

Cutting Costs

Best Practices for Healthcare CEOs



Gerald Bowe, a solution provider at the **marcus evans National Healthcare CXO Summit Spring 2010**, recommending cost reduction strategies for healthcare CEOs in North America.

Interview with: Gerald Bowe, Chief Executive Officer, COHR Inc. (DBA Masterplan, ReMedPar and MESA)

FOR IMMEDIATE RELEASE

Running a hospital requires clockwork precision and attention to detail. One problematic machine can delay patients and staff, disrupt the processes in place and potentially jeopardize patient safety. A mechanical hiccup also translates to a loss of revenue, says Gerald Bowe, Chief Executive Officer at Masterplan Inc. A solution provider at the **marcus evans National Healthcare CXO Summit Spring 2010** taking place in Florida, April 25-27, 2010, Bowe considers cost reduction strategies that healthcare CEOs could implement to ensure a steady revenue stream.

What are the most prominent issues challenging healthcare CEOs at the moment, and what solutions would you recommend?

Gerald Bowe: **Healthcare CEOs** are facing incredible difficulties around physician relations, revenue capture, employee turnover, while also keeping their focus on hospital safety and running an efficient **hospital**. Keeping costs down is also a primary concern thus having hospital equipment operational is critical to their revenue stream. CT and MRI machines generate a large portion of their revenue, therefore when they are not working properly, there is patient disruption and additional costs, as well as a loss of revenue.

What cost reduction and efficiency strategies would you suggest?

Gerald Bowe: The capital spending for hospital equipment has frozen in the US because of the economic crisis and the uncertainty around healthcare reform. But if hospitals are not getting new equipment then they have to start squeezing more out of their old equipment. That is where independent services organizations (ISOs) such as ours can help hospitals cut costs by keeping machines running at costs significantly below the OEM service programs.

How can healthcare CEOs prepare for any upcoming healthcare system changes?

Gerald Bowe: If getting the cost of providing care under control is a priority, then the hospital needs to be focusing on reducing their costs. This means that healthcare CEOs have only a few choices: take people out of their organization which I would not necessarily recommend as healthcare is a very people intensive business, or try to come up with ways to reduce the costs of what they are buying, including vendor contracts for services to keep all their equipment functioning. They also need to take a broader view of the components of their costs, work closely with their vendors and align the interests of the supplier with their objectives.

What long-term strategies would you recommend to healthcare CEOs?

Gerald Bowe: Running a hospital is a very complex and demanding role; one of the toughest jobs that anyone could have. The only thing I would recommend would be to try to take some of the complexity out of the equation. The hospital CEOs need to work closely with the directors of the supply chain, facilities, radiology and purchasing and manage costs out of the system. Whether the hospital's equipment is working or not should not be an issue for any hospital staff. Leave that to us.



a **marcusevans** event

April 25-27, 2010 | The Westin Diplomat Resort & Spa | Hollywood, FL

Contact: Sarin Kouyoumdjian-Gurunlian, Press Manager, **marcus evans**, Summits Division

Tel: + 357 22 849 313

Email: press@marcusevanscy.com

About the National Healthcare CXO Summit Spring 2010

This unique forum will take place at The Westin Diplomat Resort & Spa, Hollywood, Florida, April 25-27, 2010. Offering much more than any conference, exhibition or trade show, this exclusive meeting will bring together esteemed industry thought leaders and solution providers to a highly focused and interactive networking event. The summit includes presentations on patient safety, the healthcare reform, best practices and the future of healthcare delivery.

For more information please send an email to info@marcusevanscy.com or visit the event website at www.healthcare-summit.com

Please note that the Summit is a closed business event and the number of participants strictly limited.

About **marcus evans** Summits

marcus evans Summits are high level business forums for the world's leading decision-makers to meet, learn and discuss strategies and solutions. Held at exclusive locations around the world, these events provide attendees with a unique opportunity to individually tailor their schedules of keynote presentations, think tanks, seminars and one-on-one business meetings. For more information, please visit www.marcusevans.com

All rights reserved. The above content may be republished or reproduced – kindly inform us by sending an email to press@marcusevanscy.com