

Description of Webinar

Providing access to high technology medical equipment is an important strategic consideration for all hospitals. As demands increase from physicians and patients, acquiring, servicing and supporting capital equipment has become a major component of a hospital's budget; even smaller size hospitals can easily find themselves spending millions of dollars a year. Capital budgets at larger hospitals can run into the tens of millions.

A recent survey by VHA estimates that hospitals nationwide pay between **\$3.5 to \$5 billion more** than they should in equipment acquisition costs. With a combined 50 years of experience assisting hospitals in the acquisition, financing and disposition of high tech medical resources, the speakers will draw from their rich healthcare and financial backgrounds and highlight equipment strategies that reduce costs and improve clinical capability.

When you complete this program you will be able to:

- 1) **Understand how high tech medical equipment markets function.**
- 2) **Access information sources that are independent of vendors and physicians.**
- 3) **Learn when to use GPO discount programs.**
- 4) **Determine when to lease or buy equipment.**
- 5) **Evaluate leasing and financing proposals.**
- 6) **Know how to get the most value for obsolete equipment assets.**

**George P. Conbeer, Senior Vice President - Healthcare,
Relational Technology Solutions**

George Conbeer's background encompasses over 25 years of experience in financial services and the medical industry. He has served in executive management and business development positions with companies that include eCredit.com, Copelco Capital, Inc. (acquired by Citigroup, Inc.), Comdisco Inc., IBM, and the equipment financing subsidiaries of the Bank of Boston and the Bank of America.

Mr. Conbeer has demonstrated strong entrepreneurial skills in his ability to organize and manage new business ventures. While at Comdisco, he founded and served as President of Comdisco Medical Equipment Group and Comdisco Medical Exchange, two subsidiary companies that financed, remanufactured and sold high-technology medical devices. Comdisco Medical Exchange was the largest independent, ISO 9000 certified, X-Ray, CT and MRI refurbishing facility in the world. He also co-founded and served as President of the Medical Capital Company, a provider of healthcare finance, and currently serves on the advisory board of SalesChain LLC, an organization founded in 2001 to improve the operational and sales processes of small to mid-sized companies. As Senior Vice President - Healthcare at Relational Technology Solutions, Mr. Conbeer was instrumental in helping the independent technology leasing company launch a healthcare equipment financing practice in 2006. RTS' *Healthcare Financing Solutions* provides leasing and financing capabilities, as well as used medical equipment solutions, for healthcare organizations seeking to deploy state-of-the-art new and used Diagnostic Imaging, Medical/Surgical, and Picture Archiving and Communications Systems (PACS) equipment for optimum patient care.

Mr. Conbeer is a frequent speaker and has published numerous articles on healthcare financing. Most recently, he authored "Making the Right Long-Term Prescription for Medical Equipment Financing," which was featured in the June issue of *hfm*, the official magazine of the Healthcare Financial Management Association. In this piece, he offers perspective on how hospital financial executives can improve their assessments of new technology by tapping into both direct and indirect information sources.

Mr. Conbeer is a graduate of Princeton University and attended New York University's Graduate School of Business. He is a member of the First Illinois Chapter of HFMA.



Managing Medical Equipment Risk for Optimal Total Cost of Ownership Webinar

January 30, 2008

10:00 AM – 11:30 AM

Michael C. Myers, Director of Healthcare Business Development, Relational Technology Solutions

With more than 25 years of healthcare experience, primarily in imaging equipment and services, PACS, healthcare IT, and leasing, Mike Myers was named director of Healthcare Business Development at Relational Technology Solutions in October 2007. Due to his extensive background in the fields of both healthcare and finance, he was handpicked to help lead RTS' recently formed healthcare equipment financing practice. In this newly created position, Mr. Myers is charged with growing RTS' Healthcare Financing Solutions division by assisting the company's distributed salesforce in defining and targeting optimum customer segments and equipment types.

Prior to joining RTS, Mr. Myers was vice president of Sales at Xtria, LLC, a PACS consultancy where he played a key role in innovating the "managed services" model for the delivery of PACS and other healthcare IT projects. He also played a pivotal role in building Comdisco Healthcare Group (CHG), a pioneer provider of refurbished equipment and technology services to healthcare organizations, and a division of Comdisco, Inc. While at CHG, Mr. Myers served as vice president, International, where he was instrumental in establishing both lease and technology services business in Europe and South America.

Later, Mr. Myers was a founding executive of MedAssets Exchange, Inc., a refurbished imaging equipment and mobile services provider and a subsidiary of MedAssets, Inc., a leading GPO. As vice president, Sales, he directed a national sales force and a 14-firm dealer organization while also serving as a member of the senior management team running the organization.

Earlier in his career, Mr. Myers held sales and marketing positions with leading medical device and IT firms, such as Johnson and Johnson, IDX and HBOC. A cum laude graduate with a BS in Biology from Northeastern Illinois University, he also earned an MBA in Marketing from the Kellstadt Graduate School of Business at DePaul University. An experienced speaker and presenter to academic and professional groups, Mr. Myers holds a faculty appointment as an adjunct assistant professor of Marketing at Kellstadt and is a member of the First Illinois Chapter of HFMA.



**Managing Medical Equipment Risk for Optimal Total
Cost of Ownership Webinar**

January 30, 2008
10:00 AM – 11:30 AM

**Registration Form – Managing Medical Equipment Risk
January 30, 2008**

Webinar

The deadline for registration is **Friday, January 25, 2008`**
No refunds will be given for cancellations after **January 25, 2008.**

Please return this form and your check to:

By Mail Pam Allen
The Rybar Group, Inc
1495 Dauner Road
Fenton, MI 48430-1561

By Fax: Pam Allen
(810) 750-6733

By Phone: (810) 750-6822

By Email: costrpt@theybargroup.com

Program Fees: \$35 per site

Please make check payable to: The Great Lakes Chapter of HFMA.

It is important to list ALL persons who will be in attendance to track the chapter educational hours.

A valid email address is mandatory for participation in this program. A few days prior to the program, you will receive an email with the phone number to dial in and the link for the internet presentation.

Main Contact Email Address

Name & Email	Chapter & Member Number	Organization	Phone

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