

11th Annual

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HEALTH PLAN AND PAYER

SUMMIT Navigate the Paradigm Shift in Health Financing and the Move to Accountable Care

April 7-9, 2014 • Gaylord National Resort and Convention Center • National Harbor, MD



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Summit Chairperson:



Gil Irwin
Senior Vice President,
Global Health Practice
BOOZ & COMPANY



Joseph M. Zubretsky
Senior Executive Vice President,
Head of National Businesses,
Former Chief Financial Officer
AETNA



Paul Nutting
Divisional Vice President,
Customer Experience
HEALTH CARE SERVICE CORPORATION



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Chief Marketing Officer
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Executive Vice President,
Chief Strategy Officer
HIGHMARK, INC.



Stephen H. Nolte
Chief Executive Officer
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Chief Executive Officer
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Bert Marshall
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Chief Medical Officer
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Daniel J. Hilferty
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Diane P. Holder
Executive Vice President, UPMC
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SERVICES DIVISION
President, Chief Executive Officer
UPMC HEALTH PLAN



Charles W. Sorenson, MD
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Aneesh Kumar
Head, Consumer
Engagement Strategy
AETNA

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Dear Colleague,

Join us in April as national and regional health plan executives convene to discuss their responses to ACA implementation and initiatives. Hear thinking around the gradual paradigm shift in customer base, impacts of payer-provider consolidation, approaches to transparency, and traditional and mobile vehicles for consumer engagement.

Executives share strategic insights that help:

- Determine how the health care funding shift from employer to individuals and families affects your organization
- Set your organization up for success with strategies to evolve business and product design in an exchange-based environment
- Refine member engagement and experience to attract new clients and retain current clients
- Define and implement new outreach strategies — Next generation customer care, mobile, and embracing a “retail” model

I urge you to join the conversation at what is sure to be a productive and informative meeting.

Best Regards,

Megan Castilla

Megan Castilla
Executive Director
11th Annual World Health Care Congress

WHO SHOULD ATTEND:

Senior-level executives from national and regional health plan and payer organizations with roles including:

- Chief Executive Officers
- Chief Operating Officers
- Chief Financial Officers
- Chief Marketing Officers
- Chief Medical Officers
- Chief Experience Officers
- Chief Innovation Officers
- Presidents
- Executive Vice Presidents, Senior Vice Presidents, and Vice Presidents of:
 - Consumer Engagement
 - Marketing
 - Innovation
 - Product Management
 - Benefit Design
 - Business Operations
 - Member Acquisition
 - Member Retention
 - Member Relations
 - Public Relations
 - Population Health
 - Disease Management
 - Strategy
 - Market Development

This summit also benefits consultants, technology vendors, PBMs, Disease Management/Health Promotion/Wellness companies, and life sciences organizations collaborating with the above audience.



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- Take Advantage of 1-on-1 Sponsor/Attendee Meetings Facilitated On-Site

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Executive Tracks • Keynote Sessions • Networking Cocktail Reception • Breakfast Symposia
Market Insight Series • Luncheon • Executive Networking Participant and Networking Breaks

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David Karp, Manager, Business Development • Email: David.Karp@worldcongress.com • Phone: 781-939-2468
Bernie Weiss, Vice President, Business Development • Email: Bernie.Weiss@worldcongress.com • Phone: 781-939-2502

