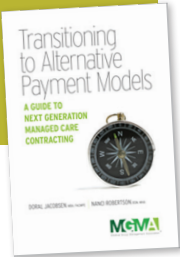




DORAL JACOBSEN, MBA, FACMPE, is a founding partner of Prosper Beyond. She is a seasoned healthcare consultant with more than 20 years' experience serving healthcare providers ranging from solo practitioners to large academic medical centers. She authored MGMA's book, *Transitioning to Alternative Payment Models: A Guide to Next Generation Managed Care Contracting*.



We regularly speak at a wide variety of conferences ranging from local medical management groups to many national platforms both live and by webinar. For more information, please visit our website at www.prosperbeyond.com.



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Learn the moves of professional negotiators **Negotiation Ninja Class: Lessons from the FBI and More**

(Presented at Medical Practice Excellence Conference, State MGMA conferences, MGMA Summit)

The session focuses on defining a simple and effective step-by-step approach proven to positively impact negotiations of all types. It includes tactical guidance walking attendees through the following:

Learning Objectives

- Elephant in the Room – includes addressing uncomfortable topics such as rates
- Voice Training – defines 'dos and don'ts' to soothe and engage
- Managing the 'No' – pinpoints strategies to address the 'No' successfully
- Listen and Mark – provides recommendations to ensure discussions are impactful
- Calibrated Questions – describes language tools to use effectively in negotiations

Check out our interview with Women in Healthcare:
www.mgma.com/podcasts

"Excellent advice and subject. Covered all topics and honestly would have loved to hear her speak longer!"

"Great presenter. Engaging, interesting and funny."

Take-Away: Negotiation Ninja Cheat Sheet

Prepare for 2024 and Beyond **Payer Contracting Key Performance Indicators**

(Presented at Medical Practice Excellence Conference, webinars)

Tracking and trending physician revenue cycle key performance indicators (KPIs) is crucial to the financial health of any physician practice. While practices may have a handle on traditional revenue cycle management KPIs, payer contracting KPIs are not always calculated, trended or tracked. This session is a deep dive into payer contracting KPIs sharing metrics, calculations and impacts. Attendees will hear many real world examples of practices putting payer contracting KPIs to the test and reaping the benefits. The session will include breakout exercises leveraging the knowledge of attendees and build accountability partnerships that can be carried forward.

Learning Objectives:

- Measure payer contracting key performance indicators
- Understand payer contracting trending and analytics
- Develop payer contracting management strategies using data
- Integrate Payer Contracting KPI trending into practice core business strategies.

Check out our interview with RevDive:
www.prosperbeyond.com/2021/10/15/revdive-podcast-interview-on-payer-contracting-with-doral-jacobsen/

"This was fantastic! Doral presented really valuable information."

"So much useful information. Can't wait to get the templates so we can get to work! Excellent speaker."

Take Away: Payer Contracting KPI Check List

Sharpen Your Strategy

Get on the ROAD to Success: Avoiding Potholes during Negotiations

(Presented at the National MGMA conference, MGMA Virtual Payer Conference and others)

This presentation focuses on defining a step-by-step process for building a successful payer contracting strategy. It includes guidance on identifying specific negotiation targets, evaluating proposals/methodologies, establishing targets, developing a value proposition and concludes with recommended go-forward strategies to integrate the contracting process into your core financial management strategy.

Learning Objectives

- Develop payer comprehensive proposals
- Create a practice value proposition
- Determine how to create and deploy an impactful payer contracting strategy

Check out our MGMA Stat poll on value-based contracts:

www.mgma.com/data/data-stories/most-practices-adding-value-based-contracts-but-in

"Great, very helpful information and tools!"

"Comprehensive 'roadmap' to value-based contracting..."

"Excellent presenter and good information, current, informative, and useful examples."

Take-Away: Value Proposition Template Tool

Build Your Toolkit

Top 10 Payer Contracting Tools

(Subject matter presented at the MGMA Annual Conference, MGMA webinars and others)

This presentation focuses on supporting practices on the payer contracting journey by defining a step-by-step process to build an effective strategy and by sharing the top 10 tools used by successful practices.

Registrants will receive top 10 payer contracting tools.

Learning Objectives

- Learn how to develop effective payer proposals.
- Identify data and resources needed to craft a practice value proposition.
- Devise an effective renegotiation strategy.
- Construct a plan to position your practice for future payment models.

Check out our book:

Transitioning to Alternative Payment Models: A Guide to Next-Generation Managed Care Contracting

"Helpful overview of models with detailed guidance."

"Solid speaker with excellent examples."

"Gave me lots to think about in terms of our future contracting strategy."

Take-Away: Top 10 Tools

Tap Into Value

Commercial Value-based Contracting Initiatives

(Presented at the MGMA Transformative Healthcare Delivery Certificate Program)

This presentation provides an understanding of the spectrum of value-based care initiatives offered by commercial payers, how medical practices can position their operations to participate and excel in these programs, and how practices can demonstrate and advocate their value to payers.

Learning Objectives

- Identify value-based contract methodologies offered by commercial payers
- Determine critical practice attributes necessary to succeed in value-based models
- Advocate effectively practice value proposition to payers

Check out our article in *Medical Economics*:

www.medicaleconomics.com/view/mgma-2022-preparation-is-key-when-negotiating-payer-contracts

"So many ideas and takeaways! Doral did an amazing job with both the prepared content and the chat/questions. Please bring her back again!!"

"Presenter was very knowledgeable and answered questions specifically. Most speakers when faced with difficult questions always ask for time to research. Doral did not, she knew the answers. Great presentation."

Take-Away: Value-based Model Evaluation Matrix Tool