

Physicians and Hospitals: Achieving a “Win-Win” in Strategic Transactions



Gone are the days when the only ways for physicians to “partner” with the local hospital meant becoming employed. More recently, the concept of strategic alignment has broadened and now affords a host of different options for both physicians and hospitals.

Coker’s alignment services include a wide range of educational and strategic components. While a number of different ways to partner now exist, many organizations are unaware of them, and the benefits they hold. Thus, Coker assists by initially providing education regarding the various models, their pros and cons, how they compare to each other, and in what situations a model is best suited. Once a baseline of understanding regarding the alternatives exists, Coker helps organizations in determining which is the “best fit” for their current and projected needs. Next, and in concert with the client, Coker documents the economic and non-economic terms of the preferred model for discussion between the potential partners. Finally, Coker represents organizations in their negotiations with a partner to ensure the structure is truly a win-win for all parties.

The future is rapidly changing, so organizations must move past antiquated models of alignment, expand their horizon and adapt to new ways of working together. Having worked for 30+ years for both physicians and hospitals, Coker is positioned to provide knowledgeable insights based on our strong and diverse experiences in all types of alignment work.

Alignment models are no longer limited to strictly employment. Examples of contemporary models include:

- Pay for Call
- Medical Direction
- Clinical Co-Management Agreements
- Joint Ventures
- Professional Services Agreement
- Non-traditional Employment
- Clinically Integrated Network Participation
- ACO Participation

For further information about Coker Group and how we can assist you with alignment services, visit our website at www.cokergroup.com, or call us at 800.345.5829 x2021 to speak with Aimee Greeter, MPH, FACHE, Senior Vice President.