

THE CLIENT

Mid-West Radiation
Oncology Practice

SERVICES

Strategic Planning
Contract Negotiations

COMPLETION TIME

Six Months with Follow-Up
Advisory Role

IN THEIR OWN WORDS

"We called on Regents when discussions with the AMC were looking bleak and the relationship was strained. Bob Maier, CEO stepped up and handled most of our communications and consensus building from the practice. He was always available to attend our meetings, either in person or by phone and acted as our guide in establishing the critical issues that we were trying to achieve. Their analysis and recommendations were always 'spot on' and Regents kept a professional negotiation moving along even when we were frustrated or disappointed in the AMC's response.

We believe strongly that the positive outcome and achievement of the overall goals would not have occurred without the assistance of Regents."

THE CHALLENGE

This was a classic question of **Value vs. Perception**. The Client was being forced into an employment relationship with an Academic Medical Center (AMC) to provide Radiation Oncology Services at their captive locations. The Client has been an independent provider for some 40 years of service to the hospitals and freestanding centers in the area. The academic model requires significant changes to clinical practice, compensation and lifestyle. 80% of their referrals come from a large oncology practice aligned with the Academic Medical Center. The AMC was under a misperception that the ROs were not as responsive as they could have been and that patient delays were a result of their practice style. The Client was concerned that the employment model would be disruptive to practice autonomy and compensation.

THE SOLUTION

Regents was asked to step into the negotiating breach and develop alternative structures, clinical integration strategies and critical issues to address and achieve. Regents took both a supporting and negotiating role, counseling the physicians and their attorney by developing scenarios, financial models, critical standards and communiqués to their AMC negotiators. Regents was successful in moving the focus from an employment model with the AMC to a more collegial and integrated role with the oncology practice, yet in full support of the academic quality and clinical standards they hoped to achieve. This allowed the practice to maintain autonomy and lifestyle while achieving a stronger relationship with the oncology group and the AMC.

THE PAY OFF

Significant achievement in practice satisfaction by the ROs. Enhanced relationship with the AMC and the referral medical oncology practice. Better achievement of academic goals. Maintained higher compensation of practice members and autonomy. Modest compromise was achieved to avoid the "employment cliff".