

2017 Congress on

POPULATION HEALTH MANAGEMENT for Health Plans & Hospitals

Revolutionary Strategies to Transform Population Health Management through Technology, Healthcare Data, Care Coordination, Patient Centered Care, Collaborative Approaches, and Cost Reduction

September 14 - 15, 2017 • Walt Disney World Swan Hotel • Orlando, FL

KEY CONGRESS TAKEAWAYS

- ✓ Implementing Effective Population Health Management Strategies to Improve Health and Reduce Costs
- ✓ Strategies to Reduce Preventable Hospital Readmissions through Effective Population Health Management
- ✓ Leveraging Community-Based Interventions to Improve Population Health
- ✓ A Volume to Value Service Line Model: Developing a Value-Based Model for Population Health Management
- ✓ Population Health Management Strategies that Align Incentives Between Payers and Providers Across the Continuum of Care
- ✓ Utilizing Information Technology to Enhance Population Health Management and Turning Population Data into Actionable Information at the Provider Level
- ✓ Engaging Physicians as Stakeholders to Improve Population Health Management
- ✓ Best Practices for Managing High Risk Patients with Multiple Chronic Conditions through Effective Population Health Management
- ✓ Shifting Healthcare Utilization Patterns of ED and Hospital High-Utilizers to Effectively Manage Population Health
- ✓ Strategies to Improve Patient and Physician Engagement in Managing Population Health
- ✓ Implementing Effective Care Coordination Practices to Improve Population Health Management
- ✓ Risk Adjustment and Care Coordination within Population Health Management: Keys to Aligning Incentives in a Value-Based Contract Model
- ✓ Strategies for Successful Care Model Redesign to Improve Population Health Management
- ✓ Effectively Integrating Behavioral Health into Primary Care to Achieve Population Health Initiatives

FEATURED CONGRESS SPEAKERS

- ✓ **Crystal Beckford**
Senior Director, Clinical Pathways
Patient-Centered Medical Home (PCMH)
CAREFIRST BLUECROSS BLUESHIELD
- ✓ **Anna Doubeni, MD, MPH**
Associate Professor, Clinical Family Medicine
& Community Health
Director, Population Health Management, DFMCH
PENN MEDICINE
- ✓ **Frances Martini, RN, BSN, MBA**
Director, Government Clinical Programs
BLUE CROSS BLUE SHIELD TENNESSEE
- ✓ **Marion McGowan, PhD**
Chief Clinical Officer
Senior Vice President, Population Health
UPMC HEALTH PLAN
- ✓ **Lavdena Orr, MD**
Market Chief Medical Officer
AMERIHEALTH CARITAS DISTRICT OF COLUMBIA
- ✓ **Steven Peskin, MD, MBA, FACP**
Executive Medical Director, Population Health
HORIZON BLUE CROSS BLUE SHIELD OF NEW JERSEY
- ✓ **Pracha Eamranond, MD, MPH**
Assistant Professor
HARVARD MEDICAL SCHOOL
Senior Vice President, Medical Affairs
& Population Health
LAWRENCE GENERAL HOSPITAL
- ✓ **Audrey Shelto**
President
BLUE CROSS BLUE SHIELD OF MASSACHUSETTS FOUNDATION
- ✓ **Scott Sarran, MD, MM**
Chief Medical Officer, Government Programs
HEALTH CARE SERVICE CORPORATION
- ✓ **Elena White**
Network Management & Payment Innovation
Consulting Practice Lead
OPTUM
- ✓ **Frank Urbano, MD, MBA, FACP**
Senior Medical Director
AMERIHEALTH NEW JERSEY
- ✓ **Michael Davidson, MD**
Vice President & Chief Medical Officer
MEMORIAL HERMANN HEALTH SYSTEM
- ✓ **Thomas Lundquist, MD, MMM, FAAP, FACPE**
Chief Medical Officer
SENTARA HEALTH PLAN
- ✓ **Kamela Sooknanan, MHA, BSN, RN**
Assistant Vice President, Population Health
& Clinical Integration
WELLSTAR HEALTH SYSTEM
- ✓ **Joel Shu, MD, MBA**
Vice President, Clinical Transformation
& Population Health
CATHOLIC HEALTH SERVICES
- ✓ **Bruce Bethancourt, MD, FACP**
Chief Medical Officer
DIGNITY HEALTH MEDICAL GROUP
- ✓ **Michael Sabel, MD, FACS**
Chief, Division of Surgical Oncology
UNIVERSITY OF MICHIGAN HEALTH SYSTEM
- ✓ **Bill Munley, MHA**
Vice President, Orthopaedics,
General Surgery & Professional Services
BON SECOURS HEALTH SYSTEM
- ✓ **Virginia Burchett, MPH**
Founder
VIRGINIA BURCHETT CONSULTING
- ✓ **LeRoy E. Jones**
Founder & CEO
GSI HEALTH

