

## Fact:

New York Hospitals average margins for 2008 sank to negative 2.2%, a drop of 6 percentage points from 2007 according to a joint survey by GNYHA and HANYS.

Source: Crain's Health  
Pulse

# A Message from Ira Gottlieb

With the change in leadership in the Administration comes a new emphasis on delivering healthcare to America. Keeping track of the changes; interpreting the new rules and regulations; and predicting correctly the impact of those changes will be critical in determining future winners and losers.

How the provider community adapts by offering new patient focused services that emphasize prevention through the use of new technologies and electronic medical records will be important.

How the payer community reacts to federal and state mandates for Medicare and Medicaid changes in price and structure and the attempt to include the uninsured in new products will be critical.

How the entrepreneurial community develops new products and services that will create efficiencies in a marketplace with greater financial restraints will be crucial for the payers providers to flourish.

For over 25 years, Creative Health Concepts (CHC) has focused on the health care industry and our primary goal is to partner with clients in *thinking ahead and staying ahead*. Our continuous monitoring and assessment of the healthcare marketplace and a flexible internal structure enables CHC to offer to clients creative plans and innovative solutions that are ahead of the curve. We assist our clients in executing their mission.

CHC's model is to bring together senior managed care professionals and veteran hospital administrators to provide strategic, operational, financial and negotiating services to insurance companies, HMOs and hospitals. Based in New York, CHC maintains a broad network of senior level healthcare consultants nationally.

The Creative Group<sup>SM</sup>, of which Creative Health Concepts is a member, is also invested in a portfolio of companies which are constantly developing and delivering new products and services. This enables CHC to evaluate firsthand the efficacy of the new approach and the possible usefulness to our clients.

We're quite proud of the value provided to our clients and colleagues and would welcome the opportunity to be of service.



Ira Gottlieb, President & CEO

### The Creative Group<sup>SM</sup>

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