

WHAT THE FMV?

Cutting Edge Challenges in Determining Fair Market Value for Hospital-Physician Arrangements & Transactions

Date: Dec. 11, 2012

Time: 9:00 a.m. – 12:30 p.m.

Location: NJHA Conference and Event Center

Sponsored by:
New Jersey Hospital Association

NJHA Member Fee: \$125

Non-member Fee: \$195

PROGRAM OBJECTIVES

This half-day seminar will address the latest challenges in determining fair market value in connection with hospital-physician transactions. Nationally reputable, highly experienced healthcare valuation firms have different approaches and perspectives with regard to many open/gray issues in connection with assessing and determining the fair market value of various financial relationships with physicians.

The seminar will be broken down into two 90-minute sessions moderated by a healthcare attorney, delving into the different approaches and perspectives of four reputable national healthcare valuation firms on difficult healthcare valuation issues.

This will be an advanced, interactive discussion format, with questions from the moderator (as well as from the panelists themselves) and questions throughout from the attendees (which can be anonymously submitted via email during the discussion).

WHO SHOULD ATTEND

CFOs, finance department staff, vice president for business development and physician services, general counsel, legal department staff, compliance officers, compliance department staff

CONTINUING EDUCATION CREDITS

This program has been approved by the Board on Continuing Legal Education of the Supreme Court of New Jersey for 3.6 hours of total CLE credit. Of these, 0 qualify as hours of credit for ethics/professionalism, and 0 qualify as hours of credit toward certification in civil trial law, criminal trial law, workers compensation law and/or matrimonial law.

Please contact HRET for information on Pennsylvania continuing legal education credits.



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New Jersey
Hospital Association 

Fees: NJHA Hospital, Institutional and Business Members: \$125 ea.
Non-members: \$195 ea.
Includes continental breakfast, lunch and materials.

**Payment by credit card or check is required along
with this registration form in order to be registered.
Faxed copies of check will not be accepted.**

If you are registering with a credit card, please
register online at www.HRET-Register.com.

- Make checks payable to: HRET of NJ
- Mail to: Educational Services
HRET of NJ
P.O. Box 828691
Philadelphia, PA 19182-8691

- Member cancellations received by **Nov. 30** will receive a refund minus a \$50 per person service fee. Non-member cancellations received by **Nov. 30** will receive a refund minus an \$80 per person service fee. Cancellations received after that date will not be eligible for a refund.
- Registrants unable to attend may send an alternate.
- *No confirmation will be sent.*
- For brochures or a calendar of upcoming seminars go to www.HRET-Register.com.

For more information or if you have a disability and need special accommodations, please call 609-275-4181 or 4180.

Please note: **Parking is in the rear of the building.**

PROGRAM SCHEDULE

8:30 *Registration and Continental Breakfast*

9:00 **Welcome and Introductions**

Sarah Lechner, Esq.

General Counsel

New Jersey Hospital Association

9:15 **PANEL: Resolving Challenges in Complex Physician Compensation**

Arrangements:

- Professional services, medical director and employment agreements
- Co-Management and administrative services agreements
- On-call arrangements (with outside physicians and employed physicians)
- Productivity and quality incentives (both up and down?)
- Impact of profitability on bonus threshold and bonus amounts?
- Which data to use: 50th, 75th, 90th percentiles?
- Should higher productivity result in higher or lower compensation or \$/wRVU?
- Valuing highly compensated physicians and emerging specialties
- How to value the services of mid-level providers
- “Stacking” (multiple payment arrangements for different services)

10:45 *Break*

11:00 **PANEL: Other Complex Healthcare Valuation Issues:**

- “Commercial reasonableness” opinions and what information/data is needed
- Can compensation exceed professional fee collections?
- Valuing intangible assets (medical records, established workforce, etc.)
 - * Appropriate selection of “Premises of Value” within the “Standard of Value”
- Valuing ancillary service lines and the impact on future compensation
- Adhering to the Stark definition of FMV - - use of “market approach” only?
- Creating an FMV culture
- Promoting and maintaining systemwide consistency
- Setting policy and guidelines on compensation
- How and when to say “No” and/or proposing compliant alternatives

12:30 *Networking Luncheon/Adjournment*

FACULTY

Moderator

Gary W. Herschman, Esq.

Chair, Health Care Practice Group

Sills Cummis & Gross PC

Panelists

Jim D. Carr, ASA, MBA

Partner

HealthCare Appraisers, Inc.

Todd Zigrang, MBA, MHA, ASA, FACHE

Sr. Vice President

Health Capital Consultants

Jennifer Johnson, CFA

Partner

VMG Health

Daniel Stech

Executive Director

Pinnacle Healthcare Services

For directions visit NJHA on the Web at <http://www.njha.com/directions.aspx> for a detailed map.
NJHA, 760 Alexander Road, Princeton, NJ

To register online with a credit card please go to www.HRET-Register.com.

REGISTRATION (Please Type or Print Clearly)

Seminar # 1290 (FMV) Mem. \$125 Non-mem. \$195

Name (as it should appear on badge)

Hospital/Firm

Title

Street

Phone

Fax

City

State

Zip

E-mail address

Amount: \$

Cardholder's billing address (if different)

Name

Address

City

State

Zip

PAYMENT METHOD

Check ☐

MasterCard ☐

VISA ☐

Amex ☐

Card #

Expiration Date

Print Name (as it appears on card)

Signature