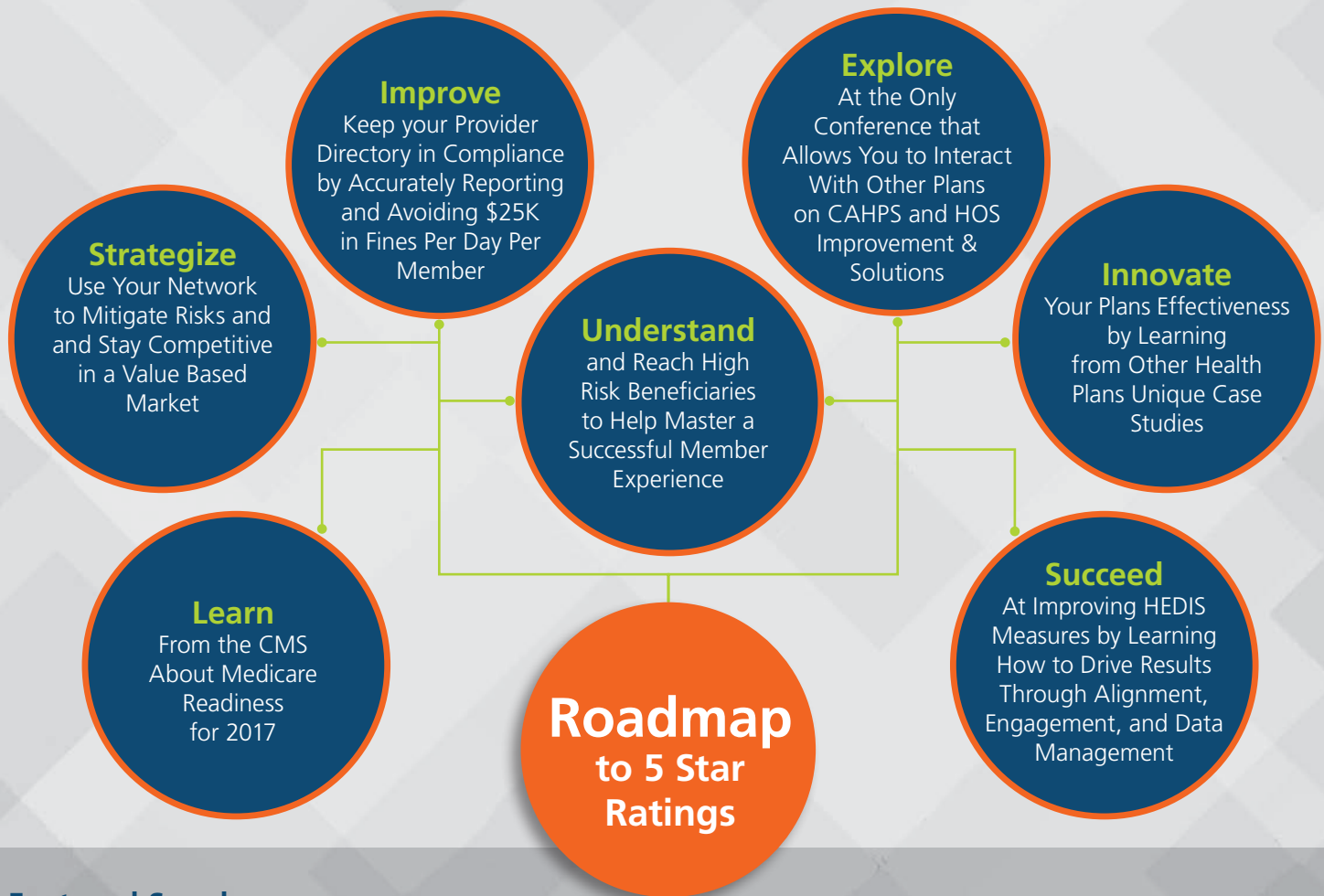




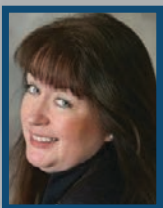
Medicare Advantage Plan Star Ratings *Conference*

May 23-25, 2016 • Chicago IL

Elevating Star Ratings to improve the member experience and maximize reimbursements



Featured Speakers



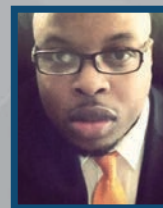
Fran Griffin

Senior Advisor
Medicare & Medicaid (CMS)



