



'With so many regulations and conflicts in our industry, it sometimes seems there are no solutions ... but I prefer to think of this as an exciting time of change and challenge. The hope that we can help align creative brainpower and leadership to enable new strategies to grow is our hope for each client we work with.'

Bill DeMarco, MA, CMC



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Are you looking for an entertaining and provocative speaker on the **STORM of health care issues for your next membership/board gathering or meeting event?**

Are you having difficulty finding a speaker who is both entertaining and informative?



Bill DeMarco, of DeMarco & Associates

Since 1984, Bill DeMarco has addressed ballrooms full of executives for the national associations and has conducted workshops for regional health systems, small physician networks, and hospital boards.



His topics range from reimbursement (he received commendations from the White House for his work in helping people understand RBRVS and capitation in the early 1980s and has been presenting on pay for performance topics since 1980) to managed care (he has received numerous compliments of his highly rated speeches to physicians, medical societies and MGMA audiences, on HMO development, IPA design and MSO management). Physician hospital relations and integration of payer and delivery systems continues to be a sought after topic for hospital associations and physician networks.

Because of a unique background in working with both employers and health plans in developing community based care systems including quality measurement and benchmarking systems, this

speaker offers a well rounded and EFFECTIVE way to get at complex issues.

He is currently working with several trade organizations including the Health Care Financial Management Association and the Medical Group Management Association on topics of Pay for Performance and Medicare.

'We asked Mr. DeMarco to be our keynote speaker for our September 2005 kick off meeting for the Metropolitan Philadelphia Chapter HFMA meeting. He presented an introduction to pay for performance in Medicare, entitled 'What Do You Need To Know?'

'He customized his talk, adding statistics for Pennsylvania and summarized action points to determine readiness for pay for performance. DeMarco's presentation was excellent, and more important, it was immediately useful to our members.'

'Our members provided positive feedback with strong evaluation scores and comments such as, 'Well done!,' Very helpful - gave proactive solutions,' and 'Very knowledgeable.'

Actual Results on a 4.0 Scale	
Expressed ideas clearly	Avg. 3.6
Presented useful examples	Avg. 3.3
Thoroughness of content	Avg. 3.5
Speaking ability	Avg. 3.5
Effectiveness of audiovisual aids	Avg. 3.4
Responsiveness to questions	Avg. 3.6

Ann Meehan Saputelli, Executive Director
School of Medicine - Office of Compliance

Kansas City Bar Association ~ *'Hope we can work with you again in the future - great job!'*

Chicago Health Executives Forum ~ *'Your remarks were excellent!'*

The Advisory Board Company, Washington, DC ~ *'I would like to close by repeating our interest in working with you - in joint publishing, placing you before our members, promoting your work.'*



Chicago Medical Society ~ *'Your presentation was informative, extremely entertaining as based upon the responses we received, and certainly provided information that was of benefit to all.'*

Medical Group Management Association, Denver, CO ~ *'We have been pleased with Bill's efforts on our behalf and would not hesitate to use his expertise.'*

Lincoln National, Indianapolis, IN ~ *'Outstanding Job!'*

Spectrum Health, Grand Rapids, MI ~ *'I especially appreciated the interactivity of surveys on risk during our retreat you conducted for our PHO medical staff on Quality.'*

Bill has also conducted private sessions for medical staff organizations, hospital executives and boards in such areas as change management in healthcare, leadership development, competitive strategy, and an introduction to health policy.

Mary Ann Kliss, VP Managed Care - Edwards Hospital, Naperville, IL ~ *'Bill DeMarco always has a bright and hopeful view for the future of medical care, but sees the issues that need reform and is able to convey this to health plan CEOs, IPAs, physicians and PHO directors like me. I am program director of the Managed Care Providers Association based in Chicago and Bill has been requested to speak repeatedly by our board based upon superior evaluations and his strong talents in having worked in the field as both an executive and as a consultant.'*

Bill DeMarco began his

thirty plus year career in health care working in the formation of not for profit community based physician/hospital driven health plans in the competitive St. Paul, MN areas.

Holding several positions with various plans in Minnesota, Bill worked to help develop the first prepaid Medicaid plan, the first Medicare advantage plans, and was responsible for the development of employer and consumer marketplace strategies to encourage employees to leave their traditional insurance plans in favor of prepaid health plans.

After leaving Minnesota he was asked to become the lead development executive and executive

director for an emerging physician owned plan in northern Illinois.

In 1984, DeMarco & Associates was incorporated as an independent research and consulting firm.

The firm acquired Warren Surveys in 1987 and by 1999, the firm had expanded to several consultants working with health plans, health systems and physicians.

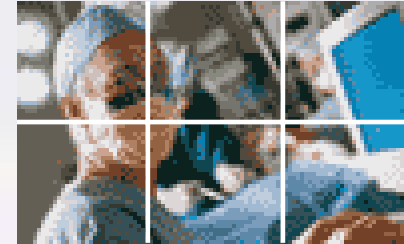
In 2000, Pendulum Healthcare Development Corporation began offering transitional information and management services to physician driven ventures including networks and associations.

The experience at these multiple layers of financing, care delivery and evaluation comes out in every presentation with real world approaches to health care decision-making.

His seven **books and multiple articles on management are also called upon by groups to supplement his talks and workshops.**

Testimonials of ...

Ned Lamkin, MD ~ *'I am president of an employer coalition in Indianapolis seeking to move the agenda to quality and performance based contracting versus discounts and denials which has never served patients or physicians well. I asked Bill to stand with us as part of a panel to help our members and board see the*



future more clearly. He was heads and above many of our faculty with his knowledge and understanding of how care systems work and how they can be reformed locally.'

Clare Thayer, VP for MCOL - an online source for managed care information and web casts ~ *'We have been working with Bill DeMarco for over eight years and as our services expand we need to keep up to date for our audience. Bill has the ability to construct, refine and deliver top quality presentations to a diverse audience on a number of highly complex and often controversial topics. We know whether its proposed federal legislation on Medicare, new reimbursement tactics by health plans, or new opportunities for physicians and hospitals, **Bill is at the leading edge with consistent vision and practical suggestions for our members.'***

Tim Norbeck, Executive Director of the Connecticut State Medical Society had this to say about DeMarco's book: Physician Driven Health Plans: Innovative Strategies for Restoring Physician/Community Integration, *'As a physician and patient advocate for the past thirty-one years, I welcome this important book. It is a must read for physician and medical executives alike, plus any interested party who believe physicians need to play a more prominent and practical role in our rapidly changing healthcare delivery system.'*