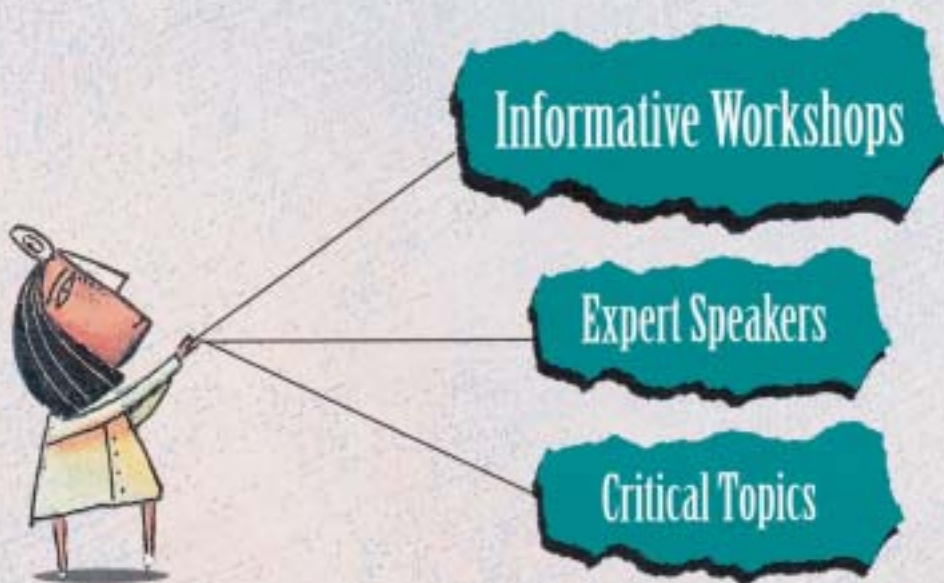


# **MIX** Managed Care University

Doctors Helping Doctors Manage the Business of Medicine



Register NOW and Invest In Your Future

Endorsed by the

Medical Society of New Jersey  
**MSNJ**

P O W E R F U L P A R T N E R S H I P S

## New Rules, New Players Call for New Skills

Managed care growth, new powerful stakeholders and a changing healthcare environment mandate the need to stay abreast of critical changes in managed healthcare. The MIIX Managed Care University (MCU), developed by physicians for physicians, is an intensive and time-efficient introduction to the BUSINESS of practicing medicine.

MIIX Managed Care University features a comprehensive curriculum of informative workshops on highly relevant topics, delivered by some of the most important, most influential players in the game. From capitation to patient retention, from informatics to marketing, MCU gives you the critical leadership skills you need today and an indispensable roadmap for the future.

MCU will help you make the kind of tough decisions and operational changes to position you and your practice for long-term success. It gives you the opportunity to share your experiences with other physicians and gain new insights based upon the success of others. It is the beginning of a new, powerful dialog to provide you with the skills necessary for your practice to succeed into the 21st Century.

MIIX Managed Care University has received the endorsement of the prestigious Medical Society of New Jersey. All two-day events are scheduled quarterly over a weekend, so as not to interfere with practice operations. If you are ready to take control of your practice, your patients and your future, MIIX Managed Care University may be just what the doctor ordered.

## The MIIX Physician Resource Center

MIIX MANAGED CARE UNIVERSITY is just one service of MHG's Physician Resource Center, where doctors are helping doctors manage the business of medicine. In addition to a curriculum of MIIX Managed Care University workshops, the Physician Resource Center also offers:

**MIIX PULSE Newsletter and Monthly MIIX PULSE Alert**—a bi-monthly, non-commercial four-page newsletter and monthly fax—informing you of what's happening in the New Jersey market, the latest in managed care and how to best arm yourself for success.

**MIIX AUDIO INSIGHTS Series**—a monthly audiotape subscription service that provides you with the latest programs, seminars or lectures given by the leaders shaping the business of healthcare.

**MIIX COMPUTER CAMP**—a comprehensive curriculum of hands-on hardware, software and operating system courses designed to meet the unique technology needs of modern medical practices. Choose from the convenience of a single day-long course on select Saturdays, or the continuity of a three-day weekend retreat. Convenient weekend scheduling and physician-only attendees, these Computer Camp courses deliver the practical computer skills you need to get up-to-speed quickly and efficiently, without interfering with your practice operations.

