

Mid-South Medical Group Management Association
September 18, 2008

COLLABORATION OR COMPETITION?

Stephen C. Reynolds
Baptist Memorial Health Care Corporation



- Collaboration - “To work jointly with others in an intellectual endeavor.” “To cooperate.”
- Competition - “A contest between rivals.” “The effort of two or more parties acting independently to secure the business of a third party by offering the most favorable terms.”

Corporate America

The FedEx logo, featuring the word "FedEx" in a bold, sans-serif font. "Fed" is in blue and "Ex" is in orange. A registered trademark symbol (®) is located to the right of the "x".The First Horizon logo, featuring a stylized blue and red star icon to the left of the text "FIRST HORIZON" in a blue, serif font. A registered trademark symbol (®) is located to the right of the star.The Regions Financial Corp. logo, featuring the word "Regions" in a green, serif font with a gold swoosh underneath the "i". Below it, the words "Financial Corp." are written in a smaller, gold, serif font. A registered trademark symbol (®) is located to the right of "Regions".

- Collaboration
- Competition

The Baptist logo, featuring a white square icon with a stylized eye or triangle shape inside, followed by the word "BAPTIST" in a white, serif font. A registered trademark symbol (®) is located to the right of "BAPTIST".

Health Care

- Health Systems/Hospitals
 - Collaboration
 - Competition
- Physician Groups/Physicians
 - Collaboration
 - Competition

Health Systems/Physician Groups

- Collaboration
- Competition

Purpose of Collaboration and Competition

