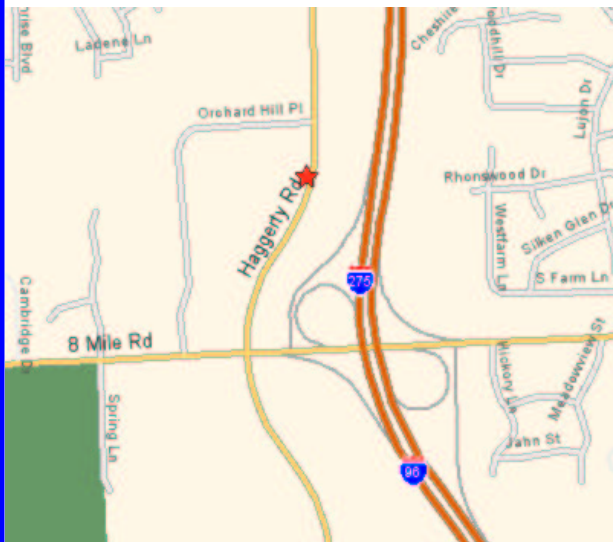


DIRECTIONS



SHERATON HOTEL
21111 Haggerty Road
Novi, Michigan 48375
Phone (248) 349-4000

Driving Directions

From North

Take I-275 South to Exit 167 (8 Mile Road). Go right (west) on 8 Mile Road to Haggerty Road. Turn right (north) and the hotel will be on the left, 3 blocks down.

From South

Take I-275 North to Exit 167 (8 Mile Road). Go left (west) on 8 Mile Road to Haggerty Road. Turn right (north) and the hotel will be on the left, 3 blocks down.

From East

Take I-696 East to I-275 South to Exit 167 (8 Mile Road). Go right (west) on 8 Mile Road to Haggerty Road. Turn right (north) and the hotel will be on the left, 3 blocks down.

From West

Take M-14 to I-275 North to Exit 167 (8 Mile Road). Go left (west) on 8 Mile Road to Haggerty Road. Turn right (north) and the hotel will be on the left, 3 blocks down.

From Interstate 96

Take I-96 to I-275 North to Exit 167 (8 Mile Road). Go left (west) on 8 Mile Road to Haggerty Road. Turn right (north) and the hotel will be on the left, 3 blocks down.

Honigman Miller Schwartz and Cohn LLP
2290 First National Building
660 Woodward Avenue
Detroit, MI 48226-3506

HONIGMAN

and



Present:

A Managed Care Workshop for Hospitals:

*Tools to Assist Hospitals in
Successfully Negotiating and
Managing Payor Contracts,
Including Tools for Successful
Blue Cross Blue Shield of
Michigan Appeals*

Presenters:

Chris Rossman

Honigman Miller Schwartz and Cohn LLP

Neil A. Godbey

The Godbey Group

Thursday, February 26, 2004
8:30 a.m. – 12:00 p.m.
Lunch to Follow

PROGRAM OVERVIEW

This program will give hospital representatives detailed advice on how to successfully negotiate payor contracts. Information will be provided on how to compare a hospital's payor contracts with national benchmarks for payor contracts and how to prepare to negotiate contracts that provide a fair operating margin. This program will also present information on how to manage Blue Cross Blue Shield of Michigan (BCBSM) appeals so as to promptly obtain the full payment to which the provider is entitled.

Both presenters have extensive experience negotiating payor agreements. Mr. Godbey has access to detailed financial information that will assist hospitals to determine whether their payor contracts measure up in comparison to other payor contracts around the country. He also will discuss strategies that are used to allow a hospital to negotiate fair contract terms. Mr. Rossman will discuss specific legal issues that often arise in negotiating and managing payor contracts. He will also discuss specific appeal issues which hospitals may be entitled to pursue under the terms of their agreements.

Attendees should expect to leave the session with a better understanding of the national and local payor environment, and the factors currently affecting providers, payors and insureds. They also will obtain information on how to be fully prepared to negotiate payor agreements before the agreement is actually submitted to them. This is a hands-on session, and attendees will have an opportunity for questions and answers with the presenters about any payor contracting issues they might have.

DESCRIPTION OF PRESENTERS

Chris Rossman, Partner
HONIGMAN MILLER SCHWARTZ AND COHN LLP,
Detroit, Michigan

Mr. Rossman has practiced health care law for 28 years in the State of Michigan. He has extensive experience in providing legal services to health care providers in over 30 states nationwide during his career. Mr. Rossman is the head of the firm's reimbursement and payment practice area. He has a national practice and has successfully represented numerous clients in many successful Medicare, Medicaid and BCBSM appeals. Mr. Rossman has extensive experience in representing providers in the negotiation of payor contracts. He also has expertise in advising clients on structuring transactions to recognize various reimbursement and payment consequences. His experience also includes mergers and affiliations of all types of health care organizations throughout the country.

Neil A. Godbey, President
THE GODBEY GROUP, Irving, Texas

Mr. Godbey represents regional and national health care systems throughout the country in negotiating managed care payor contracts. He has also negotiated the sale, purchase and merger of a variety of health care companies, including health plans, tertiary care centers and physician group practices. Mr. Godbey's previous positions include CEO of national health care consulting firms specializing in planning, development and financial services to managed care organizations including providers and health plans; CEO for development and operations of one of the largest IPAs in the nation; Senior Health System Officer responsible for strategic planning, physician-medical group practice development and managed care operations of a regional health system; and Senior Manager of a national health care company.

OUTLINE OF PRESENTATION

- 1) *Environmental assessment for provider/payor contracting*
 - a) Trends
 - b) Profitability of payors
 - c) Risk mitigation
 - d) Underwriting cycle
- 2) *Provider objectives*
 - a) Fair payment for services rendered
 - b) Avoid assumption of catastrophic risk
 - c) Maintain adequate margin on operations
- 3) *Payor objectives*
 - a) Manage price
 - b) Manage volume
 - c) Manage enrolled population
 - d) Address the underwriting cycle
- 4) *Insured objectives*
 - a) Issues where health insurance is purchased
 - b) Issues where employer is self-insured
- 5) *Successful negotiation of payor contracts*
 - a) Sufficient preparation for negotiations
 - b) Benchmark provider against marketplace
 - c) Identify provider's strengths and weaknesses
 - d) Development of a fair reimbursement proposal
 - e) How to negotiate with the payor
- 6) *Legal issues raised in payor contracts*
- 7) *Legal issues encountered in managing payor contracts*
- 8) *BCBSM appeals process*
- 9) *Current BCBSM appeals issues*

REGISTRATION

PLEASE REGISTER EARLY, AS LIMITED SEATING IS AVAILABLE

You may register for this workshop by:

E-mail to AEarl@honigman.com

or by phone to 313.465.7829

Please provide the following: Your Name, Organization, Telephone, E-mail Address and whether or not, you are able to stay for lunch.

ALL REGISTRATIONS MUST BE RECEIVED BY

FEBRUARY 16, 2004.