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FOR IMMEDIATE RELEASE

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Blue & Co., LLC Senior Manager to Speak at MGMA Annual Conference

INDIANAPOLIS (September 27, 2016) – Blue & Co., LLC Senior Manager, Jeffry Moffatt, will be presenting “Putting ‘Fair’ Back into Fair Market Value” at the Medical Group Management Association (MGMA) 2016 Annual Conference on November 1, at 10:30 a.m.



In this session, Moffatt will discuss strategies to develop agreement structures that help hospitals and physicians fully realize value for all parties concerned while remaining compliant with fair market value and commercial reasonableness standards.

The learning objectives for this presentation include:

- understanding fair market value and commercial reasonableness standards as they apply to the valuation of healthcare transactions and agreements,
- identifying the advantages and disadvantages of various levels of hospital-physician integration,
- and recognizing general and specialty specific value-drivers in the development of successful hospital-physician alignment initiatives.

The MGMA 2016 Annual Conference will be held on October 20 through November 2 in San Francisco. For more information, please visit www.mgma.com/annual-conference.

About Blue and Co.

Blue & Co., LLC is an independent accounting and advisory firm with more than 400 people in 13 offices across Indiana, Ohio, Kentucky and Texas. With over 45 years of experience, Blue & Co.’s public accounting expertise includes the practice areas of assurance, tax compliance and consulting, healthcare consulting, benefit plan services, valuation and litigation support, and business services. Its industry specializations include healthcare, construction, nonprofit, manufacturing & distribution, technology, financial services

organizations, and agribusiness.

For more information, please visit www.blueandco.com.

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