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MAIN CONFERENCE WORKSHOP SESSION

Optimizing Population Health through Innovative Approaches and Value-Based Care:
Enhancing Patient Engagement, Health Outcomes and Efficiencies
- VIRGINIA BURCHETT CONSULTING

Organized by:



HOW TO REGISTER:

Phone: 800-646-9581 • Fax: 800-517-8154 • Online: www.2017phm.com

Population Health Management is surging across the healthcare landscape in the effort to deliver the highest patient care, enhance quality, implement preventative measures and reduce healthcare spending by over a trillion dollars per annum. Innovative processes have been implemented and are continuing to evolve and expand, including collaborative efforts between Providers and Payers. The current political landscape and new healthcare policies are challenging both Providers and Payers to continue to transform the nation's healthcare and maintain a healthy population. The keys to success are being shaped by employment of technology and health information, innovative strategies in care coordination across the continuum of care, collaborative approaches, identifying high risk populations, and integrating preventative measures.

We have created an exciting, high level forum featuring knowledgeable leaders and executives from the nation's leading Providers and Payers who will share their perspectives, valuable insights and expertise on how to be best equipped for the rapidly evolving landscape of Population Health Management. Attendees will benefit from learning about best practices and strategies that have been deployed to address the challenges presented under the current healthcare environment, impacting both Providers and Payers, in managing population health.

By attending the **2017 Population Health Management Congress for Health Plans & Hospitals** you will learn what others in the Population Health Management arena are doing to succeed in improving the nation's healthcare and its patient population.

Register today to reserve your seat at the conference and take advantage of early bird discounts. Call **1-800-646-9581** or register online at **www.2017phm.com**.

We look forward to seeing you in Orlando!

Sincerely,

GMD Population Health Management Team

WHO SHOULD ATTEND

From Health Plans, Hospitals & Health Systems:

Chief Executive Officers, Chief Operating Officers, Chief Financial Officers, Chief Quality Officers, Chief Marketing Officers, Chief Medical Officers, Chief Strategy Officers, Chief Pharmacy Officers, Chief Information Officers, Chief Innovation Officers, Patient Safety Officers, Chief Technology Officers

Also Presidents, Vice Presidents, Directors and Managers of:

- Population Health Management
- Medical Management
- Medicare
- Senior Products
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- Medicare Advantage
- Government Programs
- Patient Quality & Safety
- Sales
- Managed Care
- Product Development
- Finance
- Quality
- Pharmacy
- Disease Management
- Community Health
- Network Management
- Pharmacy

This program is also geared towards States, Government Agencies, Vendors, Employers, Purchasers, Population Health Management Organizations, Physician Groups, Managed Care Organizations, Wellness & Prevention Companies, Healthcare Technology Innovators, Healthcare Consultants, Solution Providers, Data Analytics Providers, Pharmacy Benefit Managers, Disease Management Organizations, Home Health Care Companies, Third Party Administrators, Pharmaceutical & Medical Device Companies, IT & Business Process Outsourcing Companies and Enrollment Brokers

DAY ONE • Thursday, September 14, 2017

7:15 Conference Registration & Morning Breakfast

8:00 Chairperson's Opening Remarks

8:10 Best Practices for Managing High Risk Patients with Multiple Chronic Conditions through Effective Population Health Management

Managing healthcare for high risk patients with multiple chronic conditions has been challenging, especially when reducing healthcare costs while improving quality.

This presentation will focus on managing this patient population through proven strategies. The talk will explore the successes of Patient Centered Medical Homes, its key components, as well as collaborative partnerships, and streamlined and well-coordinated transitions in care.

