



JOIN OVER 1,200 PEERS ACROSS HEALTH CARE

The 14th Annual

WORLD HEALTH CARE CONGRESS

Connecting and Preparing Leaders for Health Care's Transformation

April 30-May 3, 2017 • The Marriott Wardman Park Hotel • Washington, DC

Your Opportunity to Get Inspired:

- Interact and share ideas with leaders across different sectors in a think-tank style meeting
- Understand what's happening in the health care space and what everyone else is doing
- Hear how peer executives are making tough business decisions
- Discover common-ground issues with Payer, Provider, Employer, Life Sciences, and Policy peers
- Make a change and contribute to the future of health care

Critical **NEW** Content for 2017:

- Behavioral Health Management
- Bundled Payments
- Employer-Health Plan Wellness & Disease Management
- Women's Health
- System Integration
- Employer-Hospital Clinics & Direct Contracting
- Destination Health & Medicine

Plus! Attend 4 Dynamic Workshops and a Keynote on Sunday, April 30, 2017

Featured Faculty includes:



Steven J. Corwin, MD
President and Chief Executive Officer
NEWYORK-PRESBYTERIAN



Howard A. Zucker, MD
Commissioner of Health
NEW YORK STATE



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Chief Financial Officer and Chief Actuary
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Chief Operating Officer, Chief Nursing Officer, and Executive Vice President
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Brad Wilson
President and Chief Executive Officer
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Executive Director and Chief Executive Officer
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Vice President and Chief Medical Officer, Minimally Invasive Therapies Group
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Internist and Founder
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The World Health Care Congress . . .

“ . . . was an outstanding opportunity to hear from thought leaders on timely and relevant topics. Networking was plentiful . . . There are many conferences, but **this one belongs on the ‘must-attend list’.**”

— Paula Widerlite, CSO
Anne Arundel Medical Center

“ . . . was a great opportunity to re-connect with many industry leaders, to **connect with new acquaintances**, and to get updated on the latest and greatest in the health care arena.”

— Matthew Marek, President and CEO
SelectAccount

“ . . . is the place to go when you want to know what is trending in health care. Nurses must help lead change to advance health and the World Congress is **the place for nurses to understand the change that must be undertaken.**”

— Susan B. Hassmiller, Senior Advisor for Nursing
Robert Wood Johnson Foundation

“ . . . is a **‘can’t-miss’ event for those seeking an in-depth understanding of where the industry is headed.** The thought leadership, networking, and content is unparalleled.”

— Tina Esposito, Vice President, Center for Health Information Services
Advocate Health Care

“ . . . provides a **unique opportunity to share ideas across the spectrum of health care** providers, payers, device manufacturers, drug companies, and policy makers.”

— Robert Wyllie, CMOO, System-Wide Medical Operations;
Associate Chief of Staff; Professor,
Lerner College of Medicine, Cleveland Clinic

“**Top-notch speakers, relevant topics, and thought-provoking conversations.** World Health Care Congress is one of the best conferences in the industry.”

— Aneesh Kumar, VP, Enterprise Product Solutions
Cigna



The above testimonials are from 2016 WHCC attendees.

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Associate Vice President for Health Promotion;
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Senior Manager
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ON HEALTH (PBGH)**



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**OKLAHOMA EMPLOYEES GROUP
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Vice President, Population Health Analytics
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FEATURED KEYNOTE DISCUSSIONS:

CONSUMERISM

Serving the New Health Care Consumer – Thrifty, Savvy, and More Complex

- Views on moving an organization from a communication strategy to embracing a true consumer mindset that prioritizes convenience, transparency, prevention, and access to quality care
- Identifying (and acting on) the tradeoffs consumers find acceptable to get the care and service they want, and progress of current initiatives



Brad Wilson
President and Chief Executive Officer
BLUE CROSS AND BLUE SHIELD OF NORTH CAROLINA

TECHNOLOGY AND DELIVERY TRANSFORMATION

Delivery System Overhaul: How Medical Groups of the Future will Connect across the Continuum of Care

- The rationale, strategy, and financial implications for enabling connectedness across fragmented care settings
- The critical and expanding role of medical groups, community physicians, nurses, and the necessary involvement of the payer community
- Strategy for driving interoperability and moving from Band-Aids to long-term solutions
- Envisioning a new care landscape: What short-term and longer-term results can the industry expect?



