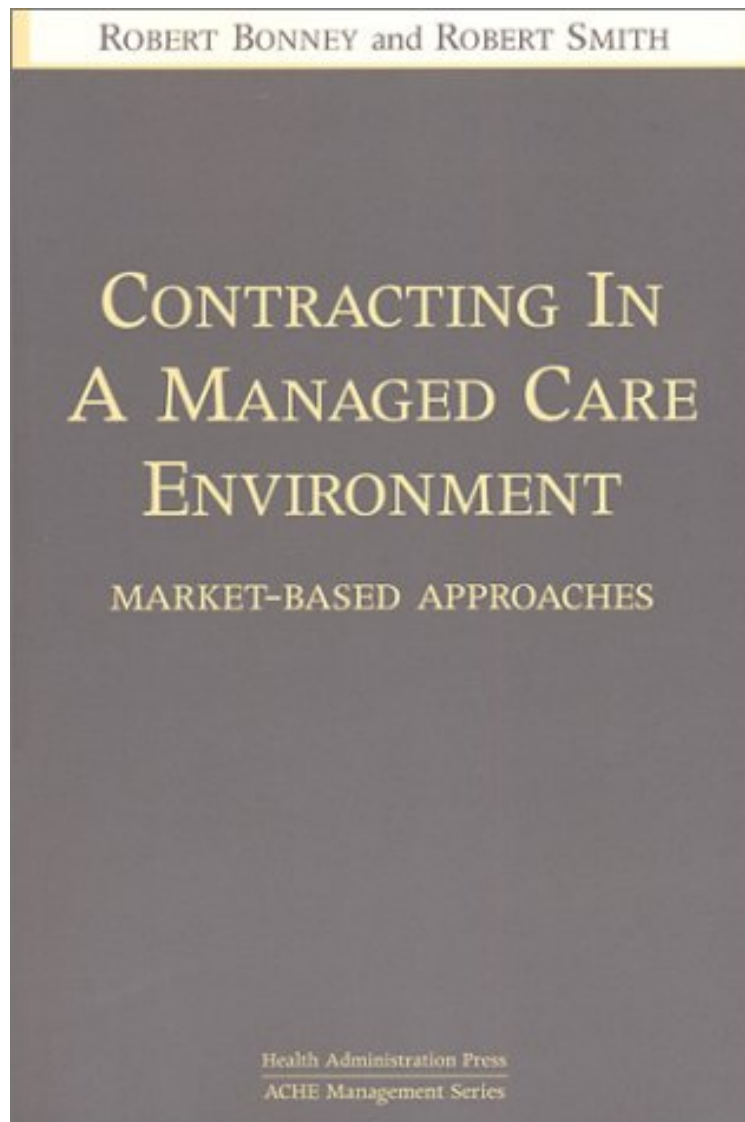


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## **Contracting in a Managed Care Environment: Market-Based Approaches (Ache Management Series,)**

*Robert Bonney, Robert Smith*  
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Managed care contracting has become a key marketing challenge. The matter of managed care raises the most basic, crucial marketing questions such as: what are your organizations core services?, how will we deliver those services?, and how will we price those services? Contracting in a Managed Care Environment: Market-Based Approaches offers practical advice on how to tackle the tactical, operational, financial, and actuarial issues surrounding managed care. Topics discussed include: middot; Developing a managed care strategy Determining pricing options Allocating funds and risk Negotiating effective contracts Establishing the necessary infrastructure

About the Author Robert S. Bonney, J.D., FACHE is currently vice president for managed care and senior vice president for product lines at the Saint Luke's Shawnee Mission Health System. Prior to this position he had over 23 years of healthcare operations experience, including simultaneously serving as senior vice president of an integrated delivery system and executive vice president and chief operating officer of the system's two largest hospitals, and more recently serving as executive director of a 170,000 member managed care organization. Robert J. Smith is vice president, strategic planning and managed care for St. Joseph's/Candler Health System in Savannah, Georgia, a regional health network serving 35 counties in southeast Georgia. His responsibilities include managed care contracting, industrial medicine, PPO management, Internet strategy development, and planning. Mr. Smith's expertise in healthcare derives from more than 20 years as CEO of a hospital-physician-sponsored HMO, a senior vice presidency in a managed care management and insurance company, and time spent as a community hospital administrator and consultant.