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TALK



A Health Industry Seminar Series

Revenue Generation for Hospitals

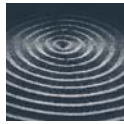
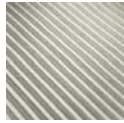
Karima Kanani
May 20, 2009

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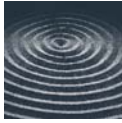
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Agenda



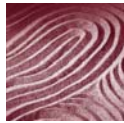
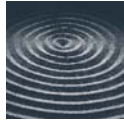
- Considerations for revenue development
- Opportunities for revenue development
- Making it happen
- Risks

Considerations For Revenue Development



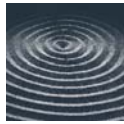
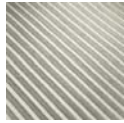
- Funding constraints
- Flexibility of operations
- Liability and risk
- Expertise
- Future growth
- Funding opportunities

Opportunities For Revenue Development



- Intellectual property
- Non-OHIP clinical services
- Innovative uses for existing spaces and resources
- Joint ventures with other private and public sector industry partners

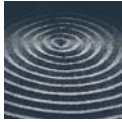
Making it Happen



- Identifying untapped resources
- Protecting and commercializing intellectual property
- Corporate restructuring initiatives
- Joint venture relationships

Risks

- Of not being proactive
- Of pursuing initiatives without:
 - assessing the regulatory environment
 - considering appropriate corporate structuring
 - entering into comprehensive contractual relationships



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