

The Creative Group
www.creativegroupny.com
One Grand Central Place
Suite 2022
New York, NY 10165
Tel: 212.697.7207 X130
Fax: 212.697.3509

A Message from Ira N. Gottlieb

Reforming the healthcare system so that it doesn't deliver "low benefit care" at too high a cost will require the current healthcare reform law to ignite a system-wide revolution.

Health care expenditures in the United States totaled \$2.5 trillion in 2009. Industry experts and researchers estimate as much as \$750 billion may have been due to overuse, misuse, wasteful spending costs and the inefficiencies of health care spending.

Fragmented care based solely on "fee-for-service" payments to providers across the continuum of care will have to evolve to accountable care and integrated courses of treatment.

Accountable Care Organizations (ACOs) that bring providers together and reward them for controlling costs, improving quality of care, and HEDIS scores are the major platform for delivery system reform embedded in The Patient Protection Affordability Act passed by Congress.

Physician organizations include IPAs, multi-specialty groups and integrated delivery systems; all of which are being discussed on the national healthcare scene. Hospitals and hospital systems along with physicians and ACO management companies will ultimately be responsible for increasing the quality of care being delivered to increased numbers of patients across the country.

Creative Health Concepts can assist you in multiple phases of building an ACO infrastructure that leverages the ACO movement within the government and private pay arenas.

For over 30 years, CHC has focused on the healthcare industry and our core concept and goal is to partner with clients in thinking ahead and staying ahead. Our continuous monitoring and assessment of the healthcare marketplace and our flexible internal structure enables CHC to offer clients creative plans and innovative solutions that are ahead of the curve. We assist our clients in executing their mission.

Our leadership team made up of board certified physicians now offers utilization management and chart review while assisting you in improving reimbursement levels in compliance with regulatory guidelines.

CHC's model is to bring together physician managers, clinical teams, 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 nationwide.

The Creative Group, 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 are quite proud of the value we provide to our clients and colleagues and welcome the opportunity to be of service during this challenging time of health reform.



Ira Gottlieb, President & CEO