7:00 am – 6:45 pm	Registration Open	7:00 am – 8:00 am	Networking Breakfast
8:10 am – 8:40 am	Congress Welcome and Chairperson Remarks  Susan Dentzer <i>Senior Policy Advisor</i> ROBERT WOOD JOHNSON FOUNDATION		
8:10 am – 8:40 am	KEYNOTE: The Next Phase of Implementation: ACA Status Update - Policy updates and preliminary data based on implementation rollout - Lessons from initial consumer enrollment - Government initiatives to refine and optimize processes in the next six months  Christopher Van Hollen, JR. <i>U.S. Representative, 8TH CONGRESSIONAL DISTRICT, MARYLAND</i> <i>Member, HOUSE BUDGET COMMITTEE</i>		
8:40 am – 9:40 am	KEYNOTE: Journey toward Health Care Transformation: A Candid Discussion on the Impacts of Reform - Microeconomic impacts of reform and the growth of private insurance exchanges on the business of delivering health care - Stakeholder approaches, levels of engagement/commitment, and success measures - Significance of expansion, public marketplaces, and emerging private exchanges - Critical shifts in business and product design to succeed in an exchange-based environment  Robert Pearl, MD <i>Executive Director and Chief Executive Officer, THE PERMANENTE MEDICAL GROUP, KAISER PERMANENTE</i> <i>Contributor, FORBES</i>  Richard Sánchez, MD <i>Senior Vice President, Chief Medical Officer</i> MOLINA HEALTHCARE, INC. Moderator:  Susan Dentzer <i>Senior Policy Advisor</i> ROBERT WOOD JOHNSON FOUNDATION		
9:50 am – 10:35 am	Concurrent Market Insights A1 Achieve Price and Performance Transparency to Reduce Costs in the Health Care Supply Chain B1 Achieve Member Satisfaction during Enrollment through Data Integrity C1 Case Study: Technology-Enabled Business Transformation SPONSORED BY:  SPONSORED BY:  SPONSORED BY:  <i>Refer to website for Session Details — If you have a product or solution that you would like to showcase in the Market Insight discussions, please contact us.</i>		
10:35 am – 11:20 am	Navigate the Trend Toward Defined Contribution and Private Online Marketplaces - Changes in health care funding and distribution via private exchanges - Impacts on traditional risk pooling strategies - Five year view of distribution landscape: Who will go away and who will enter?  Aneesh Kumar <i>Head, Consumer Engagement Strategy</i> AETNA  Todd Hixon <i>Founder and Managing Partner</i> NEW ATLANTIC VENTURES Additional Thought Leaders TBA		
11:20 am – 12:05 pm	Optimize Member Engagement and Experience to Meet the Needs of the New Health Care Consumer - Move to “retail” design to meet the needs of a consumer-driven health care system - Wellness and fitness applications and strategies to drive behavioral change - Changes to member experience: Make health care more convenient with self-service and online shopping - New ways payers should be reaching consumers - Next generation customer care and advocacy  Donna K. Lencki <i>Chief Marketing Officer</i> CAPITAL BLUECROSS  Rich Macha <i>Executive Vice President, Strategic Healthcare Accounts</i> TELEPERFORMANCE  Paul Nutting <i>Divisional Vice President, Customer Experience</i> HEALTH CARE SERVICE CORPORATION Moderator:  Debra Richman <i>Senior Vice President, Healthcare Business Development and Strategy</i> HARRIS INTERACTIVE Additional Thought Leaders TBA		
12:05 pm – 1:20 pm	Luncheon in the Executive Networking Lounge		
1:20 pm – 2:05 pm	Empower Members with Pricing Transparency Tools: Programs Poised to Impact the Cost Curve - Explore price transparency efforts that help reduce costs and inform patient decision making - Understand progress, operational considerations, and current impacts Thought Leaders TBA		

2:05 pm – 2:50 pm	Personalized, Data-Driven Approaches to HIX Consumer Engagement • Help consumers successfully adapt to recent health care reform rules and regulations through tailored HIX communication strategies • Understand membership profiles early to drive appropriate enrollment and utilization of plan resources • Drive consumer behavior on the clinical and satisfaction topics that impact key quality measures • Create lifetime member value through data-driven approaches that improve satisfaction and retention Katie Catlender <i>Vice President, Operations,</i> NEIGHBORHOOD HEALTH PLAN Brad Wolfsen <i>Executive Director,</i> <i>Exchange Solutions</i> bswift Moderator: John Shagoury <i>President and CEO</i> ELIZA CORPORATION			
3:00 pm – 3:45 pm	<i>Refreshment Break in the Executive Networking Lounge</i>			
3:45 pm – 4:45 pm	KEYNOTE: Connect and Share Data Responsibly to Transform Care Delivery • The delicate interplay between government, vendor, provider, and patient goals in privacy and security • Approaches to sharing clinical trial data to foster and drive scientific discovery • Data analysis and connectivity at the patient, provider system, and reimbursement level to improve outcomes and support value-based care initiatives • Requirements of privacy and security rules and their impact on industry, covered entities, and patients John Castellani <i>President and Chief Executive Officer,</i> PHARMACEUTICAL RESEARCH AND MANUFACTURERS OF AMERICA (PhRMA) <i>Former President and Chief Executive Officer</i> BUSINESS ROUNDTABLE Dave Levin, MD <i>Chief Medical Information Officer</i> CLEVELAND CLINIC HEALTH SYSTEM Joy Pritts, JD <i>Chief Privacy Officer</i> OFFICE OF THE NATIONAL COORDINATOR FOR HIT, HHS Peter Tippet, MD <i>Chief Medical Officer, Vice President, Innovation Incubator</i> VERIZON Moderator TBA			
4:45 pm – 5:45 pm	KEYNOTE: Partnerships and Collaborations Evolving the Health Care Business Model • Examine the strategic thinking behind partnerships and collaborations: How are leaders from all sectors of health care positioning initiatives for optimal uptake and success? • Understand current efforts between sectors to support the move toward value and quality Victor Dzau, MD <i>President and Chief Executive Officer</i> DUKE UNIVERSITY MEDICAL CENTER AND HEALTH SYSTEM; <i>Chancellor for Health Affairs</i> DUKE UNIVERSITY; Member, Board of Health Governors; Chair, Global Agenda Council on Personalized and Precision Medicine WORLD ECONOMIC FORUM Daniel J. Hilferty <i>President and Chief Executive Officer</i> INDEPENDENCE BLUE CROSS Diane P. Holder <i>Executive Vice President</i> UPMC; President UPMC INSURANCE SERVICES DIVISION <i>President and Chief Executive Officer</i> UPMC HEALTH PLAN J. Knox Singleton <i>Chief Executive Officer</i> INOVA HEALTH SYSTEM Moderator: Anita Brikman <i>Senior Vice President, Office of Strategic Communications</i> NATIONAL HOSPICE AND PALLIATIVE CARE ORGANIZATION			
5:45 pm – 6:45 pm	<i>Opening Night Reception in the Executive Networking Lounge</i>			
TUESDAY, APRIL 8, 2014				
7:00 am – 5:10 pm	<i>Registration Open</i>		7:00 am – 8:00 am	<i>Breakfast in the Executive Networking Lounge</i>
8:00 am – 8:05 am	<i>Congress Welcome</i>			
8:05 am – 8:10 am	Opening Remarks Craig Keyes, MD <i>Global President, Health Information Solutions;</i> <i>Chief Executive Officer</i> ALERE HEALTH			

