

September 16 (10 a.m. to 2 p.m.)  
Held in Conference Room at AHA

## **Pricing Transparency and Negotiating Managed Care: Finding the Sweet Spot in Arkansas**

Join your peers in Arkansas for a special half day session hosted by your Association to compare hospital pricing (and costs). Stay ahead of the wave of public opinion fueled by main stream media including Time, the New York Times, the Wall Street Journal, USA Today, the Washington Post and many others in local media markets.

High charges invite public backlash - low charges put you at risk for leaving money on the table. What's the right number? Arkansas hospitals will review highlights of national and local news stories and learn from examples of hospitals hitting the sweet spot.

iVantage will share benchmark data on the state of the state by focusing on Outpatient Imaging as just one example to set the stage for a discussion around this topic that is changing quickly due to market and policy forces triangulating around the “consumer” in healthcare.

Join this session to learn from peers how some have taken up this challenge and leveraged “big data” to better negotiate their Managed Care Contracts with surgical precision.

### **Topics:**

- Public data that highlights how important charges are to overall performance
- Take a closer look at Arkansas: charge variations; review of specific procedures, hospital sizes, regions within the state, urban vs. rural.
- Actionable analytics drive insights – Compare payments and charges, volumes, revenue by contract

### **LUNCH**

- Market leaders panel – hear from local leaders who have taken control of their contracts and increased their revenue
- Break out session: Modeling work for each team. How would they model payment? How would they compare it to actual payment and charges? Develop a pricing strategy for several key service lines.
- Group discussion: Key takeaways from today’s session; organizational readiness for pricing transparency