Crystal Beckford

Senior Director, Clinical Pathways
Patient-Centered Medical Home (PCMH)
CAREFIRST BLUECROSS BLUESHIELD

8:50 A Volume to Value Service Line Model: Developing a Value-Based Model for Population Health Management

This discussion will reveal a model that is applicable to all service lines as healthcare transitions from volume to value. The model concentrates on transforming your services and procedures to formalized programs, and developing formalized programs into Centers of Excellence. The model centers on four pillars of service line management: Quality/Outcomes; Service/Satisfaction; Volume/Market Share Growth; and Cost Containment. Quality and outcomes are particularly stressed as the keys to program differentiation and overall value.

The talk will reveal that volume and value are not necessarily mutually exclusive. The presenter will also explore the positioning as a regional destination center for managed care and industry.

Bill Munley, MHSA

Vice President, Orthopaedics,
General Surgery & Professional Services
BON SECOURS HEALTH SYSTEM

9:30 Networking Break & Refreshments

10:00 Five Guiding Principles to Drive High Value Care: Incorporating Effective Population Health Strategies

This presentation will discuss innovative strategies to achieve high value care, and explore the guiding principles in these endeavors. The discussion will include transitions in care, effective collaborative partnerships, cost aware, team based care, as well as other key strategies.

Steven Peskin, MD, MBA, FACP

Executive Medical Director, Population Health

HORIZON BLUE CROSS BLUE SHIELD OF NEW JERSEY

10:45 Shifting Healthcare Utilization Patterns of ED and Hospital High-Utilizers to Effectively Manage Population Health

Medicare patients representing the top 5% of expenditures account for 43% of the total Medicare expenditures and the top 25% account for 81% of expenditures. High cost care that is not “right-based” (i.e. right care, right place, right time) leads to a significant burden on the healthcare system while worsening individual and population-level health outcomes.

This talk will explore superutilization and explore how high ED/ inpatient utilization leads to fragmented, high-cost care without improvement in health outcomes. Penn Family Care developed an intervention for ED superutilizer patients. The talk will reveal how this program has demonstrated that through the use of technology to develop monitoring and communication systems and a comprehensive care coordination approach, it is possible to shift patient healthcare utilization patterns in a high-risk population toward high value care, reducing unnecessary use of the ED while increasing show rates at follow up appointments.

Anna Doubeni, MD, MPH

Associate Professor, Clinical Family Medicine & Community Health Director, Population Health Management, DFMCH

PENN MEDICINE

11:30 Incorporating Effective Population Health Initiatives within an ACO Model: Future Driver of Financial Success for Providers

This presentation will discuss how ACO models are essential in driving the future financial success for hospitals and health systems, incorporating population health initiatives. The talk will explore the current landscape for hospital and health systems, addressing the successes and challenges in the new era of healthcare.

The presenter will share insight on Memorial Hermann’s strategic financial direction, as well as the value of the CIN / ACO model. The talk will also focus on contracting competency.

Michael Davidson, MD

Vice President & Chief Medical Officer

MEMORIAL HERMANN HEALTH SYSTEM

12:10 Evaluating and Honing Care Model Efficacy

Can we really expect to arrive at new protocols for care delivery when all we analyze are outcomes and not processes? Workflow, care plans, and the actions of care teams must be measured and evaluated for repeatable care pathways to emerge that lead to proven quality outcomes.

LeRoy E. Jones

Founder & CEO

GSI HEALTH

12:30 Luncheon for All Attendees & Sponsors (Sponsored by GSI Health)

1:30 Addressing Challenges in Improving Population Health with Limited Resources

This discussion will focus on how to address challenges to improve population health for Massachusetts’ poorest population, highlighting the dichotomy of the state’s richest and poorest health systems. Topics covered include outcome management of patient experience, total medical expenditure, care retention, post-acute utilization, and readmissions.

The talk will explore system-wide interventions designed to improve population health as well as study how to build support for changing payment models in a resource-constrained setting. The presentation will also assess alternative payment strategies encompassing bundled payments, ACO programs, and addressing other rising risk populations.

Pracha Eamranond, MD, MPH

Assistant Professor

HARVARD MEDICAL SCHOOL

Senior Vice President, Medical Affairs & Population Health

LAWRENCE GENERAL HOSPITAL

PANEL DISCUSSION

2:15 Collaboration Between Payers and Providers to Optimize Population Health Programs: Improve Outcomes and Reduce Healthcare Costs

Our panel of experts will share their perspectives on the importance of collaborative partnerships between providers and payers to enhance population health management programs to achieve improved outcomes. The panel will also explore how these collaborative strategies and programs will reduce unnecessary spending and reduce healthcare costs.