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8:10 am – 8:40 am	KEYNOTE: Implement Disruptive, Sustainable Change in Health Care - Delivering on the promise of genomics and targeted treatments in clinical decision support - Implementing next gen HIT cloud-based platforms for coordinated care, population management, and real-time data integration Patrick Soon-Shiong, MD <i>Chairman and Chief Executive Officer</i> NANTHEALTH Moderator TBA				
8:40 am – 9:40 am	KEYNOTE: Furthering the Cost Conversation: How Do We Save Money while Delivering High-Quality Care? - Approaches to reduce cost for employers, patients, providers, and payers - Implementing (and paying for) money-saving measures - Providing cost transparency in the system Bob Kocher <i>Partner, VENROCK;</i> <i>Former Special Assistant to the President for Health Care and Economic Policy, NATIONAL ECONOMIC COUNCIL</i> Shawn Leavitt <i>Senior Vice President, Global Benefits</i> COMCAST NBCUNIVERSAL William Winkenwerder, Jr., MD <i>President and Chief Executive Officer</i> HIGHMARK INC. Joseph M. Zubretsky <i>Senior Executive Vice President, Head of National Businesses, Former Chief Financial Officer, AETNA</i> Moderator TBA SPONSORED BY: SPONSORED BY:				
9:40 am – 10:25 am	Refreshment Break in the Executive Networking Lounge				
10:35 am – 11:20 am	Concurrent Market Insights A2 Advanced Illness: Revolutionizing the Care Value Proposition B2 Managing Your Technology Portfolio: The Things You Should Know Refer to website for Session Details — If you have a product or solution that you would like to showcase in the Market Insight discussions, please contact us.				
11:20 am – 12:05 pm	Moving from FFS to Value-Based Care: Is There a Viable Intermediate Model? - Review current and needed payment innovations - Explore product or service level capitation: What is the payment innovation journey? Where are we going in terms of assigning risk? Gary Ahlquist <i>Senior Vice President, Global Health</i> BOOZ & COMPANY Additional Thought Leaders TBA				
12:05 pm – 12:50 pm	Accountable Care: What Does Effective, Sustainable Care Coordination Look Like? - Explore the current care redesign landscape including efforts toward clinic innovation and moving risk to the delivery system - Examine the health plan role in the context of an accountable care model: How can health plans reign in costs and what methods are currently in use? - Understand the impacts of market consolidation among and between plans and providers Jayanth (Jay) Godla <i>Executive Vice President, Chief Strategy Officer</i> HIGHMARK INC. Stephen H. Nolte <i>Chief Strategy Officer</i> SUTTER HEALTH PLUS Moderator TBA				
12:50 pm – 2:05 pm	Luncheon in the Executive Networking Lounge				
2:05 pm – 2:10 pm	Afternoon Keynote Introductory Remarks				
2:10 pm – 3:10 pm	KEYNOTE: The Changing Stakeholder Landscape: A Look at Provider Consolidation, Alternatives, and Risk Management - Financial and clinical alignment of physicians to change care practices - Thinning line between provider and payer groups - Disruptive forces that provide alternatives to the trend of consolidation - Employment models and practice redesign to improve care Peter B. Angood, MD <i>Chief Executive Officer</i> AMERICAN COLLEGE OF PHYSICIAN EXECUTIVES (ACPE); Former Chief Safety Officer, THE JOINT COMMISSION Tom X. Lee <i>Founder and Chief Executive Officer</i> ONE MEDICAL GROUP Moderator: Brain Kelly <i>Editor and Chief Content Officer</i> U.S. NEWS & WORLD REPORT				

3:10 pm –
4:10 pm

KEYNOTE: Consumer Engagement: Where Does It Matter?

