



**New York Society for Health Planning  
Healthcare Association of New York State  
The Academy of Medicine of Queens County**



present

**Strategies for Successful Hospital-Physician Alignment**  
*What Physicians and Hospitals Need to Know*

**Tuesday, August 10, 2010 • 5:15 p.m. - 8:00 p.m.**  
5:15 p.m. Registration/Networking/Refreshments • 6:00 p.m. Program

Arnold & Porter LLP  
399 Park Avenue (between 53rd and 54th Streets) 34th floor, New York, NY 10022

**ABOUT THE PROGRAM:**

*This program will explore ways in which physicians independently, or hospitals and physicians together, can form practice entities that benefit physicians, hospitals and patients in the unique New York market. Financial, organizational, legal and accounting issues critical to successful alignment will be reviewed.*

- Many physicians are considering closer alignment with hospitals to address economic, operational and administrative challenges facing small practices. Hospitals are pursuing strategies to more closely align with physicians to secure referrals, increase market share, and negotiate better payer rates. With new federal health care reform, hospital-physician alignment will be increasingly important given the likelihood of bundled payment methodologies and an emphasis on Accountable Care Organizations (ACOs).
- A growing number of physicians are actively seeking employment arrangements to relieve the burdens of managing a practice and to achieve a more balanced lifestyle. Hospital employment of physicians is one option. However, many physicians seek to join or form successful, significant, physician-owned practices that enable them to align with hospitals but not be owned by hospitals. Under successful alignment these physicians are highly engaged in hospital strategies for improving quality, creating operating efficiencies, and insuring financial viability.
- The program objective is to educate physicians, hospital executives and health care planners on the fundamentals of alignment, determine how hospital alignment can make sense for them, and how to design and implement successful strategies.

**PROGRAM LEARNING OBJECTIVES:**

- Recognize areas of opportunity
- Identify the most effective structures
- Distinguish physician-owned vs. hospital-owned practices
- Review organizational and financial considerations
- Understand legal and regulatory matters
- Examine a case study: How one practice has succeeded

**MODERATOR:**

**Jeffrey R. Ruggiero, Esq.,** *Partner, FDA Healthcare Practice, Arnold & Porter LLP*

**SPEAKERS:**

**Daniel Sisto,** *President, Healthcare Association of New York State*  
**Ralph Herz, Jr., M.D.,** *Medical Director, American Group Practice, Inc.*  
**Barry H. Kaplan, M.D., Ph.D.,** *President/Medical Director, Queens Medical Associates, P.C.*  
**John V. Pellitteri, CPA,** *Partner, Grassi & Co., CPAs, P.C.*

\*The Academy of Medicine of Queens County is accredited by the Medical Society of the State of New York (MSSNY) to provide continuing medical education for physicians. The Academy of Medicine of Queens County designates this educational activity for a maximum of 2.0 AMA PRA Category 1 Credit™. Physicians should claim credit commensurate with the extent of their participation in the activity.

**REGISTRATION INFORMATION: (by mail, phone or fax)**

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Organization: \_\_\_\_\_ Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_ Work Phone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

FEE SCHEDULE:  NYSHP MEMBER - no charge  Non-Member - \$40

**To pay by credit card, register online at [www.nyshp.org](http://www.nyshp.org)**

Checks should be made payable to the New York Society for Health Planning.  
Please mail the check and this form to the address below by August 5th, 2010

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