



# Save The Date

17<sup>th</sup> Annual Conference  
September 25 – 27, 2019  
Muskoka, ON



# Think B.I.G.



**B**uild Partnerships

**I**mprove Margins

**G**enerate Capacity

Hosted by:



**MUSKOKA ALGONQUIN**  
HEALTHCARE

For more information about the Network, please visit our website at [www.chbdn.org](http://www.chbdn.org)

Think B.I.G.



## Business Development [biz-nis] [dih-vel-uh-p-muh-nt]

Noun - within healthcare, a highly strategic mix of activities, spanning across multiple portfolios, focused on the creation of long-term value for an organization by building relationships with its patients, visitors, staff, other key stakeholders

The **Canadian Healthcare Business Development Network (CHBDN)** is focussed on bringing together a broad range of clinical and healthcare business leaders from across all of Canada for education, networking, sharing of expertise, and ultimately discussion on how business development activities can be a strategic driver in creating long-term value.

As government funding is getting tighter, costs are rapidly rising, and capacity is getting stretched more and more each day, healthcare organizations across the country are looking to identify, evaluate and prioritize unique opportunities that truly create sustainable value. This year's theme will challenge participants to **"Think B.I.G."**

**B**uild Partnerships – How can we leverage outside expertise in order to provide enhanced service to our patients? i.e. bundled care, optimized discharge planning

**I**mprove Margins – How can we increase revenues or decrease our expenses while maintaining safe, effective care? i.e. targeted retail, private-pay opportunities, diligent case-costing, operational reviews

**G**enerate Capacity – How can we treat and manage our patients more efficiently? i.e. improved patient registration, effective clinical utilization,

**CHBDN** is excited to be hosting its 17th Annual Conference in Muskoka, Ontario on September 25-27, 2019 at Hidden Valley Resort Huntsville.

We look forward to welcoming you there.



## Registration Form

**Contact Information** (Please complete for each attendee)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Organization: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Do you authorize us to publish your information in the conference participation list? Yes  No

**Payment Form (all prices include HST):**

Primary delegate fee	\$649.75
Additional delegate fee ( for multiple attendees from same institution)	\$536.75
Early Registration fee (applicable on/before Aug,15)	(15% off)
Guest at Conference Welcome Reception	\$50.00
Guest at Dinner & Evening Entertainment	\$100.00
<b>Total</b>	_____

**Payment Method**

Cheque  Please make cheque payable to Muskoka Algonquin Health Care

Visa  MCard  Amex

Card Number : \_\_\_\_\_ Expiry: \_\_\_\_\_ CCV: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

(I authorize the charging of this credit card by Muskoka Algonquin Health Care)

Fee includes all presentation materials, meals, snacks and evening entertainment.  
Pre-conference events and delegate accommodation and other expenses not included.

**Social Events:** Please indicate all events you wish to attend. Guest tickets available

Sept. 26 Pre-conference Event Yes  No

Sept. 26 Evening Reception and Networking Yes  No

Sept. 26 Dinner and Evening Entertainment Yes  No

If you or your guests have any special requirements (i.e. dietary) please indicate below:

Complete form and return to:

Paul W. Truscott, Jr., c/o Medical Business Acumen (MBA)

84 Country Glen Rd, Markham, ON L6B 1B5 [ptruscott@mbamgmt.ca](mailto:ptruscott@mbamgmt.ca) 416-268-3866

