

**Healthcare Organizations:  
[Journal of Financial Management Strategies]  
Volume 5 – Number 4**



**HEALTHCARE  
ORGANIZATIONS:**

**[FINANCIAL MANAGEMENT  
STRATEGIES]**

Release 116

November 2010

**IN THIS SPECIAL ISSUE UPDATE**

**VALUATION AND APPRAISAL OF THE SMALL BUSINESS**

This issue examines a fast growing business service segment in the United States - the valuation and appraisal of small businesses - like medical practices, healthcare clinics and ambulatory surgical centers [ASCs], etc. Subtitled [*Methodologies for the Physician Entrepreneur and Modern Financial Advisor*] it was written by Lester Barenbaum; PhD and Michael Saponara; JD CPA. We are sure you will find it a fascinating and vital read.

**For further information contact:  
Institute of Medical Business Advisors, Inc.  
Phone: (770) 448-0769 or E-mail: [MarcinkoAdvisors@msn.com](mailto:MarcinkoAdvisors@msn.com)  
[www.HealthcareFinancials.com](http://www.HealthcareFinancials.com)**

---

**Healthcare Organizations:**  
**[Journal of Financial Management Strategies]**  
**Volume 5 – Number 4**



**DID YOU KNOW?**

**Hospitals Are Luring Physicians Away From Private Practice?**

Last year, half of all new doctors were hired by hospitals. In other words, one out of every six doctors worked for a hospital. And, some of us worry that hiring doctors could give hospitals much more negotiating clout with health insurers - and drive up insurance prices paid by employers and consumers. You decide?

But, for hospitals, hiring doctors is crucial to their strategies. Having more doctors in the fold guarantees a steady stream of patient referrals that may even bolster care through better coordination of services; as well as revenues. The new health overhaul law also rewards creation of more efficient, integrated models of care. However, what does this do to the model of "Accountable Care Organizations", and to who is the physician ultimately accountable; the patient or the hospital?

Source: <http://www.physiciansnews.com/2010/10/14/hospitals-lure-doctors-away-from-private-practice/>

**NEWS AND NOTEWORTHY**

● **73 Indicted in Largest-Ever Medicare Fraud Scheme**

Seventy-three defendants, including a number of alleged members and associates of an Armenian-American organized crime enterprise, were charged in indictments just unsealed in five judicial districts with various health care fraud-related crimes involving more than \$163 million in fraudulent billing. The defendants were charged with engaging in numerous fraud activities, including highly-organized, multi-million dollar schemes to defraud Medicare and insurance companies by submitting fraudulent bills for medically unnecessary treatments or treatments that were never performed.

**For further information contact:**  
**Institute of Medical Business Advisors, Inc.**  
**Phone: (770) 448-0769 or E-mail: [MarcinkoAdvisors@msn.com](mailto:MarcinkoAdvisors@msn.com)**  
**[www.HealthcareFinancials.com](http://www.HealthcareFinancials.com)**

---

**Healthcare Organizations:**  
**[Journal of Financial Management Strategies]**  
**Volume 5 – Number 4**



According to the indictments, the defendants allegedly stole the identities of doctor's and thousands of Medicare beneficiaries and operated at least 118 different phony clinics in 25 states for the purposes of submitting Medicare reimbursements.

Source: U.S. Department of Justice [10/13/10]

• **Organized Medicine Stands Up Against Medicare Pay Cuts**

Preventing a 23% Medicare physician payment cut is one of several major tasks Congress faces when members return Nov. 15. The American Medical Association and dozens of other medical societies are reminding lawmakers that stopping the reduction before it takes effect on Dec. 1 is crucial to keeping Medicare sustainable. The AMA, 65 national medical societies, and 24 state societies sent a letter to Congress on Sept. 29 asking members to stabilize Medicare physician pay, at least through 2011.

Congress adopted short-term delays of the cuts several times in 2010, including once after contractors for the Centers for Medicare & Medicaid Services [CMS] began to process Medicare claims with the cuts.

Source: Doug Trapp, AMNews [10/11/10]

---

**For further information contact:**  
**Institute of Medical Business Advisors, Inc.**  
**Phone: (770) 448-0769 or E-mail: [MarcinkoAdvisors@msn.com](mailto:MarcinkoAdvisors@msn.com)**  
**[www.HealthcareFinancials.com](http://www.HealthcareFinancials.com)**

---

**Healthcare Organizations:**  
**[Journal of Financial Management Strategies]**  
**Volume 5 – Number 4**



**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!*

---

**Fraternally,**

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

SITE: [www.HealthCareFinancials.com](http://www.HealthCareFinancials.com)  
BLOG: [www.MedicalExecutivePost.com](http://www.MedicalExecutivePost.com)

**HEALTHCARE  
ORGANIZATIONS**  
*[Financial Management Strategies]*

**For further information contact:**  
**Institute of Medical Business Advisors, Inc.**  
**Phone: (770) 448-0769 or E-mail: [MarcinkoAdvisors@msn.com](mailto:MarcinkoAdvisors@msn.com)**  
**[www.HealthcareFinancials.com](http://www.HealthcareFinancials.com)**