Jonathan Bush
Chief Executive Officer,
President and Chairman
ATHENAHEALTH



Steven J. Corwin, MD
President and Chief Executive Officer
NEWYORK-PRESBYTERIAN

PREVENTION AND WELLNESS

Unbreak Health Care: Collaborative Ways to Revitalize a Dysfunctional System

- The individual and industry-wide journey to fix health care – Building Health 3.0
- Prevention and wellness initiatives that make an impact
- Scalable and grassroots efforts



Zubin Damania, MD
Internist and Founder
TURNTABLE HEALTH

FEATURED SUMMIT DISCUSSIONS:

COST CUTTING

How the Oklahoma Employees Group Insurance Department Captured ROI on the Largest Prospective Bundled Payment Initiative in the Nation

- Understand the rationale, criteria for participation, and creation of a “Select Provider Network” that uses bundled prices for more than 1,100 inpatient and outpatient services
- Educate and financially incentivize members to participate by waiving out-of-pocket expenses and introducing an “active redirection” program



Frank Wilson, Jr.
Administrator
OKLAHOMA EMPLOYEES GROUP INSURANCE DEPARTMENT

VALUE-BASED PAYMENT AND CARE

Pragmatic Approaches to Succeed at Value-Based Payment and Care

- Discuss what it takes to be an agile and responsive organization successful at value-based care
- Consider timing and speed for “demand destruction” in the shift to non-acute care settings



John Bulger, DO
Chief Medical Officer, Population Health
GEISINGER HEALTH SYSTEM
Chief Medical Officer
GEISINGER HEALTH PLAN

DISRUPTIVE INNOVATION

Payers as Disruptive Innovators: Key Business Transformations Crucial for Sustainability

- Shift focus from end-to-end operations and managing the premium dollar to evolving into a value-added health plan
- Embrace telemedicine – Analyze the financial viability and pros of covering virtual care
- Invest in technology and digital platforms and shift to a user-friendly consumer model



Thomas MacMillan
Vice President, Business Transformation
EMBLEMHEALTH

MAXIMIZE LEARNING BY CHOOSING FROM CO-LOCATED EXECUTIVE SUMMITS:

