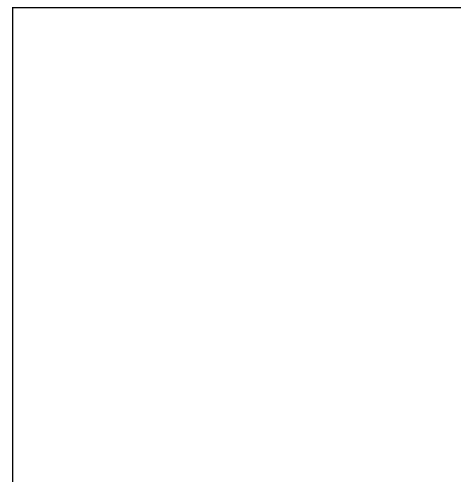


New from



*Your invitation to a 30 day FREE TRIAL
of a unique distance learning experience . . .*



HEALTH CARE FINANCE FOR NURSES

*What Every Nurse Needs to Know to Succeed
in Health Care Today*

GAIN A USER-LEVEL UNDERSTANDING OF HEALTH CARE FINANCE

In today's health care environment, many nurses feel disempowered by financial constraints that they don't understand and, therefore, find difficult to deal with.

It needn't be that way. This unique new course will give you a basic understanding of health care finance and help you survive and thrive in today's health care field.

VICKI LUCAS' WORKSHOP IN YOUR OWN HOME OR WORKPLACE

Derived directly from Vicki Lucas' acclaimed Health Care Finance workshop, the course is conducted entirely as a distance learning experience—via mail, fax or e-mail—in your own workplace or home, at any pace you select.

HERE'S WHAT YOU'LL LEARN

You'll learn how health care reimbursement has changed and how it affects your budgets and the

resources available to you; you'll learn the terminology of budgeting and capital expenditures; you'll learn the basics of the trial balance and the meaning and use of such health care finance terminology as full time equivalents (FTEs) and units of service; you'll learn how to establish equitable and rewarding financial structures; and how to set and maintain productivity targets. You'll learn all the fundamentals of sound health care financial practice.

HOW TO SUCCEED UNDER CAPITATION

Capitation and HMOs are the buzzwords of health care financial success. We'll teach you what they mean and how to set up effective pricing structures under them. We'll show you how to arrange and achieve meaningful productivity targets and how to successfully negotiate the managed care fees you need.

FOR NURSING STAFF AS WELL AS MANAGERS

If you're a nursing manager or higher, we'll help you do your job better. If you're part of the nursing staff, we'll

help you understand and function more effectively today and prepare for that promotion tomorrow.

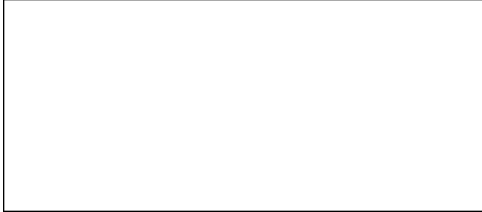
HOW THE COURSE WORKS

When you enroll in "Health Care Finance for Nurses," you'll immediately receive your loose-leaf binder and course materials. Even after you complete the course, this manual will provide a permanent reference source for all of your, your fellow professionals', and your organization's financial management activities. In each of the seven units of the course you'll be provided with:

- Specific, to-the-point discussion of an area of health care finance;
- Examples which show you how to apply the principles you've learned; and
- One or more Skill Development Exercises, realistic activities designed to help you successfully apply these newly-learned concepts to your real-world responsibilities.

INSTRUCTOR SUPPORT—PLUS A TOLL-FREE 800 NUMBER

You'll send your completed Skill Development Exercises—via mail, fax or e-mail—to the MGI Analysis Center. Your exercises will be carefully reviewed by your personal instructor/partner, who will provide helpful comments whenever necessary. If you have any questions, we'll give you a TOLL-FREE 800 number to get them answered. And remember, *whenever* you send in your exercises, we'll process them.



EARN 10 AWHONN CE CONTACT HOURS

You can complete the course in 10 spare time hours. When you do, you'll have earned 10 AWHONN CE contact hours* and you'll receive a signed Certificate of Completion, suitable for framing.

Most important of all, though, you'll have developed your knowledge and skills in health care finance to the point where you can become an invaluable contributor to the long-term financial health of your institution.

*credit hours may be earned until 11/30/02

A SPECIAL DISCOUNT PRICE—SAVE \$45

The list price for "Health Care Finance for Nurses" is \$252[†]. However, AWHONN is pleased to offer its members a \$45 discount. The special member reduced price for this unique course is only \$207 (non-member \$252) plus a small postage and handling charge.

This includes your loose-leaf bound course manual, review and detailed comments on all your Skill Development Exercises, and personal response to every question you send in. And remember, that's all it costs—no time away from work, no travel, no other costs of any kind.

[†]Purchase orders are required for all unpaid orders, which will be billed at the list price for the course.

YOUR 30 DAY FULL MONEY BACK GUARANTEE

We offer you a very simple guarantee—send us your order with your payment or credit card charge information. We'll send your course material by return mail. Review the course at your leisure for 30 full days.

If it's not exactly what you want, simply return the material to us, unused, and we'll immediately send you a full refund of your enrollment fee or credit to your charge card account.

CONTINUING EDUCATION FOR HEALTH CARE PROFESSIONALS

This course was developed and is conducted for AWHONN by the MGI Management Institute, White Plains, New York.

For 31 years, MGI has been a leader in continuing education for the professions. MGI developed a series of highly acclaimed health care and *certification exam preparation courses*. The company continues to provide practical, up-to-the-minute, self-study experiences for thousands of professionals in an ever widening range of subjects.



The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) is accredited as a provider of continuing education in nursing by the American Nurses Credentialing Center's Commission on Accreditation and holds Alabama and California BRN numbers.

FREE TRIAL ENROLLMENT FORM

To: AWHONN, c/o Career Development Programs, Suite 100, 244 Westchester Avenue, White Plains, NY 10604

YES, I want to enhance my knowledge and skills in managed care. Please enroll me in "Health Care Finance for Nurses" and send all materials at once. My payment (or credit card charge) in the amount of \$ _____ is enclosed as shown at right.

I understand this includes all course material, processing of all my Skill Development Exercises, and personal response to all questions that I send in.

I understand further that if I'm not completely satisfied with the material, I may return it, unused, within 30 days for a full and immediate refund.

Air Parcel Post Charges

Alaska, Hawaii, Puerto Rico, and Canada \$15 U.S. additional
All other countries \$55 U.S. additional

Name _____

Title _____

Company _____

Address _____

City _____

State _____ Zip _____

PAYMENT INFORMATION

Course Price \$ _____

Air parcel post charges where applicable (see box at left) \$ _____

Shipping and Handling \$ 7.95

Total Price \$ _____

Check enclosed (payable to AWHONN)

Purchase order enclosed*

Charge the above amount to my credit card as shown below:

VISA MasterCard AMEX

Acct. No. _____

Expiration Date _____

Signature _____

TOLL FREE TELEPHONE ORDER

Just call 1-800-932-0191

Fax 914-428-0773

