



# Physicians at the Bargaining Table: Alignment, Clinical Integration, Value-based Contracting and Population Health Management

*Ellis M. Mac Knight, MD and Max Reiboldt, CPA, Coker Group*

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Today's practicing physicians tend to feel hemmed in by the pressures to align with other entities imposed upon them through the changing structures in health care. The dilemma is not so much of whether or not to merge in some manner with other entities; rather, it is more about how to negotiate from a position of strength in order to practice medicine under the best possible circumstances. -How do physicians hold a strong place at the bargaining table? What strategies can be embraced in creating alignment with other physicians, and how do you get started? -What are the benefits and challenges of physician alignment outside of a hospital relationship? -What are the alignment options and how does each option fit in with the future of healthcare, i.e. ACOs, CINs, risk-based payer contracts, etc.? Physicians at the Bargaining Table: Alignment, Clinical Integration, Value-based Contracting and Population Health Management is written to aid in the decision-making for physicians. This book, available in print and in eBook, is designed for physicians, hospital administrators, practice administrators and office managers, and healthcare consultants. Through the assimilation of reliable and unbiased information, providers can assess their best alternatives. The objectives are to help the reader understand the available alignment options and how these options fit in with the future of healthcare, including accountable care organizations and risk-based payer contracts. This assessment will encompass the benefits and challenges of physician alignment outside of a hospital relationship. Readers will also be able to identify the critical success factors in a successful alignment model; develop strategies related to creating a new alignment relationship with other physicians or investors, and, determine, as a key stakeholder, how to be involved in the process from concept to implementation and beyond. The evidence delivered in this book through the study of alignment options and strategies, resolutions for a successful future state, and reliable case studies will enable the reader to take the next step toward alignment, based on an informed perspective. Table of Contents Chapter 1 Current Industry Changes and Challenges Chapter 2 Specific Alignment Options for Medical Practices Chapter 3 Components of a Successful Alignment Model Chapter 4 Strategies to Address Alignment Related Issues and Concerns Chapter 5 Onward Toward a Successful Future State. Chapter 6 Case Studies Chapter 7 Summary

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