



## Value-Based Payment Strategy

Dates: **Thursday, October 12, 2023**

Time: **10:00 a.m. – 11:00 a.m. CT**

**Cost: \$39 to NHA members** (Zoom link will be sent upon registration)

### Who Should Attend:

CEO, COO, CFO, Directors/Trustees, Population Health Leaders

### Course Curriculum

As payers place increasing pressure on providers – increasing utilization of pre-authorization, elimination of site of service payment differentials, and ultimately, the threat of reference-based pricing – transitioning from fee-for-service to value-based payments is becoming an imperative for providers. This presentation will provide health system leaders with an in depth, interactive dialogue on the current fee-for-service payment landscape, its structural challenges to providers, and a primer on how to develop and implement value-based payment strategies within the overall organizational strategic plan. Upon completion of the session, participants will understand the emerging challenges in the payment system and in their markets, as well as how to formulate plans and initiatives that test their readiness for value and position their organizations for success under these arrangements.

### Learning Objectives:

- Quantify trends in the transition to value-based payment schemes at the payer class level and demonstrate for attendees how the current insurance market structure is “tilted” against providers.
- Enable participants to accurately assess their organizational readiness to transition to or between value-based payment schemes with their local insurance market in its current state.

- Armed with an understanding of how insurance markets work in practice, provide attendees a “how to” guide (with illustrations) to determine how and how quickly they need to pivot their organizations to a value-based orientation.

## Speaker:



Brian Fuller, PYA, P.C

Bringing over two decades of strategic advisory experience to PYA and its clients, Brian Fuller has led health systems and provider organizations through multi-faceted projects, including health system/network enterprise growth, strategic options evaluation, mergers-and-acquisitions, clinical service line strategy, and consumer and ambulatory network development. Additionally, Fuller brings to PYA deep industry knowledge in pre- and post-merger integration, strategic and financial due diligence, and physician enterprise optimization.

As an industry thought leader, Brian has presented on a variety of topics including, implications of industry transformation; strategic planning; structural evolution of the U.S. health system; and best practices for identifying, evaluating, and executing strategic partnerships for national organizations such as the American Hospital Association, The Governance Institute, and the Healthcare Financial Management Association (HFMA). He has authored articles in various healthcare industry publications, including *hfm*, *Trustee*, and *Spectrum*.

Brian received his Bachelor of Science in Business Administration from Ohio State University and his Master of Administration from Duke University. He is a member of the American College of Healthcare Executives, Healthcare Financial Management Association, and the Society for Healthcare Strategy & Market Development. He is Chair Elect of the First Presbyterian Church of Granville Mission Committee, a member of Achieving Excellence in Our Schools Granville Public Schools Levy Committee, and a mentor at Fisher College of Business Career Networking Program.

## Registration

<https://online.nebraskahospitals.org/events/event-registration/?id=30fb1c49-8447-ee11-a81c-6045bd8203e2>