



# OVBC COMPETITIVE EDGE

Editor: Zeev N. Kain MD, MBA

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## INSIGHT OF THE WEEK

Harvard  
Business  
Review

Employee Incentives

### Physicians Can Help Cut Costs. They Just Need the Right Incentives.

by Susanna Gallani and Derek A. Haas

October 16, 2024



Pogonici/Getty Images

Love this title: **Physicians Can Help Cut Costs. They Just Need the Right Incentives.**, an article recently published by **Derek Haas, MBA** in **Harvard Business Review**. Yes, physicians would love to share incentives, but there are major barriers from the hospital system and physicians have different motivations depending on if they are employees (in some way) of the hospital or simply have privileges.

Looking at my 30-year career:

- 1 Many admin think that physicians must help with savings costs since they are part of the hospital; it's their responsibility and should not be incentivized.
- 2 Lack of transparency and sophisticated accounting systems (on the patient level) in most hospitals. That is perhaps the biggest challenge and many/most CFOs don't love the idea of opening their books to physicians.

3 What else?

BTW, **OVBC 2025** just opened registration last week and **Derek Haas** is part of our faculty talking about CMS TEAM and **Andre Blom** will be speaking about **Physicians Can Help Cut Costs. They Just Need the Right Incentives.**

[ARTICLE HERE](#)

## LECTURE OF THE WEEK

## GO-IT ALONE: HOSPITAL PARTNERSHIPS AND AGGREGATION



**BRIAN J. COLE, MD, MBA**  
Professor and Chair, Department of Orthopedic Surgery  
Rush University Medical Center  
Managing Partner, Midwest Orthopaedics at Rush

OVBC 2024  
9<sup>th</sup> ANNUAL INTERDISCIPLINARY CONFERENCE  
ON ORTHOPEDIC VALUE-BASED CARE 9  
THE FUTURE OF THE MUSCULOSKELETAL SPACE

Four Seasons Hotel  
Las Vegas, NV  
March 27<sup>th</sup> - 29<sup>th</sup>, 2024

This week, we are excited to feature an OVBC 2024 lecture that was presented by **Dr. Brian J. Cole, MD, MBA, FAANA**, "Managing Partner of Midwest Orthopedics at Rush and Professor and Chairman of the Department of Orthopedics at Rush University Medical Center" titled **Go-It Alone: Hospital Partnerships and Aggregation**.

[WATCH NOW](#)

## OVBC 2025 SPEAKER HIGHLIGHT OF THE WEEK



**Derek Haas**  
CEO, Avant-garde Health



We are excited to feature **Derek Haas, MBA, Chief Executive Officer** at **Avant-garde Health**. Derek has co-authored numerous Harvard Business Review articles, as well as articles in NEJM and JAMA. Derek will be part of OVBC 2025 faculty talking about **CMS TEAM: Financial Considerations**.

[REGISTRATION IS NOW LIVE  
for OVBC 2025](#)

## HOST YOUR WEBINAR / JOURNAL CLUB WITH US

Reach out to us for more details on how you can host your personalized webinar or journal club with the American College of Perioperative Medicine audience.

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## Register for OVBC 2025!

**OVBC 2025**  
9<sup>th</sup> ANNUAL INTERDISCIPLINARY CONFERENCE  
ON ORTHOPEDIC VALUE-BASED CARE

Waldorf Astoria Monarch Beach  
Dana Point, CA  
April 3<sup>rd</sup> - 5<sup>th</sup>, 2025



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