Christina Latterell

HEDIS Expert, Former Senior Director Quality Management Operations & Performance Reporting Government Programs
Horizon Blue Cross Blue Shield of New Jersey



James Lewis

Risk Adjustment Manager
Community Health Plan of Washington



Patti Schafer, RN, BS

Head of Home Health Operations
Always in Touch Home Health

Media Partners:





Medicare Advantage Plan Star Ratings Conference

On behalf of the Global Healthcare Professional Network, it is my pleasure to welcome you all to **Medicare Advantage Plan Star Ratings Conference**, is the only national event that provides the newest strategies to significantly improve Medicare Advantage Plan Star Ratings, reimbursement and innovative techniques for risk management and beneficiary engagement.

The 2016 conference is the best place to understand how to increase enrolment appeal to new beneficiaries, maintain and improve the experience of existing enrollees, and meet the compliance guidelines to reduce penalties. You will learn the best practices for Medicare readiness in 2017 because, this year's action oriented two day conference is all about identifying and exploring tools aimed at improving star ratings. Not only that but we have an in depth workshop day dedicated to hands on learning with other health plans.

The conference format will include case based presentations, panel discussions, a live exhibition policy debate and networking sessions to facilitate sharing of best practices with other health plans to improve the continuum of care for all patients. Our attending delegates include key stakeholders from different health plans including executive c-suite leadership, acute & community care directors, nursing case managers & educators, professional associations, policy makers, research organizations and health information professionals from across the nation.

We hope you will join us in sharing your expertise and collaborating with leaders of the healthcare community on shared priorities to improve the delivery of the appropriate level of care in the proper setting to all patients.

Looking forward to meeting you all!

Warm Regards,



Stacey Martin-Johnson,
Program Research Director, Global Healthcare Division
Global Healthcare Professionals (GHP) Network /IQPC

P.S. Stay tuned for the February 2016 Draft Letter and changes from the CMS in April as areas of discussion for the May Conference.

**REGISTER TODAY ONLY
30 SPOTS LEFT!**

Medicare Advantage Enrollment Focus



- 38%** All other insurers
- 20%** United Healthcare
- 17%** Humana
- 17%** Blue Cross Blue Shield
- 8%** Kaiser Permanente

Percentage of Medicare Beneficiaries in Medicare Advantage in Key Areas Across the United States

US Average Medicare Penetration = 30%

50% Portland
43% Los Angeles
45% Tucson
48% Honolulu
23% Austin
34% Milwaukee
27% Louisville
7% Topeka
24% Portland
32% Manhattan
10% Baltimore
59% Miami
21% Idaho Falls

Infographics Courtesy of Kaiser Permanente Foundation

Source: <http://kff.org/infographic/visualizing-health-policy-the-role-of-medicare-advantage/>

*"Hearing from 5 star plans
best practices including
share point site for all star
info, drill down of measures
by performance and the
structure of star teams."*

--Cigna-Healthspring



New for 2016



Learn from the Best

Workshop with Plan leaders who understand what you go through on a daily basis, and have the proven expertise to increase positive engagement and safeguard against the biggest industry risks



Build Your Network

This niche conference allows you to easily identify other plans, network, and exchange ideas and best practices.



Implement Protocols

Leave with clear solutions on how to tackle issues that all plans face, new checklists, and ways to navigate difficulties within different organizational structures

Achieving Success in 2016



Beneficiary enrollment will significantly increase by 2018



Newer beneficiaries that are used to having benefits with their employers which allows for significant plan enrollment



Higher Star Ratings will be a deciding factor for new beneficiaries in choosing a plan



If your plan is chosen **provider directories** will be key to members and the CMS



If a health plan is out of compliance the risk is **\$25,000 per day per member** in fines



January 2016 CMS will start to **penalize MA Plans** that do not have accurate directories



The industry shift will **focus on technology** that works to maintain an accurate Directories, and active checklists and protocols from Plan Leadership



There will be great areas for **training and recruitment**. Especially recruitment and training from actuaries that can evaluate risks, and HEDIS specialists.



Which means we will **see you at the conference** to help you address these issues and mitigate risks!