- Motivate consumers to engage with your brand by determining what results in reduced costs or improved outcomes
- Discuss how to differentiate your brand meaningfully as products become more standardized
- Gauge the role of employers in driving behavior change
- Examine retail segmentation, patient engagement, and wellness initiatives



Jo Anne Anderson
*Executive Vice President,
Healthcare Practice*
TELEPERFORMANCE



Bert Marshall
President
**BLUE CROSS AND
BLUE SHIELD OF
TEXAS (BCBS TX)**



Robert O'Brien
*Executive Vice President,
Health Plan Division*
**GROUP HEALTH
COOPERATIVE**



Moderator:
Margaret E. O'Kane
*President, NATIONAL
COMMITTEE FOR QUALITY
ASSURANCE (NCQA)*
*Board Member, FOUNDATION
FOR INFORMED
DECISION MAKING*

4:10 pm –
5:10 pm

KEYNOTE: Technology Innovations Enabling Scalable and Sustainable Care Redesign

- Strengthening the link between innovation and strategy
- Balancing innovation with need: Realizing the benefit of technology investments in increased outcomes or reduced costs
- Technology that enables sustainable and scalable, consumer-focused models of care
- Systems implementation and integration for truly connected care



Molly Joel Coye, MD
Chief Innovation Officer
UCLA HEALTH SYSTEM



Steve Schuckenbrock
President and Chief Executive Officer
ACCRETIVE HEALTH



Charles W. Sorenson, MD
President and Chief Executive Officer
INTERMOUNTAIN HEALTHCARE

Additional Thought Leaders TBA

5:10 pm –
6:10 pm

Reception in the Executive Networking Lounge

WEDNESDAY, APRIL 9, 2014

7:30 am –
1:30 pm

Registration Open

7:30 am –
8:00 am

Networking Breakfast

8:00 am –
8:05 am

Opening Remarks

8:05 am –
9:05 am

KEYNOTE: Assess the Value of Wellness Programs for Both the Employer and Employee

- What is the ROI of wellness programs versus the cost of doing nothing?
- What parameters and culture support success?
- What can we learn from failed attempts?



James Wells
Executive Officer
**PUBLIC EMPLOYEES' BENEFITS
PROGRAM (PEBP)**

Additional Thought Leaders TBA

9:05 am –
10:05 am

KEYNOTE: Prepare to Meet Shifting Needs with Strategic Population Health Management

- Multi-stakeholder view of critical population shifts and trends impacting health and health care
- Implications and strategies for risk stratification and disease management design
- The role of providers, plans, employers, and others to impact at a population level while fostering healthy choices and accountability at an individual level



Jayanth (Jay) Godla
*Executive Vice President,
Chief Strategy Officer*
HIGHMARK INC.



John Mattison, MD
*Chief Medical Information Officer;
Assistant Medical Director,*
**KAISER PERMANENTE,
SOUTHERN CALIFORNIA**



Moderator:
Susan Reinhard, MD
Senior Vice President
**AARP PUBLIC POLICY
INSTITUTE**

Additional Thought Leaders TBA

10:05 am –
11:05 am

KEYNOTE: Evidence-Based Outcomes for Value-Based Care

- Parallels in innovation from life sciences and Silicon Valley
- Gauging the impact on the cost curve from investments in prevention versus treatment
- Leveraging personalized medicine to improve chronic disease treatment



Todd Hixon
Founder and Managing Partner
NEW ATLANTIC VENTURES



Robert E. Nesse, MD
*Chief Executive Officer, MAYO CLINIC
HEALTH SYSTEM; Professor of Family
Medicine, Mayo Medical School, MAYO CLINIC*



Moderator:
John Clymer
Executive Director
**NATIONAL FORUM FOR HEART
DISEASE AND STROKE PREVENTION**



Joseph C. Kvedar, MD
*Executive Director, Center for
Connected Health*
PARTNERS HEALTHCARE



Steven Shapiro, MD
*Chief Medical and Scientific Officer;
President, Physician Services Division,
Executive Vice President, UPMC*

11:15 am – 12:00 pm	Concurrent Market Insights A3 Fulfilling ACA Requirements: Creative and Cost Efficient Workforce Solutions to Meet Critical Clinical Staff Needs SPONSORED BY:  <i>Refer to website for Session Details — If you have a product or solution that you would like to showcase in the Market Insight discussions, please contact us.</i>
12:10 pm – 1:30 pm	LUNCHEON KEYNOTE ADDRESS: The Future of U.S. Health Care  John Kitzhaber Creator OREGON HEALTH PLAN Moderator TBA
1:30 pm	<i>Close of Congress</i>

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