



Medical Factoring to Solve Your Cash Flow Problems in These Challenging Times



Generate the Funds Your Business Needs to Survive and Thrive!

JANUARY 16, 2013 • 10:00-11:00 AM PST • WEBINAR

OVERVIEW

Today's credit environment is challenging to say the least. Home Care Agencies are faced with the seemingly unrealistic hurdle of needing to wait 15, 30, 60 or more days to collect revenue on services provided, while at the same time needing to pay your employees and overhead costs. Most banks and traditional lending sources are tightening up their credit requirements and do not understand and/or are unwilling to lend on your most important asset as a medical provider, your accounts receivable. This makes it very difficult for you to conduct business, pay staff, advertise and grow your business.

There is a cash flow solution that has been gaining a lot of attention lately and is becoming popular among home care providers. It is called medical factoring. Are you familiar with terms and process of this financial strategy? If not, please join HCAF for a practical webinar, which will equip home care owners, executives, managers and financial consultants with the facts and understanding of medical accounts receivable financing.

This webinar will provide a thorough explanation of the relevant terms, strategy and potential results of medical factoring through an analysis of real-life, relevant case studies. Do not miss this opportunity to interact with the presenter who is an expert in the medical factoring field through what we hope will be a robust question and answer session and add this essential tool to your bag of survival tools.

OBJECTIVES

- Reiterate overview of Medical Factoring terms and process.
- Describe case study examples, including a provider who more than doubled revenues within 6 months with medical factoring.
- Utilize a number of financing terms to assist providers in evaluating proposals from a potential financing company.
- Ask their own medical factoring questions to an expert in the medical factoring field.

PRESENTER

Ben Rutkevitz is a Senior VP with Alleon Capital Partners, which provides financing solutions for health care providers nationwide. Prior to Alleon, Ben worked with Satori Capital Management, Morgan Stanley and Bear Stearns.

PRICING

\$199 for CAHSAH members / \$249 for Non-members

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