Strategic Physician - Hospital Ventures:
Legal and Business Issues

October 20, 2006
Sponsored by: New Jersey Hospital Association
Location: New Jersey Hospital Association
760 Alexander Road, Princeton, NJ

PROGRAM OBJECTIVES
Hospital-physician ventures continue to be a major strategic focus of many hospitals. These ventures, which can be for any clinical service area (e.g., imaging, ASCs, dialysis, cardiac services, therapy, fitness, urgent care, sleep labs, primary care, etc.), can be structured in various forms (e.g., equity joint ventures, physician recruitment arrangements, medical director arrangements, gainsharing arrangements, etc.)

Regardless of the structure, such ventures present numerous business and legal risks. It is important for hospitals that are considering some form of venture with physicians to thoroughly assess the clinical acceptability, regulatory permissibility and financial viability of the venture. This seminar focuses on the legal and business issues that arise with these types of ventures. A panel of legal and business experts will:

- Discuss traditional hospital–physician equity joint ventures, as well as non-equity hospital-physician ventures and compensation arrangements (e.g., gainsharing, medical directorships and physician recruitment transactions).
- Explain in detail the legal risks and compliance issues raised by these types of ventures, including illustrations and practical recommendations for structuring these ventures.
- Provide advice and key insights for assessing the financial impact of these ventures on hospitals and on their venture partners and stakeholders.
- Share “lessons learned” from past and current experiences in structuring joint ventures from the perspective of a senior hospital executive, including the “pitfalls and how-tos” in structuring these arrangements.

WHO SHOULD ATTEND
CEOs; COOs; CFOs; in-house counsel, vice presidents of medical affairs, business development; compliance officers and trustees

CONTINUING EDUCATION CREDITS
The New Jersey State Board of Accountancy has approved this program for 3 CPE hours.

REGISTRATION INFORMATION
Fees: HPMSNJ, NJHA Hospital, Institutional and Associate Member: $110 ea. Non-member: $160 ea.
Includes continental breakfast, lunch and materials
- Payment by credit card or check is required along with this registration form in order to be registered.
- Registrations will be accepted by FAX at 609-275-4113 ONLY IF ACCOMPANIED BY credit card information (MasterCard, VISA or American Express)
- Make checks payable to: HRET of NJ
- Mail to: Educational Services
  HRET of NJ
  P.O. Box 82691
  Philadelphia, PA 19182-8691

If your check is being processed you may use a credit card to hold your registration. Please write “HOLD ONLY” by the credit card information. Credit card will be charged if check is not received by the date of the conference.

I AGREE TO THESE TERMS.
- Cancellations received by Oct. 11 will receive a refund minus a $35 per person service fee. Cancellations received after that date will not be eligible for a refund.
- Registrants unable to attend may send an alternate.
- No confirmation will be sent.
- For FAX copies of brochures or a calendar of upcoming seminars, call 609-275-4113 or go to http://www.njha.com/hret/conted.aspx.

FOR MORE INFORMATION, OR IF YOU HAVE A DISABILITY AND NEED A SPECIAL ACCOMMODATION, PLEASE CALL 609-275-4180 or 4181.
PROGRAM SCHEDULE

8:30 Registration and Continental Breakfast

9:00 Welcome
   Elizabeth Ryan, Esq
   General Counsel & COO, NJHA

9:15 Legal Issues Affecting Equity Joint Ventures
   A presentation of various equity joint venture models, including a review of federal and state laws and regulations implicated by equity joint ventures (such as the federal Stark Law, the Anti-Kickback Statute, IRS rules, New Jersey’s Codey Law, licensure regulations and Medicare regulations), and a discussion of practical recommendations in structuring equity joint venture arrangements.

10:00 Legal Issues Affecting Non-Equity Ventures
   A discussion of various forms of non-equity joint ventures, such as physician recruitment transactions, medical directorships and gainsharing arrangements. This will include an analysis of federal and state laws and regulations implicated by these types of arrangements and practical recommendations for structuring these arrangements.

10:30 Break

10:45 Business and Financial Issues in Structuring Joint Ventures
   An experienced national healthcare consultant will address how to structure joint ventures to maximize the hospital’s financial and business objectives, while also taking into account the objectives of the physician partners and other stakeholders. The discussion will also include recommendations on the process for developing and implementing a joint venture, including building development teams, managing internal stakeholders and identifying appropriate resources.

11:30 Lessons Learned: A Hospital Executive’s Perspective
   Based on her experience, a senior hospital executive responsible for business development will share lessons learned and “pitfalls” and “how-tos” in structuring hospital-physician joint ventures.

12:00 Question & Answer Session

12:15 Adjournment/Networking Luncheon

FACULTY

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