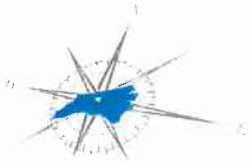




**Business Academy  
2009**

# Managing Your Healthcare Bottom-Line

*Special thanks to  
the Partners of the  
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**GRAHAM PERSONNEL SERVICES**  
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*Guest Speaker*  
**John Miall, President**  
**Miall Consulting**

**Learn about:**

- How to realign the dollars & improve the outcomes
- Measuring success—how change really looks up close
- Pharmacy—the power *beyond* the pill
- What more than 100 leading health plans nationwide are learning about reforming healthcare
- Collaborative care and its impact on chronic disease patients
- What healthcare looks like if we "marry" evidence-based medicine to value-based design

**Also to be featured:**

Models for change — "The Asheville Project"® and HealthMapRx®

**Date: July 23, 2009**

**Registration/Check in: 11:00–11:30am**

**Program: 11:30am–1:00pm**

**Location: Women's Hospital  
Education Center building  
801 Green Valley Rd.**

*Who Should Attend?*

Anyone with an interest in Health Care as it affects your business

**Free  
Admission**

**Lunch  
provided**

.....  
Register now — Limited seating

**Yes, I will attend the "Managing Your Healthcare Bottom-Line" program**

**Name** \_\_\_\_\_ **Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

**Company** \_\_\_\_\_

For registration fax this form back to 336-275-9299. Registration available online [www.greensborochamber.org](http://www.greensborochamber.org) or contact Beth Williams at 387-8323 or [bwilliams@greensboro.org](mailto:bwilliams@greensboro.org)