"Networking, competitor strategy, and overall good presentations"

--Freedom Health

"Hearing from some of the smaller plans seemed to be very creative with a lot of solutions"

--Johnson & Johnson

WHAT YOU CAN EXPECT

This niche conference is specially designed for you to identify the other MA Plans and organically network and discuss best practices

- ★ Benchmark with other healthcare professionals from a diversity of health plans
- ★ Learn from Distinguished speakers from 4 and 5 Star Plans
- ★ Live Exhibition Policy Debate from leading researchers, with research for you to take home
- ★ 5 Learning hours of Interactive Thought Leadership discussions on CAHPS and HOS
- ★ Case studies with innovative strategies to improve ratings and member experience

"The sharing of best practices and opportunities to discuss barriers/challenges is always of value"

--Buckeye Health plan

"VA form outreach was helpful as well as adherence focus to high risk members"

--2015 Attendee

UPCOMING EVENTS



Canadian Patient Relations Conference

March 30- April 1, 2016 Toronto, Canada



Hospital Purchased Services CONFERENCE

April 27-29, 2016 Los Angeles, CA

Heart Failure Management CONFERENCE



June 27-29, 2016

Pre-Conference Workshop Day

Monday, May 23rd, 2016



Best Value! Workshops are Comprehensive Sessions for Advanced Learning

8:30 Networking Breakfast & Registration

Interactive Session

9:00 **A** WORKSHOP A: Improving Quality Through Strategic PCP Partnerships

This workshop More providers are launching their own health plans. We will take an in depth look at the what these plans provide, and recent research and case studies to focus on providing our PCPs with incentives that matter to them, and understand how to create partnerships and areas for vertical growth that are mutually beneficial.

- Creating strategic Partnerships with physicians to improve quality
- Recognizing partnerships that are mutually beneficial An in depth look at communication areas where physician partnerships can help improve member engagement
- Understanding PCP incentives and how they help your bottom line
- An in depth look at provider led health plans to understand how to maintain

Kim Harrold, Quality/Clinical Effectiveness Specialist, **Beaumont United Care Partners**

11:30 Networking Break & Registration

Key Learning Focus

12:00 **B** WORKSHOP B: HEDIS: What is it and How Do We Succeed?

This workshop will take an in depth look at HEDIS, and its measures. Understand the evolving needs of diverse members and organically capturing and retaining members. Learn Key success measures:

What is HEDIS

- Outline how a HEDIS measure is developed
- Describe the HEDIS measures & their domains
- HEDIS Data Sources
- Describe types of data
- Review the Administrative Data Collection Method
- Review the Hybrid Data Collection Method & Sampling Guidelines
- Discuss implementing HEDIS data collection and reporting
- Discuss the Administrative vs. Hybrid Method
- Discuss medical record review tips

Christina Latterell, HEDIS Expert, Former Senior Director Quality Management Operations & Performance Reporting Government Programs, **Horizon Blue Cross Blue Shield of New Jersey**

2:30 Networking Break & Registration

Must Attend, Critical Value

3:00 **C** WORKSHOP C: Innovative Ways to Improve Member Engagement and Effective Protocols to Maintain Active Provider Directories

- Protocols to maintain accurate provider directories
- How to successfully address diverse population
- Innovative ways of improving member engagement (i.e. social networks to help members with surveys/follow-up, true managed care)

