



# CA ASC Contract Negotiations STRATEGIES FOR SUCCESS

V I R T U A L   W E B I N A R

Navigating payor contracts in the California market can be a confusing process. Successful negotiations can mean the difference between ASC success and failure. In this webinar, industry experts will provide an overview of the fundamentals of ASC contract negotiations with a focus on the California challenges. The panel will address assessing payment methodologies and data needed to determine the value of a payor and the ASC contract. They will also discuss the impact of establishing strong business relationships with the payor and tools to navigate the negotiation process for restructuring managed care contracts.

SPONSORED BY



Thursday, January 20, 2022  
2:00PM - 3:00 PST

## SPEAKERS

**Ken Bulow**  
Surgical Notes

**Randy Todorovich**  
Managed Care  
Consulting

**Annette Zahursky**  
Premier  
Negotiation Services

**Linda McKinney**  
LMc Solutions, Inc.

**CASA**  
CALIFORNIA  
AMBULATORY SURGERY  
ASSOCIATION