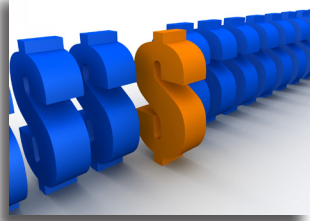


Cleverley + Associates 2009 Educational Webinar Series

Cleverley + Associates is pleased to present our 2009 Educational Webinar Series. For the third year in a row, we have created a series of educational sessions that address today's most urgent topics in healthcare financial management. The hour-long sessions are designed to provide maximum educational value while minimizing interruption in your busy day. Additionally, Cleverley + Associates is authorized to award 1 hour of pre-approved Category II (non-ACHE) continuing education credit for these programs toward advancement, or recertification in the American College of Healthcare Executives.

To register for any of the following sessions, please click here: [register](#)

The Myths of Strategic Pricing ~ 2/24/2009; 2:00pm est



DESCRIPTION

While strategic pricing continues to gain momentum across the country, the topic has generated a number of ideas that can be misleading and need to be addressed. This session will confront those "myths" with three primary objectives:

EDUCATIONAL OBJECTIVES

- 1) To define the scope and practice of strategic pricing
- 2) To present common "myths" surrounding strategic pricing
- 3) To describe the essentials for effective pricing initiatives

Register today
at
cleverleyevents.webex.com

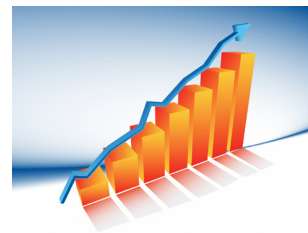
Ten Ways to Improve Medicare Profitability ~ 4/28/2009; 2:00pm

DESCRIPTION

Medicare is the largest payer for most US acute-care hospitals, however, contract negotiation is not an option to enhance profitability. This session will identify ten actionable ways to improve the margin on treating patients within this critical payer group without sacrificing quality or ethical standards.

EDUCATIONAL OBJECTIVES

- 1) To highlight US averages for Medicare profitability for inpatient and outpatient care
- 2) To understand the key drivers for improved Medicare profitability
- 3) To identify ten actionable strategies for enhancing Medicare profitability



Establishing Defensible Pricing in Transparent Times ~ 9/15/2009; 2:00pm est

DESCRIPTION

Hospital pricing continues to receive scrutiny from media and community groups. In light of this increased attention, how do hospitals create a pricing strategy that is not only defensible to the community, but also profitable?

EDUCATIONAL OBJECTIVES

- 1) To provide information regarding critical hospital pricing relationships
- 2) To present hospital pricing trends in the US
- 3) To describe how a hospital can implement a defensible pricing strategy that respects the bottom line



Effective Annual Performance Assessments: The Foundation of Financial Success ~

10/27/2009; 2:00pm est

DESCRIPTION

Hospitals are increasingly faced with challenging market conditions that underscore the importance of sound planning and control. Critical in this process is the review of current financial position, the creation of appropriate financial targets, and the identification of opportunity areas to enhance performance levels.

EDUCATIONAL OBJECTIVES

- 1) To define critical financial target areas and their relationship to sustainable growth
- 2) To present tools that can be used in the design of an organization's financial plan
- 3) To illustrate strategies for performance enhancement to reach targets in the financial plan

