



MSO Development Strategy

Meridian is a premier provider of practice management & revenue cycle outsourcing for large provider organizations, academic and multi-specialty groups delivering mission-critical systems integration, electronic medical record deployment, and information technology services.

AT-A-GLANCE

Company Founded: 1996

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Leadership

Rob Gontarek
President & CEO

Karen Simonenko
*Executive Vice President, Operations
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Bill Stone
Executive Vice President, Sales & Marketing

Ed Medina, CPA
Chief Financial Officer

Judi Rooney
Chief Compliance Officer



Management Services Organization: The next step in the strategy of maintaining physician independence.

A strategy to unlock the true value through the development of an MSO, backed by an equity partner, with expertise in supporting both large and small physician organizations.

The Conundrum

The recent success with IPA efforts in cost control and shared savings in malpractice and health insurance are just a glimpse of the value that physician providers can drive in the marketplace. The real strength of such groups is best realized through a go-to-market strategy offering high quality healthcare through a broad array of specialties. With marketable specialty-care programs featuring cost savings offered to traditional and non-traditional payers, and with the requisite infrastructure, expertise, and healthcare analytics to support it, an IPA can position itself as a leader in the alternative reimbursement plans inherent in the Affordable Care Act. Getting into a position to deliver this value to the marketplace requires much tighter integration within the IPA membership, and that requires time, expertise, and a fully integrated service and technology solution strategy.

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Without a management infrastructure dedicated to driving this process, the future opportunities of the organization are actually quite limited. For a variety of reasons – many of them regulatory - the natural next steps to build on the success achieved thus far are out of reach. Credible care management plans and analytics to drive quality and cost reduction require significant infrastructure. Creating a Management Services Organization to provide the expertise, resources, analytics, and capital can help unlock the true value for its physician owners and members.

Strategic Benefits

One way to view the core strategy of the MSO is to develop multiple on-ramps into the MSO that enable independent physician groups to remain independent,

offering benefits such as leveraging costs across multiple groups to drive savings in operating expenses. In addition, an MSO can deliver high-quality, low-cost management services to member physician groups including:

- Finance and Accounting: accounts payable, payroll, banking, and financial reporting
- Human Resources: Hiring, staffing, recruiting, compliance, and benefit plan design
- Physician Recruiting
- Payer Contracting: traditional, shared savings, bundled payments, and at-risk programs
- Information Technology: corporate IT support and infrastructure
- Analytics and Business Intelligence: data models, dashboards, and analytics tools
- Population Health Management
- Sales and Marketing: practice growth strategies, marketing

“The focus of the **Meridian** team is to be a partner, sharing in the success and growth of our client. This drives us to engage in the business of our clients as if it is our own. This outward view fosters an attention to the performance indicators that lead to success. We absolutely do not succeed unless our clients succeed. This is what drives us each and every day.”

Rob Gontarek, President and CEO

In addition, the MSO will develop in-house expertise in areas of Population Health Management, at-risk payment arrangements, and related technologies to manage them. Ultimately, member groups and physicians will choose to become clinically – potentially even financially – integrated, a path that a physician centric management services organization will be well positioned to accomplish.

MSO presentation to the physician market

The position of the MSO will support agnostic hospital system relationships and foster new age relationships with payers in the market. Bringing a physician network with advanced leadership and business processes will position the physician network as progressive and with an openness to work across payers and healthcare systems, thus securing their position at the negotiation table.

Meridian Brings Value

Delivering capital, experienced management and strong services behind the scenes

Meridian Medical Management can help drive success through developing the MSO as a joint venture partner. Meridian offers the opportunity for physicians to joint venture with a proven leader in the market. Meridian brings significant resources to the venture, including providing capital and management expertise to start-up and operate the MSO. As the MSO acquires the resources to support physician groups, member groups will use the services offered by the MSO to drive the strategy.

As a leading provider of RCM services for very large, complex practices, **Meridian** can provide these services to the MSO, including expertise in EMR, systems integration, information technology, and healthcare analytics. Our experience in providing revenue cycle management and related services to very large practices brings an assurance that as the MSO grows, the RCM function will be fully supported. Our proprietary MSO model provides the MSO with the option to quickly develop its own infrastructure and become a stand-alone, self-sustaining entity.

Unlocking the value

As one of a number of strategies to consider, a joint-ventured MSO with physician ownership, backed by a strong operating and capital partner, and formed to meet the specific needs in the marketplace, has the potential to propel the member physician groups to the forefront in the ability to deliver quality healthcare through unique payer partnerships that competitors will be unable to match. It provides the lowest risk pathway to a dedicated infrastructure and leadership team to drive the market strategy.

For more information, call us at **855.499.9333** or visit our website at **www.m3meridian.com**.

