



# MANAGED CARE SEMINARS

## 2021 SPEAKING PACKET



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# ABOUT OUR SPEAKER



**Ron Howrigan**

*President, Fulcrum Strategies*

Mr. Howrigan is President of Fulcrum Strategies, a physician consulting firm he founded in 2004. Based in Raleigh, North Carolina, Fulcrum Strategies provides contract negotiation, practice marketing, and business consulting services to medical groups of all sizes and specialties across the United States.

Before founding Fulcrum Strategies, Ron spent 18 years in the Managed Care industry as a Negotiator and Network Manager. He has held Senior Management level positions with three of the largest Managed Care companies in the nation, including Kaiser Permanente, Cigna Healthcare and BlueCross BlueShield. His experience with these organizations covered the North East, Mid-Atlantic, and Western areas of the country.

Ron began his career with Kaiser Permanente in North Carolina as the Director of Community Medical Services. During the late 1980's, Ron was at the forefront of Managed Care innovation and negotiated a large number of single specialty capitation contracts. He also developed a hospital capitation model.

After leaving Kaiser, Ron joined Cigna Healthcare. He was a key component in the effort that turned a small unprofitable plan in Utah into a profitable venture for Cigna. During this time, he helped test a new provider profiling system and used it to develop a variable compensation system that included quality, cost effectiveness and patient satisfaction results as part of the model. Because of his successes in Utah, Ron was transferred to Cigna's Lovelace Health Plan in New Mexico as Vice President and Executive Director of the Health Plan. During his tenure in New Mexico, he finished building a statewide provider network as well as developed and managed a new and successful managed Medicaid product for Lovelace. At the time of his departure, the Lovelace Health Plan was profitable and growing.

Cigna then transferred Ron to North Carolina to fill the position of Vice President of Network Management. The North Carolina Health Plan was Cigna's largest commercial HMO and covered nearly 1 million members. Ron was a key member of a team that turned this health plan around and made it both profitable and thriving in just two short years. By the time he decided to leave Cigna, Ron was responsible for the Networks and Contracting in North Carolina, South Carolina, Tennessee, Kentucky and Arkansas. Ron concluded his managed care career as the Vice President of Provider Contracting for Capital Blue Cross in Pennsylvania.

During his time on the payer side, Ron became disillusioned with what he saw happening to the independent practice of medicine. In 2004, he realized he was working for the wrong team, and decided to leave the Managed Care industry. He founded his own consulting firm, Fulcrum Strategies, to help doctors and hospitals succeed in negotiations with Managed Care companies. Since 2004, under the leadership of Ron, Fulcrum Strategies has helped over 200 medical practices in 29 states, having produced over \$100 million dollars of revenue increases for clients.

During his career, Ron has also held a number of board-level positions. He is the past President of the Board of Directors for the North Carolina Association of Health Plans as well as a past member of the Lovelace Health Systems Board of Directors and the Utah Visiting Nurses Association Board of Directors. Ron is the past Chief Operating Officer for one of the largest private neurology practices in the nation. He is a past member of the Board of Directors for the Mariposa School of Children with Autism, and currently serves as the Vice-Chair on the Board of Directors for The Autism Society of North Carolina.

Ron was awarded a Masters of Economics degree from North Carolina State University where he focused in the area of Health Economics with a minor in Statistics. He also earned a Bachelors of Business Administration degree from Western Michigan University.

# EXPERIENCE

*Some of the major engagements in our speaker's portfolio include:*

Alabama Cancer Congress  
American Association of Orthopedic Executives  
American College of Emergency Physicians  
American Healthcare Radiology Administrators  
Arizona Clinical Oncology Society  
Association of Community Cancer Centers  
Association of Otolaryngology Administrators  
Bayer Pharmaceutical / ICPME - Business IQ  
Cancer Center Business Summit  
Coalition of Hematology & Oncology Practices  
Centricity Users Group Conferences (*Cindy has spoken for MedFusion and Virtual Officeware*)  
Faculty for Innovations in Rheumatology Series  
Faculty for the Onmark CORE Series  
Georgia Association of Orthopaedic Executives  
GE Live  
Indiana Medical Group Managers Association  
Indiana Oncology Society  
Indiana Society of Anesthesiologists Practice Management Meeting  
Ohio Association of Rheumatology  
Ohio State Medical Society  
Oncology Leadership Summit  
Medical Group Managers Association  
MGMA Financial Management and Payer Contracting Conference  
Oklahoma Medical Group Managers Association  
Professional Association of Health Care Office Management  
Radiology Business Management Association  
Society of Administrators, Medical Oncology Northwest  
Society for Radiation Oncology Administrators  
Southern Association of Therapeutic Radiation Oncology

# SEMINAR TOPICS

*Each of these programs can be customized to fit the specific needs of your audience.*

## **Flatlining: How Health Care Could Kill the U.S. Economy - and How We Can Stop it**

*Presenter: Ron Howrigan*

### **Course Description:**

Health care was one of the main topics of discussion during the election, and it will continue to be one of the biggest issues for the new administration. Many people are left wondering: what does the future of health care look like? For the past several decades, the health care segment of the U.S. economy has been growing at an alarming rate. Many economists now believe that health care is poised for a major collapse if something isn't done. Ron Howrigan, President and CEO of Fulcrum Strategies, breaks down the complex system that is health care in the U.S. and helps people gain a deeper understanding of the issues that will arise in 2021 and beyond. With 30 years of experience as a managed care executive, economist, and physician consultant, Ron brings a uniquely broad perspective on the health care system. Participants will explore and discuss how recent changes in health care will affect medical practices and predict how health care is likely to evolve over the next decade. The presenter will share critical actions that medical groups should take to survive the future changes to our system. Finally, we will discuss the cure - seven areas where decisive action is needed to create a more sustainable model for health care. The information presented comes from a recently published book authored by Ron Howrigan.

