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**HEALTHCARE  
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**IN THIS UPDATE**

**HOSPITAL EMPLOYEE BENEFITS PLANS AND STOCK OPTIONS**

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Institute of Medical Business Advisors, Inc

This special bonus chapter for 2010 examines hospital employee benefits and equity participation, both from the healthcare organization employer and employee perspectives. Employee benefits include employer payment of personal expenses on behalf of employees, as well as methods for deferring taxation of compensation earned by employees.

For example - if a public hospital - stock options allow employees to benefit from the appreciation in the value of employer securities without having to deplete cash resources to purchase shares at the time appreciation begins.

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**DID YOU KNOW?**

At the urging of the American Optometric Association, the Centers for Medicare and Medicaid Services (CMS) is finalizing plans to more accurately recognize the value of eye care and the practice expenses of optometrists as part of a major overhaul of the Medicare physician payment system. The result will be a \$288 million in additional Medicare payments to optometrists between 2010 and 2013 and new recognition for the role of ODs as providers of primary care.

**DID YOU ALSO KNOW?**

The nation's non-profit healthcare organizations report that average investment returns dropped -21.2% in the fiscal year 2008, ending Dec. 31<sup>st</sup>, 2008. The 143 participating healthcare organizations surveyed represented total investable and Defined Benefit plan assets of \$113.8 billion. These comprised investable assets of \$81.6 billion and \$32.2 billion respectively, in Defined Benefit retirement plan assets. Source: John Griswold of Commonfund

**NEW AND NOTEWORTHY**

- **FTC:** The “red-flag” rules were again delayed until June 1, 2010.
- **RAC:** Recovery Asset Collectors went nationwide on January 1st 2010 for a 10% bounty.
- **ICD-10:** The DHHS released its' final rule for implementing the ICD-10 [International Classification of Diseases] CM [Clinical Modification] and ICD10-PCS [Procedure Coding System] insurance coding initiatives; and the compliance deadline was shifted from October 1, 2011; as proposed in the original rule to October 1, 2013.
- **Meaningful Use:** By October 1, 2011 medical providers must prove they have used health data in a meaningful way, the year prior, in order to receive a Medicare bonus.

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**Contact the Editors and Contributors**

In, *Healthcare Organizations [Journal of Financial Management Strategies]*, iMBA, Inc wants you to have a publication that meets your needs and covers material that you consider most important and interesting. Therefore, if you would like to see additional topics covered in this guide, feel free to send them to this email address: [MarcinkoAdvisors@msn.com](mailto:MarcinkoAdvisors@msn.com). Kindly include "Healthcare Organizations" in your subject line and as much information as possible in your request.

We will read each topic and consider all suggestions for material in future updates. Due to the volume of emails, we will not be able to acknowledge or respond to every one. But, we look forward to your suggestions and will make every reasonable request to accommodate them.

Thus, we hope you will find this publication an invaluable and practical resource for creating and maintaining financial and economic success for your own medical practice, clinic, hospital or healthcare organization.

And, be sure to follow us online, between quarterly updates, at our website and the *Medical Executive-Post*, blog forums.

*Subscribe today ... Blog online ... Succeed tomorrow!*

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**Fraternally,**

Dr. David Edward Marcinko; MBA  
*Certified Medical Planner™*  
Editor-in-Chief

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