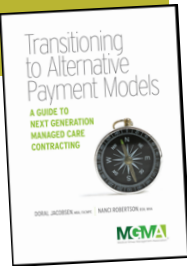




DORAL JACOBSEN, MBA, FACMPE, is a founding partner of Prosper Beyond. She is a seasoned healthcare consultant with more than 20 years' experience serving healthcare providers ranging from solo practitioners to large academic medical centers. She authored MGMA's book, "Transitioning to Alternative Payment 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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SPEAKING TOPICS — 2021

Sharpen Your Strategy considering COVID-19 Payer Contracting Primer

(Presented at the MGMA Virtual Payer Conference Spring and Fall 2018, 2019, 2020, 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 proposals
- Create a practice value proposition
- Devise a renegotiation strategy
- Construct a plan to position your practice for future models

Check out our MGMA Stat poll on value-based contracts:
<https://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."

"Great session."

Take-Away: Value Proposition Template Tool

Discover Your Leverage Value-based Contracting Case Studies

(Presented at the MGMA Financial Conference 2018, HFMA Annual Conference 2018, 2019, and others 2020))

This case study examines one practice's journey in negotiating next-generation payer contracts. It provides attendees with easy-to-use guidance for creating a practice value proposition that can be used in payer negotiations, recruiting, alternative payment models and more.

Learning Objectives

- Identify steps necessary to create a practice value proposition
- Define relevant tips and tricks to position your practice for successful negotiations
- Prepare to tell your practice story and ask key questions during negotiation discussions with payers

Check out our article, Preparing for Value-Based Payer Contracting:

<https://www.mgma.com/resources/resources/revenue-cycle/preparing-for-value-based-payer-contracting>

"This session was awesome! The speakers were great and engaging and shared a lot of very important tips for the negotiation process. It gave me the confidence i needed to pursue contracting."

"Excellent. Great to have an administrator present as well. Love her summary page for payers. Thanks."

Take-Away: Payer Relationship Check List

MACRA+ Getting Arms Around Cost 2.0

(Presented at the MGMA Annual Conference 2018 and 2020, MGMA Financial Conference 2019, MGMA webinar 2020 and others)

This session provides attendees with definitions of total cost of care, offers advice to boost performance in payment reform programs, shows how to expand knowledgebase of datasets available to assess total cost of care, and how to align healthcare reform and value-based initiatives.

Learning Objectives

- Outline how to use the total cost of care including how to obtain data
- Examine resources and strategies to manage healthcare costs
- Define how to leverage total cost of care data by putting it to work in negotiations, compensation, recruiting and more

Check out our podcast:

“Understanding the Physicians Role in Total Cost of Care”: <https://www.mgma.com/understanding-the-physician-s-role-in-the-total-co>

“Great topic! Interactive with audience. very knowledgeable and engaging with attendees.”

“Very relevant and I appreciated the detail and examples.”

Take-Away: Total Cost of Care Resource Summary

Optimize Your Cash Flow Patient Liability Collections

(Presented at the MGMA Financial Conference 2017, MGMA webinar, state MGMA conferences in 2019 and others)

This presentation provides attendees with best practices in patient liability collections and a step-by-step approach to identifying practical solutions to drive improved financial performance.

Learning Objectives

- Identify various payer-specific tools and methods for effectively collecting patient liability
- Recognize critical practice attributes necessary for successful patient collections
- Outline a step-by-step methodology to proactively managing patient liability collections

Check out our article:

“Real Time Claim Adjudication: Deal or No Deal?” <https://www.prosperbeyond.com/about-us/published-works/>

“Knowledgeable and experienced presenters in an area that is becoming crucial in the future of medical practice.”

“The webinar was excellent. It provided a good amount of content, examples of workflow and how front desk staff should communicate.”

Take-Away: Tips and Tricks Guide

2021 and Beyond Top 10 Payer Contracting Tools

(Subject matter presented at the MGMA Annual Conference 2017, MGMA webinars 2018, 2019, 2020, 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