### **Session Objectives:**

- Describe the macro-economic factors and pressures that are affecting the health care industry
- Evaluate recent changes in health care that will affect medical practices, and predict how health care is likely to evolve over the next decade
- Develop a plan of strategies and tactics that medical practices can utilize to succeed and prosper in the future

**Speech Length: 60 or 90 minutes**

## **Dancing with the Devil: Insider Secrets for Negotiating with Managed Care Companies**

*Presenter: Ron Howrigan*

### **Course Description:**

Nearly every medical provider group today is forced to negotiate contracts with managed care companies in order to gain access to significant volumes of patients. The success of these negotiations can mean the difference between a thriving and growing practice, and a downward spiral of financial ruin. Managed care companies recognize this fact and are equipped with teams of highly trained and experienced negotiators to tip the balance of power in their favor. This presentation is designed to show you how to successfully negotiate your managed care contracts using the trade secrets from a former managed care negotiator. We will take the group through the entire negotiation process, from beginning to end, and show you how to effectively deal with your managed care relationships.

### **Covered Topics:**

- Position evaluation and goal setting
- Development of strategies and tactics
- Negotiation, closure, and post-contract evaluation

### **Session Objectives:**

- Learn how to evaluate one's own position and the position of their opponent
- Develop the best course of action for your practice
- Understand the negotiation process

**Speech Length: 60 to 90 minutes**

## **Population Health Management: Exploring the Shift from Fee-for-Service to Value-Based Reimbursement**

*Presenter: Ron Howrigan*

### **Course Description:**

With recent attention focused on controlling health care costs and the downward pressure on physician incomes, many experts believe that the time has finally come for physician reimbursement to shift from fee-for-service to some kind of value-based approach. If this happens, physicians will need to adopt a significant cultural shift and begin practicing with more of a population health management approach where the goal and financial incentives are aligned with keeping patients healthy rather than treating them when they are not. In this session, participants will learn why this shift may be inevitable and how they can begin the process of changing their practice to accommodate this new approach.

### **Covered Topics:**

- Overview of health care trends and pressures that are driving recent changes
- How population health management can work at the individual practice level
- How to work with payers on this new approach
- Strategies for making this shift within a practice

### **Session Objectives:**

- Develop and understanding of what population health management is and why it's necessary
- Detail the internal changes necessary for a practice to adopt this approach
- Explore strategies for contracting with payers under this new care model

**Speech Length: 60 to 90 minutes**

## **Strategic and Tactical Practice Management: Ten Things Every Medical Practice Should Be Doing in the New Health Cre Environment**

*Presenter: Ron Howrigan*

### **Course Description:**

Many physician practices are not operating their business as successfully as they could be if they had certain business tools at their disposal. Most groups are wonderful at customer service, fantastic in clinical care but are they running a successful business? This program will cover complex business principles and apply them in a physician friendly format.

### **Covered Topics:**

- Ten crucial business tools every practice needs to know
- How your practice can implement complex business tools in a real-world environment

### **Session Objectives:**

- Cover ten things practices should be doing including practice budgeting, strategic planning, medical management reporting, marketing, and more
- Convert business principles provided to how they relate to practice management

**Speech Length: 60 to 90 minutes**

# SEMINAR TOPICS

## **The Future of Health Care: What Will it Look Like in Five Years?**

*Presenter: Ron Howrigan*

### **Course Description:**

The last several years have brought incredible changes to the health care landscape. The big question in everyone's mind is, "What will things look like five years from now?" Ron Howrigan, President and CEO of Fulcrum Strategies, provides insight into the future of health care and the changes we can expect over the next few years. With over 30 years of experience as a managed care executive, economist and consultant to over 5,000 physicians, Ron brings a uniquely broad perspective on the health care system in this country. He will explain several major trends in health care today and how they are likely to develop over the next several years. The presenter will discuss how these changes will impact physicians directly, as well as formulate strategies that physicians can use to prepare for the future.

### **Covered Topics:**

- Overview of health care trends
- How economic pressures will force changes in health care
- Strategies for physicians to prepare for changes

### **Session Objectives:**

- Define current trends in health care and how they are going to continue over the next five years
- Describe the likely structure and attributes of our health care system in the future
- Evaluate the impact these changes are going to have on physician practices
- Develop strategies for medical practices to insure they are prepared for the future

**Speech Length: 60 to 90 minutes**



# REQUIREMENTS

- A lavalier microphone
- Power strip
- 8 foot minimum screen

## CONTACT INFORMATION

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**To learn more about available speaking opportunities or to secure Ron as a speaker for your next event, please contact Ashley Elmore:**

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