Scott Saran, MD, MM

Chief Medical Officer, Government Programs

HEALTH CARE SERVICE CORPORATION

Frank Urbano, MD, MBA, FACP

Senior Medical Director

AMERIHEALTH NEW JERSEY

Pracha Eamranond, MD, MPH

Assistant Professor

HARVARD MEDICAL SCHOOL

Senior Vice President, Medical Affairs

& Population Health

LAWRENCE GENERAL HOSPITAL

Elena White

Network Management

& Payment Innovation

Consulting Practice Lead

OPTUM

3:15 Networking Break & Refreshments

3:45 Building Effective Payer-Provider Partnerships within Population Health Management: Plan Support for Clinically Integrated Networks and Care Management Workflow Tools

This presentation will discuss the necessary work required for health systems to be successful under value-based contracting, especially with providers and clinically integrated networks under shared savings models. Dr. Lundquist will discuss the elements necessary for collaborative, effective payer/provider partnerships.

The talk will explore the necessary tactical elements required for success, including transparency, analytics, information sharing, clinical workgroup deployment, physician leadership development and care coordination integration.

Thomas Lundquist, MD, MMM, FAAP, FACPE

Chief Medical Officer

SENTARA HEALTH PLAN

4:30 Improving Population Health through the Continuum of Care

Healthcare delivery is undergoing a transformation from a fee for service based system to a value based care delivery model. Poor health outcomes and rising costs mandate a change. This presentation will reveal how a high value care delivery system incorporates the patient journey across the care continuum; from home, to ambulatory medical home, to the hospital and back to home or community setting through end of life services as necessary. The focus is on keeping the patient as healthy as possible and when necessary, changing patterns of behaviors to ensure conditions are well managed at all stages.

Population health is the tool that propels the change forward. Safe and efficient care cannot be delivered in silos. This talk will explore how population health aims to take down the silos and align resources by bringing together disparate care partners, internally and externally to collaborate on caring for the patient through a lifetime.

Kamela Sooknanan, MHA, BSN, RN
Assistant Vice President, Population Health & Clinical Integration
WELLSTAR HEALTH SYSTEM

5:15 *End of Day One*

DAY TWO • Friday, September 15, 2017

7:15 *Morning Breakfast*

8:00 *Recap of Day One*

8:15 **Examining Social Determinants and its Impact on Population Health Management: Effectively Managing Care and Costs within Population Health**

This talk will explore how social determinants have a great impact on population health efforts, and how this particular population utilizes the greatest number of resources and contributes to great costs. The presentation will discuss and identify this population and reveal successes in how to manage and treat this population.

The presenter will share data from the Transitions of Care Clinic (post acute care) that has been extremely successful in decreasing readmission. The presentation will also focus on key strategies in addressing social determinants and this patient population.

Bruce Bethancourt, MD, FACP
Chief Medical Officer
DIGNITY HEALTH MEDICAL GROUP

9:00 **Effectively Integrating Behavioral Health into Primary Care to Achieve Population Health Initiatives**

While increases in access to healthcare coverage and primary care have been accomplished in many parts of our nation, access to behavioral health care services, both mental health and substance use disorder services, remains one of the nation's greatest healthcare challenges. Integrating behavioral health services into primary care settings offers promise for expanding access and more comprehensive patient-centered care.

From local practices to the federal policy front, integrated care is a significant focus of delivery system reform. Through this session, attendees will learn about several models for integrated behavioral health and primary care launched in Massachusetts; challenges they faced and how they addressed them; early results; and how integrated care fits into this state's model for advancing population health through their new Medicaid waiver.

Audrey Shelto
President
BLUE CROSS BLUE SHIELD OF MASSACHUSETTS FOUNDATION

9:45 *Networking Break & Refreshments*

PANEL DISCUSSION

10:15 **Implementing Innovation and Care Redesign Models Across the Care Continuum to Improve Population Health Management and Reduce Costs**

This panel discussion, comprised of experts from highly regarded health plans, will focus on how to develop and implement innovation and care redesign models across the

continuum of care. The success of these programs improves population health while reducing costs. The panel will discuss nurse practitioner home visits, B.E.S.T. cabinets, collaboration between providers and payors, as well as partnerships within the community.

