



“Physician Shortage in an Era of Health Reform”



HOSTED BY THE CAPITAL AREA PHYSICIAN EXPERIENCE

The Capital Area Physician Experience (CAPE) is hosting a presentation and discussion regarding physician shortages. The presentation is open to the community and discussion will include the affect the shortages will have in the Capital Area and how we can collaboratively prepare to address these shortages. CAPE is a coalition created in 2008 to welcome physicians to Mid-Michigan, showcase the wonderful lifestyle that can be enjoyed in Greater Lansing, and encourage physicians to remain in the Capital Area. CAPE members include: Capital Area Health Alliance, Ingham County Medical Society, Michigan Osteopathic Association, Graduate Medical Education Institute, the Michigan Health Council, Michigan State University College of Osteopathic Medicine, Michigan State University Health Team, Sparrow Health System, Ingham Regional Medical Center, Hayes Green Beach, and Mid-Michigan Physicians.

“Physician Shortage in an Era of Health Reform” will consider:

- **The Physician Shortage** (including issues and events leading to the shortage)
- **The Finite Pool of Candidates** (who they are, how they are practicing medicine today, how they are pursuing job openings, how they are being pursued by employers)
- **Compensation vs. Net In/Out Patient Revenue** (including trends in productivity and hiring incentives)
- **Health Reform** (how health reform will change the physician work place, how hospital systems are preparing)
- **Physician Recruitment** (retention, succession planning, active recruiting)

EVENT DETAILS

Format:

A 45-minute presentation followed by a 30-45 minute Q&A session.
A light breakfast will be served.

Date: March 11, 2014

Time: 8:00 a.m. – 10:00 a.m.

Location:

Next to Alliance offices at
Leona Training Center
2123 University Park Dr, Ste 150
Okemos, MI 48864

Presentation will be made by:

JEREMY L. SCHULTZ, *Senior Marketing Consultant, Merritt Hawkins*

Mr. Schultz has over 20 years of health care consulting experience and serves as a Senior Consultant for Merritt Hawkins, the nation’s leading physician and allied health search and consulting firm. Mr. Schultz continues to be actively involved in strategic marketing development and client consulting in the state of Michigan. He strives to ensure every Community Health Center, Private Practice, and Hospital has the most up to date recruitment planning tools, market data, and retention plans in the industry.

There is no charge for attendance but registration is requested. To register, please contact the Capital Area Health Alliance at (517) 347-3377 or CAHealthAlliance@aol.com. Please pass this registration on to your colleagues and friends.