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For more information about these Physician Resource Center offerings, call us at 1-888-292-DOCS.

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## Managed Care University (MCU) Workshop Topics

The MIIX Healthcare Group has gathered some of the most important and influential speakers to deliver a broad range of content focused on managed care topics. Here are just a few of the topics you can expect from MCU. All MCU courses are \$895 each\*, which covers instructional materials provided during the two-day workshops and breakfast and lunch both days. Directions and information about lodgings will be provided after your registration is confirmed. For more information on these seminars, call us at 1-888-292-DOCS. Register early if you want to get a good seat!

### Capitation and Risk Management

#### Program Objectives:

- Define different forms of reimbursement with an emphasis on capitation as perhaps the most threatening to clinical quality.
- Appreciate different perspectives of the payer, the consumer and the physician, and each of their roles in medical decision making.
- Understand that capitation is a form of reimbursement but that physicians must be the final arbiters of quality.
- Introduce the concept of risk management and its importance to a successful, modern practice.

#### Skills:

- Learn how to analyze, evaluate and negotiate capitation contracts.
- Create effective partnerships to achieve quality outcomes.
- Understand how quality is defined and how it can be maintained and perhaps improved under different reimbursement mechanisms including capitation.
- Learn how to analyze a practice using risk management principles.

### Patient Retention and Satisfaction

#### Program Objectives:

- Understand the importance of patient satisfaction and its impact on patient retention.
- Learn how to manage patient expectations and to respond effectively to patient demands.
- Improve health outcomes for patients.
- Reduce malpractice liability risk through improved patient communication.

#### Skills:

- Develop techniques for dealing with different patient situations including interactions with "problem" patients.
- Develop communications skills to positively impact patient interactions and ultimately patient satisfaction, compliance, and retention.

### Contracting and Contract Negotiations

#### Program Objectives:

- Understand the risks and define the responsibilities of managed care contracts.
- Identify the risks/rewards associated with carve outs.
- Avoid ambiguities in contracts/negotiating.
- Design mechanisms in contracts favorable to you and your practice.
- Learn negotiation skills to use at the bargaining table.

### Valuation and Marketing of a Medical Practice in Turbulent Times

#### Program Objectives:

- Develop guidelines to enhance the value of your practice.
- Identify cutting-edge valuation techniques.
- Minimize taxation with proven methods.
- Create more effective ways to market your practice.
- Understand the profile of your patients to target market.

*\*Prices subject to change without notice.*

### **Office Practice of the Future: Informatics and Technology**

#### **Program Objectives:**

- Examine trends and challenges—near, medium and long term.
- Identify the office practice of the future and its information infrastructures.
- Assess the costs/benefits of implementing information technologies.
- Learn how to assimilate new technologies into your practice.
- Compare your practice characteristics with other participants.

### **Disease Management and Demand Management:**

#### **Supervising the Continuum of Care Through Prevention and Patient Education**

#### **Program Objectives:**

##### **Disease Management:**

- Proactively identify, treat and manage chronic conditions.
- Implement the principles of disease management programs to minimize inpatient care and acute care episodes.
- Identify strategies for high-risk individuals.

##### **Demand Management:**

- Understand the importance of being accessible.
- Educate and involve patients in disease management and health maintenance.
- Identify health promotion and follow-up strategies.

### **Patient Outcomes and Quality Improvement**

#### **Program Objectives:**

- Capture critical data to assess performance that must be measured to manage effectively.
- Determine benchmarks for your patient group: use risk adjustment factors to ensure accuracy of measurements and outcomes and reduce utilization.
- Move from data collection to information management: Analyze outcomes to improve quality of care and reduce costs.
- Fulfill your information requirements mandated in managed care contracts.

### **Physician Leadership**

#### **Program Objectives:**

- Train to be agents of change and innovation in the delivery of health care.
- Identify your leadership role in the dynamics of a group practice, managed care organization and other practice arrangements.



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