Course Name:
Moving Private Practice from Commodity to Value-Based Provider: Improving the Sustainability of Private Practice.

Date & Time:  Friday, September 12, 2014
10:30-12:30 PM

Presenter: Jeffrey W. Hathaway, P.T.

Course Description
This course we explore how to take Private Practice Physical Therapy from what is (decreased payment, decreased access (co-pays; consolidation; less free market)) to what could be (improved payment, more entrepreneurship, better access...). We will demonstrate how/why we have become a commodity, which has lead to what is, and how to migrate from a commodity to a value based provider (what could be) via a Value Creation Business model (vs. current Demand Fulfillment/Creation Models). We will show how this can lead to improved payment, improved access and the entrepreneur is freed to take Private Practice to another level. This presentation is designed with all practice sizes in mind.

Course Objectives

• Explore the “why” behind strategies payers have employed around payment, co-pays and other policies.
• Understand the commodity formula and how it has been applied to physical therapists by payers and discount networks.
• Look at current research and what it tells us in terms of changing payment trends
• Provide examples of how private practices are working with payers to improve payment and remove barriers to ability to deliver value to the healthcare system.
Speaker Bio

Dr. Jeff Hathaway is a Physical Therapist and he owns Physical Therapy clinics in two states, which were one of the first clinics in the nation to be certified in evidence-based practice. In the past he has been a consultant for team dynamics, interest-based negotiations, and conflict management as well as a certified business coach. Dr. Hathaway is a founding director and current President of the Physical Therapy Business Alliance and a very active member of his professional association at the State and National level. He speaks and teaches nationally on business and physical therapy. Dr. Hathaway focuses on working with payers and employers developing innovative ways to properly control medical costs by leveraging the value of Physical Therapists.