



Healthcare  
Division  
The Global Voice of Quality™

## Free Educational Webinar



### Healthcare and Quality Management Division's Joint Webinar: Horizontal Healthcare Management Part 2

Does horizontal management exist in your hospital environment? Do you wonder how to measure the effectiveness of your hospital's horizontal management processes?

Join Alan Vercio and Philip Vercio on Tuesday, February 21, 2017, at 6:00 P.M. CST to learn how to evaluate horizontal management at your hospital.

[Click here to register now!](#)

Horizontal management involves process decisions about information, diagnosis, possible treatments, costs, resource needs, and timing from patient admission to discharge. By measuring key factors along the patient-value stream, healthcare patient quality and productivity can be improved.

You should attend this webinar if you are

- Responsible for improving patient care and productivity
- Frustrated that there is no one to whom you can hand off responsibility in your healthcare environment to ensure end-to-end process improvement

In this informative 60-minute webinar, you will learn

- How to identify if horizontal management exists in your hospital environment
- How to determine if healthcare problems are caused by lack of horizontal management
- What is horizontal profit and loss
- The relationship between a quality financial plan and a quality horizontal operational plan
- What type of data is needed to measure the effectiveness of horizontal management in your hospital environment

If you are looking for a better way to manage patient quality and productivity in your hospital, then join Alan and Philip for this information-packed webinar.

#### Webinar Presenters:

Alan Vercio, CPA, MBA, is an adjunct professor at Wake Forest University, where he teaches managerial accounting. He has implemented horizontal financial measurement systems at Barclays, Bank of America, and Texas Instruments. He was active in the Consortium for Advanced Manufacturing—International for several years and was the primary lead responsible for the book, *Capacity Measurement and Improvement*.

Philip Vercio, MD, is a diplomat of the American Board of Anesthesiology, and a partner with Northern Rockies Anesthesia Consultants in Kalispell, MT. He has also spent the last seven years as medical director of surgical services at Benefis Health Systems in Great Falls, MT. He is currently obtaining an MBA with emphasis in medical management at the University of Massachusetts, Amherst.

**Date:** Tuesday, February 21, 2017

**Time:** 7:00 P.M. EST  
6:00 P.M. CST  
5:00 P.M. MST  
4:00 P.M. PST

**Duration:** 60 minutes

**Presenter:** Alan Vercio and Philip Vercio

Please use this link to register for this webinar

<https://attendee.gotowebinar.com/register/2934879487373855234>

**Webinar ID:** 841-753-715

After registering, you will receive a confirmation email containing information about joining the webinar.