

Fact:

2012 is the year that health reform really hits home for Medicare Advantage plans, and the road ahead for marketing products will be unfamiliar for payers and will be destined to encounter potential pitfalls.

Physician Practice & Alignment Solutions

Extensive experience working with Hospitals to align and further enhance relationships with their medical staff, as well as working directly with voluntary and employed physician groups in the areas of:

- practice management
- practice start-up
- practice and program development

Development and management of IPAs and PHOs for the purpose of:

- payor contract negotiations
- pay for performance incentives

Outsourcing executive management for multispecialty group practices

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