James Lewis, Risk Adjustment Manager, **Community Health Plan**

5:00 Close of Breakout Sessions Day

Main Conference Day One

Tuesday, May 24th, 2016



8:30	Registration Check-In & Networking	12:20	Networking Lunch Break
9:00	Welcome from GHP Network: Stacey Martin, Program Research Director, GHP Network	1:20	How to Utilize Your Network as a Strategic Advantage to Collectively Prepare for Risk, and Succeed in a Value Based Market - When vertical integration is not easily accessible how to use your network for strategic partnerships - Creating incentives for strategic partnerships and opportunities for growth - Increasing lines of communication with PCP - Utilizing in resources to understand necessary risk measure Patti Schafer, RN, BS, Head of Home Health Operations, Always in Touch Home Health
9:05	Opening Remarks from the Program Chair	2:00	Improve Your Provider Directory Accuracy: Accurately Report Avoid Paying \$25,000 Per Day Per Member - Learn key areas that leave health plans vulnerable to negative audits - How to maintain consistency with accurate provider directories - Why member engagement will help reinforce consistent protocols - How to create your own internal audit and safeguards
9:10	★ KEYNOTE ADDRESS: The Future of Quality Initiatives, Medicare Advantage Part C & D-Perspective from the CMS - Medicare readiness for 2017 - Overview of new measures and opportunities for plans to increase quality - The state of Medicare part d and opportunities to improve Fran Griffin, Senior Advisor, Center for Medicare & Medicaid Innovation	2:40	Networking Break - Tea & Refreshments
9:50	Improving the Biggest Area for Ratings Decrease Part D and Member Experience Review of Where Your Members Have the Most Issues - Areas to re-direct and improve technology - How to track member success - Understanding options for potential collaborations or modeling of retail pharmacies Senior Representative, Medicare Advantage, Walgreens	3:10	THOUGHT LEADERSHIP SESSION: This Interactive Session from Leaders in the Industry will Address: Strategies for serving different populations - How to target members who can benefit from an in-home assessment - Strategies and approaches to improve efficiencies - How to incorporate media campaigns into member materials to fill care gaps Thought Leader: Patti Schafer, RN, BS, Head of Home Health Operations, Always in Touch Home Health Thought Leader: James Lewis, Risk Adjustment Manager, Community Health Plan Thought Leader: Fran Griffin, Senior Advisor, Center for Medicare & Medicaid Innovation Thought Leader: Christina Latterell, Sr. Director, Quality Management Operations & Performance Reporting Government Programs, Horizon Blue Cross Blue Shield
10:30	Networking Break - Tea & Refreshments	4:55	Close of Day One Medicare Advantage Plan Star Ratings Conference
11:00	★ CASE STUDY: How to Create an Effective Compliance Infrastructure and Improve Your Provider Directory - Establish and implement a formal risk assessment program and an effective system for routine monitoring and auditing of identified compliance risks. - effective monitoring and auditing work plan that addresses risk associated with Medicare Parts C and D benefits - maintain thorough documentation James Lewis, Risk Adjustment Manager, Community Health Plan		
11:40	Concierge Model: Moving Beyond Merely having a "Satisfied" Member to Creating a Loyal Member for Life - Why Concierge - Health Care Consumer Needs - Concierge Scope - Creating a Workflow that Works Christina Latterell, Former Senior Director Quality Management Operations & Performance Reporting Government Programs, Horizon Blue Cross Blue Shield		

LEGEND

★ Keynote

★ Case Study

★ Live Exhibition Debate

★ Interactive Study

Main Conference Day Two

Wednesday, May 25th, 2016



8:30 Morning Networking

9:05 Opening Remarks from the Program Chair

★ ★ KEYNOTE ADDRESS/CASE STUDY: Innovative Care Delivery- How We Successfully Coordinated Patient Centered Care

- Designing specialized programs
- Coordinating care through patient centered care models
- Quality of care that can measurably improve health outcomes
- Understanding the risks involved and knowing when to go back to the drawing board

9:50 The Impact of Vertical Integration and the Alternatives When Integration is not an Option

- A framework to help managers decide when it is useful to vertically integrate and when it is not.
- When to use alternative, quasi-integration strategies
- Using customer engagement to refine your strategy and market your specialty
- When vertical integration is not an option alternatives to boost star ratings

10:30 Networking Break - Tea & Refreshments

★ POLICY DEBATE/CASE STUDY

This unique session will feature the top nationally ranked policy debaters in the world who are fellow, academic scholars and healthcare professionals that will go head to head debate about the most critical topics that currently affect Star Ratings

This debate will focus on topics such as:

- Policy and regulations
- Compliance and Risk adjustment
- Member Engagement
- HEDIS
- CAPHS and HOS Outcomes

This session will also allow you to:

- take away a compilation of research from the best researchers in the field designed specifically for this conference
- Have an interactive cross examination session about the key topics from the top researchers

Policy Debater, Senior Lecturer, PhD, Director of Communications, **Northwestern University**

Policy Debater, Associate Professor, PhD Director Specialty Medicine, **Northwestern University**

Policy Debater, Senior Lecturer, MPH, **University of Chicago**

Policy Debater, Senior Instructor, **Loyola University Chicago**

12:20 Networking Lunch Break

★ PANEL DISCUSSION: Improving CAHPS and HOS Outcomes

This special focus session will enable all conference Attendees to engage each of the panel of experts on practical solutions to help improve your organizations CAHPS and HOS Outcomes.

