



Medicare Advantage Plan Star Ratings Conference

★ **October 22-23, 2015** • Hyatt Regency McCormick Place • Chicago, IL ★

REACH & MAINTAIN 5 STARS -
Ensure Maximum Reimbursement Percentages

FEATURED SPEAKERS INCLUDE:



DAVID J. BURIANEK
Vice President
– Clinical Quality
& Outcomes
Humana



JOHN WILLIS
Senior Director
Stars Program
**Cigna-
HealthSpring**



JANET CARDILLO
Director of
Network
Management
SCAN Health



DAVID LARSEN
Director,
Quality
Improvement
SelectHealth



JASON ALVAREZ
Manager,
Medicare
Strategic
Programs
**Martin's Point
Health Care**



COLLEEN DAVISON
CMS Star
Program
Manager
**Network
Health Plan**

BENEFITS OF ATTENDING:

- ★ Develop best practices to reach high star ratings to ensure bonus payments
- ★ Learn from the experts on successful ways to improve CAHPS and HOS
- ★ Maintain high star ratings to ensure future bonus payments and maximum beneficiary enrollment
- ★ Identify incentives for providers to ensure quality driven performance
- ★ Understand the importance of measuring the member experience and how to do it effectively

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8:30 Registration & Complimentary Breakfast

9:00 Welcome from GHP Network:

Matthew Trotter, Managing Director, [GHP Network](#)

9:05 Opening remarks from chair

John Willis, Senior Director of Star Operations, [Cigna-HealthSpring](#)

9:10 KEYNOTE OPENING ADDRESS: Why you want to have the best Medicare Star Ratings and what it means

- Why should you focus on Stars? And does it need a separate focus outside of normal operations?
- Will your culture drive Stars success?
- Are you investing enough to make a difference?
- When can you claim success?

David J. Burianek, Vice President – Clinical Quality & Outcomes, [Humana](#)

9:50 Integrating CAHPS in your Gaps in Care Outreach

- How to connect the member experience in closing gaps in care
- Understanding how your network is supporting the experience
- CAHPS is an indicator of improvement opportunities

Nichole Crandall, Strategic Medicare Program Analyst, [Martin's Point Health Care](#)

10:30 Break-Tea & Refreshments

11:00 Star Program Management: Leveraging Cross-Departmental Collaboration

- Understand why who is at the stars table makes a difference
- Engage stars team members
- Optimize cross-functional collaboration to improve results
- Partner with care groups to inform strategies

Amy Schultz, Senior Manager, Government Programs, [HealthPartners](#)

11:40 PCP Incentives: Designing incentives to recognize the value of primary care and to drive performance

- Choosing measures that are aligned with Stars Program
- Understand value of providing timely member level performance data
- How to present results and discuss opportunities

Stacy Donohue, Manager, Network Management, [Martin's Point Health Care](#)

12:20 Lunch

1:20 Practical Strategies to Improve Medicare Star Ratings

- Strategies for improving Diabetes Care
- Developing a Star Rating Risk assessment tool
- Incentive programs for providers to drive quality care
- Planning for 2016 by developing member incentive programs

Colleen Davison, CMS Star Program Manager, [Network Health Plan](#)

2:00 Improving HEDIS Measures: Driving Results Through Alignment, Engagement and Data Management

- Share the importance of creating alignment in any program to achieve results
- Discuss key components of Stars program including our approach to outreach and aligned incentives
- Discuss overall impact of our targeted programs on performance measures and Star Ratings
- Lessons learned along the way to achieving results

Jason Alvarez, Manager, Medicare Strategic Programs, [Martin's Point Health Care – Generations Advantage](#)

2:40 Break-Tea & Refreshments

3:10 Incentivizing Members for Star Improvement

- Why develop an incentive program for members
- Factors to consider when developing an incentive program
- Initiating an incentive program
- Measuring outcomes of an incentive program

David L. Larsen, Director, Quality Improvement, [SelectHealth](#)

3:50 Measuring the Member Experience

- Surveying your most important customers
- Effective complaint module tracking
- Creating an enterprise customer contact strategy

Heather Lacy, Director, Member Customer Service, [EmblemHealth, Inc.](#)

4:30 Close of day one from the chair

John Willis, Senior Director of Star Operations, [Cigna-HealthSpring](#)

4:45 Cocktail Hour & Networking Reception

DAY TWO

Friday, October 23, 2015



★ To register please visit www.MedicareStarRatingConference.com

8:30 Registration & Complimentary Breakfast

9:00 Opening remarks from chair

John Willis, Senior Director of Star Operations, [Cigna-HealthSpring](#)

9:10 KEYNOTE OPENING ADDRESS: Part D Pharmacy STARS: Focusing Engagement Strategies to Maximize Quality Improvement

- Review Part D Measures
- Describe Engagement Initiatives
- Discuss Challenges and Benefits of Engagement Types
- Outline Member Targeting Considerations

Mitzi Wasik, Director, Medicare Pharmacy Clinical Programs, [Aetna](#)

9:50 Partnering with Providers to Motivate Quality Care

- Strategic planning for quality outcomes
- Customized initiatives – Sharing of best practices
- Incentives which motivate
- The importance of accurate data

Janet Cardillo, Director of Network Management Administration – Operations, [SCAN Health](#)

10:30 Break-Tea & Refreshments

11:00 Effectively Engaging Members in an Ongoing Process

- Being aware of changing perspectives in member engagement can impact outcomes related to member health
- Ensuring effective resources are available to members can lead to improved member satisfaction and improved retention
- Coaching is key to success with difficult members
- The development of partnerships with the member, provider, and payer are important for long term improvement of health outcomes

John Willis, Senior Director of Star Operations, [Cigna-HealthSpring](#)

11:40 Creating a Culture of Customer Focus

- Have a powerful “why”
- Live the company’s values
- Deliver the company’s promise

Marcia Griffin, Director, Medicare Operations, [Martin’s Point Health Care](#)

12:20 Lunch

SPECIAL CONFERENCE FOCUS SESSIONS

1:20 Improving CAHPS and HOS Outcomes

This special conference focus session will enable all conference attendees to engage each of the expert panelists 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?

Presenter and Moderator

Janet Cardillo, Director of Network Management, [SCAN Health](#)

Panelists

John Willis, Senior Director of Star Operations, [Cigna-HealthSpring](#)

Colleen Davison, CMS Star Program Manager, [Network Health Plan](#)

Jason Alvarez, Manager, Medicare Strategic Programs, [Martin’s Point Health Care](#)

Amy Schultz, Senior Manager, Government Programs, [HealthPartners](#)

David L. Larsen, Director, Quality Improvement, [SelectHealth](#)

Nichole Crandall, Strategic Medicare Program Analyst, [Martin’s Point Health Care](#)

3:30 Close of day from the chair

John Willis, Senior Director of Star Operations, [Cigna-HealthSpring](#)

3:40 Close of conference

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