

# MHA Distance Learning

# Driving Profitable Surgery Growth Webinar

## Audience:

CFO, COO, Surgical Services, OR Directors, Materials Managers/Purchasing

## Speaker:

Graham McLaughlin

## Date:

August 10, 2010  
12:30 pm—2:00 pm MST

## Pricing\*:

MHA Members: \$165/line

Non-MHA Members: \$210/line

DEADLINE FOR REGISTRATION IS

August 3, 2010

\*Fees include session materials and one (1) phone line

## Objectives:

- Manage perioperative operations with the goal to become the “provider of choice” for surgeons in their competitive market.
- Make informed investments to drive profitable growth.
- Leverage procedural level benchmarks to proactively identify improvement opportunities and build the case for change.
- Enfranchise physicians through self service access to scorecards profiling block performance, supply cost, and referral trends.
- Hardwire efficiency gains to smooth the OR schedule, create usable prime-time capacity, and optimize block performance.
- Assess current performance against best practices tactics.

## Program Overview

This webinar will profile how top performing hospitals have been driving profitable surgical growth in contradiction to national trends. This session is specifically designed for organizations searching for effective ways to fully leverage their existing OR capacity to maximize bottom line impact.

## Faculty

**Graham McLaughlin** is the Partnership Director for the Advisory Board’s Clinical Operations vertical. In this capacity, he is focused on educating members on current research trends and opportunities for operational and financial improvements in the surgical terrain.

During his tenure at the Advisory Board, Mr. McLaughlin has also served as the Global Partnership Director for Surgery Compass members in the United Kingdom and Australia, as well as the Dedicated Advisor Team Lead for domestic Spend Compass membership.

Prior to joining the Advisory Board, Mr. McLaughlin worked in hospitals across the country as a revenue cycle consultant. He also has strategy consulting experience with IBM, Microsoft, and other Fortune 500 firms in the United States and Europe.

Mr. McLaughlin graduated summa cum laude from the University of North Carolina with a dual degree in management and psychology.

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**MHA**

AN ASSOCIATION OF  
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# Registration Instructions & Other Information

# Driving Profitable Surgery Growth Webinar

## Registration Information

Registration fees are \$165/line for MHA members and \$210/line for non-MHA members. The registration fee includes one toll-free telephone connection per registered facility to hear the presenter, web access information and handout materials.

To register, please complete the attached form and fax it back to MHA at (406)443-3894, Attn: Jennifer Wagner. A copy of the registration form can also be obtained at [www.mtha.org](http://www.mtha.org).

**Online registration is also available.** Go to [www.mtha.org](http://www.mtha.org) for the link to register online.

If you have not received confirmation via the email address provided on the registration form 48 hours after sending registration, please contact Jennifer Wagner at (406)442-1911. **Registration deadline is August 3, 2010.**

## Log-In Instructions

Upon receipt of registration, confirmation will be e-mailed to the contact person indicated on your registration form. You will receive another e-mail approximately 48 hours prior to the event with web access, dial-in information and the handouts.

**It is the responsibility of the contact person listed on the registration form to download and/or access presentation materials prior to the day of the event.** If your e-mail address changes, you do not receive an e-mail with instructions from MHA, or if you are unable to download or open presentation materials, please contact MHA 24 hours prior to the event to allow time to address the issue. Participants are encouraged to log in 15 minutes prior to the start of the program, as the program will begin on time.

## Continuing Education

A copy of the Certificate of Attendance will be sent with the handouts and dial-in information. This Certificate should be copied and issued to all participants attending the session. Completed certificates should be placed on file at your hospital as evidence of attendance. You may apply on an individual basis with the appropriate accreditation organization for consideration of continuing education credits. This webinar is approved for 1.5 contact hours.

## Refunds

Fees will be refunded only if written cancellation is received by MHA by 5 pm on August 6, 2010. Fax written cancellation to MHA at (406)443-3894, Attn: Jennifer Wagner. E-mails and phone call cancellations will not be accepted.

# Driving Profitable Surgery Growth Registration Form

## Date:

August 10, 2010  
12:30 pm—2:00 pm MST

## Prices:

MHA Members: \$165/line  
Non-Members: \$210/line

## Registration Deadline:

August 3, 2010  
5pm

## Series Overview

This webinar will profile how top hospitals drive profitable surgical growth and how to leverage existing OR capacity to maximized bottom line impact.

**Contact Person:** Please fill out the contact information for the person that will be responsible for receiving and distributing dial-in information and handouts.

## Registration Information

To ensure your spot at this webinar, please fill out the information below, completely, and fax to MHA at (406)443-3894, Attn: Jennifer Wagner. **You may also register online at [www.mtha.org](http://www.mtha.org).**

**Refunds** Fees will be refunded only if written cancellation is received by MHA by 5 pm on August 6, 2010. Fax written cancellation to MHA at (406)443-3894, Attn: Jennifer Wagner. E-mails and phone call cancellations will not be accepted.

## Participant Information:

Facility Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Facility Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**YES!** We wish to participate in the webinar. I understand we will be emailed the dial-in number, agenda, and materials prior to the conference. \_\_\_\_\_ **Number of lines** \_\_\_\_\_ **MHA Member(\$165/line)** \_\_\_\_\_ **Non Member(\$210/line)**

## Payment Information *(All credit card information is required and must be complete).*

Total Payment Due: \$ \_\_\_\_\_

Visa                       Mastercard                       Discover                       American Express  
Card number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
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Credit Card Complete Billing Address \_\_\_\_\_  
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*\*The CVS number is the 3 digit number on the back of your card. For AMEX it is 4 digits on the front*

A check, payable to MHA is being mailed to P.O. Box 5119; Helena, MT 59604-5119

Please invoice me—MHA Member Facility PO#: \_\_\_\_\_

**FOR INTERNAL USE ONLY:** DATE PAID: \_\_\_\_\_ REGISTRATION ENTERED (DATE): \_\_\_\_\_ BY: \_\_\_\_\_  
CONFIRMATION SENT (DATE): \_\_\_\_\_ BY: \_\_\_\_\_

**ACCOUNTING CODE: 08-10-31**     CHECK#: \_\_\_\_\_ AMT: \_\_\_\_\_     INVOICE (DATE): \_\_\_\_\_ BY: \_\_\_\_\_



For questions regarding education, please contact:  
Jennifer Wagner · PO Box 5119 · Helena, MT 59604 · (406) 442-1911 · [jennifer@mtha.org](mailto:jennifer@mtha.org)