Focus Points Include:

- Tying stars to revenue
- Provider engagement
- Strategies that have improved outcomes from the HOS survey
- Navigating the 2-year process & analyzing changes in reported Outcomes
- Methods for increasing results for elderly sample populations
- Improving HOS outcomes across multiple markets
- The most utilized member engagement strategies – what has Worked & hasn't worked?
- Member Incentive programs to increase engagement with beneficiaries
- How can PDPs engage with members?

3:20 Networking Break - Tea & Refreshments

★ THOUGHT LEADERSHIP SESSION: Putting It All Together: The Data Divide, Physician Engagement, Part D Mishaps and Member Engagement

This session will focus on the key strategies used by industry leaders to maintain and increase their Star Ratings.

Learn how they:

- Navigated legal issues
- Avoided further audits
- Created risk adjustment programs
- Utilized preferred pharmacy network
- Increased Member Engagement and Satisfaction
- Maintained their success

4:50 Closing Remarks from the Program Chair

4:55 Close of Medicare Advantage Plan Star Ratings Conference

LEGEND

★ Keynote

★ Case Study

★ Live Exhibition Debate

★ Interactive Study



Pricing & Registration

Health Plans

Package	Register & Pay By March 11, 2016	Standard Price
Main Conference	\$1,595 Save \$600	\$2,195
All Access: Main Conference + All 3 Workshops Best Value	\$2,595 Save \$600	\$3,195
One Workshop	\$549	

Solution Providers

Package	Register & Pay By March 11, 2016	Standard Price
Main Conference	\$2,495 Save \$600	\$3,095
All Access: Main Conference + All 3 Workshops Best Value	\$3,395 Save \$600	\$3,995
One Workshop	\$549	

Team Discounts*

Number of Attendees	★ Savings
3 to 4	10%
5 or more	15%

*Discounts apply to registrations submitted together, at the same time. Cannot be combined with any other discount

All 'Early Bird' discounts require payment at time of registration and before the cut-off date in order to receive any discount.

Any discounts offered (including team discounts) must also require payment at the time of registration.

All discount offers cannot be combined with any other offer.

Please view our registration policy for full information about payment, cancellation, postponement, substitution and discounts

*IQPC reserves the right to determine who is considered an End-User or a Vendor upon registration for an event. Those who are determined a vendor will be denied access to End-User pricing. These prices are featured as a limited time only promotion. IQPC reserves the right to increase these prices at its discretion. Please note multiple discounts cannot be combined.

A \$99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

*CT residents or people employed in the state of CT must add 6.35% sales tax. Team Discounts: For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

Details for making payment via EFT or wire transfer:

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ABA/Routing#: 021000021
Reference #: 25889.001

Payment Policy: Payment is due in full at the time of registration and includes lunches and refreshment. Your registration will not be confirmed until payment is received and may be subject to cancellation.

For IQPC's Cancellation, Postponement and Substitution Policy, please visit www.iqpc.com/cancellation

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

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REGISTER ONLINE, BY EMAIL, PHONE, FAX OR MAIL

Web:

www.MedicareStarRatingConference.com

Email: info@ghpnetwork.com

Phone: +1-800-882-8684

Fax: +1-212-973-1042

Mail: IQPC

535 5th Avenue, 8th Floor
New York, NY 10017

LOCATION & LODGING INFORMATION

This event will be held in **Chicago, IL**. As soon as a specific venue is confirmed we will post the information online. If you would like to be notified via email as soon as the information becomes available please email info@ghpnetwork.com with the following in the subject line: **"Medicare Advantage Venue Request."**

SPONSORSHIP AND EXHIBITION OPPORTUNITIES:

Event sponsorship is an excellent opportunity for your company to showcase its products and services to senior level, targeted decision makers attending the Medicare Advantage Plan Star Ratings Conference. The GHP Network helps companies like yours achieve important sales, marketing and branding objectives by setting aside a limited number of event sponsorships – all of which are tailored to assist your organization in creating a platform to maximize its exposure at the event.

For sponsorship opportunities, please contact Chris Ritchie at 212-885-2799- or email him at Chris.Ritchie@ghpnetwork.com