Data** *Discussion Leader*: Jim Heffernan, SVP Finance & Treasurer, Mass General Physicians Org *Purpose*: Discuss strategies organizations are using to marry clinical and financial data to provide physicians with feedback on outcomes and guide performance improvement activities. *Discussion Questions*: 1) In general, what the key pieces of clinical and financial information are you trying to provide to your physicians? a. Do these efforts extend to claims data? 2) What challenges have you encountered as you try to pull this information together? a. What strategies/tactics have you used (or are considering using) to overcome these challenges? 3) How are you approaching data governance for the disparate data elements? 4) What are you doing to engender physician acceptance of/trust in the data? 5) How are you making the data available to physicians to make it actionable?
11:45 – 12:45 p.m.	**Managing Bundled/Episodic Payments** *Discussion Leader*: Derek Wildman, Executive Finance Director, UNC Physicians *Purpose*: Discuss how one practice participating in a bundled/episodic payment arrangement is engaging physicians and improving care delivery to succeed under the terms of the contract.

All Physician Practice Executive Council documents can be found on hfma.org/physicianexecs