<i>14th Annual</i> HEALTH PLAN AND PAYER SUMMIT	• Explore financially-sound, new business opportunities to grow in an evolving marketplace • Personalize products, adopt DTC marketing techniques, and apply culture-specific strategies • Venture into value-based provider partnerships and APMs to enhance care delivery • Leverage technology, R&D, and business intelligence to transform into an innovator and sustain your business
<i>14th Annual</i> HOSPITAL AND HEALTH SYSTEM SUMMIT	• Gauge the impact of new risk-based payment models and succeed at value-based care • Discover ways to cut costs while building up other aspects of the business to compensate for lower hospital profitability • Refine the conversation around team-based care and align physicians with the system's value-based strategy • Leverage opportunities to engage patients and consumers, and keep them healthier in a value-based environment
<i>Inaugural</i> HEALTH SYSTEM INTEGRATION SUMMIT	• Gain insight and a strategic advantage to thrive as a risk-bearing network • Leverage infrastructure and internal competencies to maximize population health and Total Cost of Care (TCoC) management • Align and partner as APMs to meet the objectives of MACRA
<i>2nd Annual</i> NURSE LEADERSHIP SUMMIT	• Measure the impact of nursing in a value-oriented health care system • Incorporate the nurse perspective in inter-professional, community-based practice and population health management • Explore nurse navigator and other nurse-led models to close gaps in care across the hospital, between clinical settings, and in the home
<i>6th Annual</i> MEDICAID AND HEALTH POLICY SUMMIT	• Maximize engagement and retention for complex populations including LTSS • Strategize around cost containment efforts with plans, providers, and state and federal policymakers • Discuss how to streamline Medicaid-Medicare communication and care delivery
<i>Inaugural</i> PAYER-PROVIDER BEHAVIORAL HEALTH MANAGEMENT SUMMIT	• Understand and navigate current policy including Parity and 42 CFR Part 2 • Explore advanced models that overcome persistent barriers to medical behavioral integration • Combat workforce shortages and explore telemental health implementation and payment • Create a win-win partnership by innovating provider payment and improving plan quality scores
<i>Inaugural</i> BUNDLED PAYMENTS SUMMIT	• Identify critical elements of success in Commercial-, Medicaid- and Medicare-led episode payment initiatives • Improve data management, information flows, and analysis to operationalize episode payment • Form partnerships with high-performing post-acute care providers and collaboratively develop processes to better manage care
<i>14th Annual</i> DATA ANALYTICS AND TECHNOLOGY SUMMIT	• Hear payers and providers discuss how to manage, exchange, secure, and standardize data • Understand how "big" and "small" data intersect to precisely target interventions • Gain predictive analytics strategies including modeling and algorithms to monitor behavior change and identify health risks
<i>5th Annual</i> NETWORK AND CONTRACT MANAGEMENT SUMMIT FOR PROVIDERS AND PAYERS	• Navigate multi-payer and multi-provider relationships in a value-based system • Assess new risk-based models and optimize operational strategy in a value-based world • Maximize performance, raise care standards, and meet cost and quality targets • Manage the cost trend in direct-to-employer contracting and bundled payment partnerships
<i>Inaugural</i> EMPLOYER-HEALTH SYSTEM DIRECT CONTRACTING, WORKSITE CLINICS, AND VALUE-BASED PARTNERSHIPS SUMMIT	<u>Employers:</u> • Lower costs and improve ROI • Elevate your worksite clinic with wellness coaching, and occupational and behavioral health services • Ensure clinics adhere to HIPAA, ERISA, ACA, and ADA regulations • Explore value-based models such as bundled payments for orthopedic, oncology, and MSD care <u>Health Systems:</u> • Understand exactly what employers want in a partner and open up new business possibilities • Hear best practices in employer collaboration including which services employers truly need • Analyze the financial viability of direct contracting and prepare for negotiation • Understand how to exchange data securely and help employers identify and manage health risks
<i>Inaugural</i> EMPLOYER-HEALTH PLAN PREVENTION, WELLNESS, AND DISEASE MANAGEMENT SUMMIT	<u>Employers:</u> • Shift from a physical to a holistic wellness approach, and learn how this improves employee health and reduces cost • Justify wellness dollars to senior management by evaluating financial and non-financial returns • Understand the value of data analytics: Introduce targeted disease management programs based on health assessments and claims data <u>Health Plans:</u> • Partner with employers and assist them in wellness engagement: Gain insight on demographic-specific engagement tools • Personalize benefit design and offer wellness products specific to individual health needs • Assess the importance of evidence-based disease prevention programs to manage at-risk populations and promote healthy lifestyles
<i>Inaugural</i> DESTINATION HEALTH: US & GLOBAL MEDICAL TRAVEL SUMMIT	• Understand the domestic and global medical travel markets • Explore the international patient experience and maximize the opportunity • Understand the LATAM and US markets – Inbound and outbound • Discover how to extend your brand across borders

PLUS! Join us for the **Business of Women's Health Summit** – Now in development

KEYNOTE RECORDINGS AVAILABLE:

Congress Keynotes are recorded and available for purchase on a flash drive.

The 8 GB Flash Drive includes:

- Video with synchronized PowerPoint Presentations (when available)
- All speaker presentation materials that have been submitted pre and post-conference

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ATTEND A PRE-CONFERENCE WORKSHOP ON SUNDAY, APRIL 30, 2017:

**A: The Third Things: Great Enablers for
Becoming a Higher Performing Leader
and Organization**

**B: Employer-led Direct Contracting Strategies
that Improve Outcomes and Dramatically
Reduce Costs**

**C: Provider-Owned Health Plans: Opportunities,
Challenges, and Strategies on the Path to
Vertical Integration**

**D: IMTJ Masterclass: All Care is Not Local –
The Domestic Medical Travel Opportunity**

The 14th Annual

WORLD HEALTH CARE CONGRESS

Connecting and Preparing Leaders for Health Care's Transformation



13 CONCURRENT EXECUTIVE SUMMITS

- Health Plan and Payer Summit
- Hospital and Health System Summit
- Data Analytics and Technology Summit
- Network and Contract Management Summit for Providers and Payers
- Nurse Leadership Summit
- Medicaid and Health Policy Summit
- **NEW!** Health System Integration Summit
- **NEW!** Bundled Payments Summit
- **NEW!** Payer-Provider Behavioral Health Management Summit
- **NEW!** Employer-Health System Direct Contracting, Worksite Clinics, and Value-Based Partnerships Summit
- **NEW!** Employer-Health Plan Prevention, Wellness, and Disease Management Summit
- **NEW!** Destination Health: US & Global Medical Travel
- **NEW!** Women's Health Summit

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The Marriott Wardman Park Hotel
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FEATURED FACULTY:



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