Frances Martini, RN, BSN, MBA
Director, Government Clinical Programs
BLUE CROSS BLUE SHIELD TENNESSEE

Marion McGowan, PhD
Chief Clinical Officer
Senior Vice President, Population Health
UPMC HEALTH PLAN

Lavdena Orr, MD
Market Chief Medical Officer
AMERIHEALTH CARITAS DISTRICT OF COLUMBIA

11:15 **Enhancing Population Health Management through Effective Mobile Technologies for Patient Navigation and Complex Care**

This talk will explore how mobile technologies have enhanced patient navigation and complex healthcare delivery contributing to optimizing overall population health efforts. The presenter will review several mobile technologies that he has created for healthcare, primarily cancer related. The discussion will highlight innovative approaches utilizing mobile technologies to improve patient care and enhance population health.

Michael Sabel, MD, FACS
Chief, Division of Surgical Oncology
UNIVERSITY OF MICHIGAN HEALTH SYSTEM

12:00 **Population Health & ACOs: From Triple Aim to Clinically Integrated Network**

In this presentation, the audience will learn about general concepts of population health, payment systems and ACOs. The talk will also provide an in-depth discussion on the different tracks of ACOs as well the impact of any potential legislation.

The presentation will explore and outline key principles for success in an ACO, which goes far beyond achieving shared savings

Joel Shu, MD, MBA
Vice President, Clinical Transformation & Population Health
CATHOLIC HEALTH SERVICES

12:45 *Conference Concludes*

**Register by July 14, 2017
and save an additional \$100 off
- Mention Code BRC100**

MAIN CONFERENCE WORKSHOP SESSION

Thursday, September 14, 2017 • 5:30 p.m. – 7:30 p.m.

Optimizing Population Health through Innovative Approaches and Value-Based Care: Enhancing Patient Engagement, Health Outcomes and Efficiencies

The rapidly expanding growth of value-based care programs has created an atmosphere for payers and providers to capitalize on opportunities to transform the delivery of healthcare and implement innovative approaches to delivering comprehensive and robust population health programs. Challenges are also present as public policy continues to push for greater patient and community engagement changing the landscape of how healthcare is delivered, incentivized and evaluated. At the intersection of this movement lies a roadmap for implementing programs that are predicated on greater efficiencies through improved technology, collaboration and partnerships.

The goal of this workshop is to assist attendees in identifying ways to implement value-based care initiatives into their organizations existing structure in a manner that drives up greater patient engagement, improved health outcomes and efficiencies. In the course of the workshop, participants will explore successful population health models with examples of integration across the continuum of care enabling attendees to begin constructing the means for implementing or growing a population health program that optimizes resources and supports value-based care initiatives.

During the workshop, attendees will:

- Identify elements of a successful population health program
- Conceptually apply those elements to his/her unique organizational structure
- Outline a brief roadmap of simple steps for implementing those elements with a list of key stakeholders within and outside his/her organization

ABOUT THE WORKSHOP LEADER:

Virginia Burchett, MPH, the *Founder of VIRGINIA BURCHETT CONSULTING*, is a healthcare professional with the proven ability to build relationships through collaboration and partnerships within and outside of the health care industry. With over 25 years of experience working for Kaiser Permanente, Ms. Burchett has a deep knowledge of managed healthcare centered around value-based care and shared risk programs, lead service delivery planning in the closure and contracting of hospitals, and supported the strategic alignment of business plans with the healthcare delivery system improving processes and satisfaction of employees, unions and management. She also identified areas of improvement, thus saving thousands of dollars and improving the lives of employees and the health outcomes of members.

Burchett is a recognized leader in the community as an advocate for eliminating health and financial disparities while encouraging diversity. She is a skilled hospital/clinical operations strategic planner, project manager with budgets in excess of 10 million dollars, as well as large scale multi-year project and program management across healthcare systems. She possesses detailed knowledge of all medical specialties, health systems, regulatory state and government agencies and operations (hospitals, labs and clinics) and has experience working in a matrix organization coordinating strategic initiatives across disciplines with IT, physicians and health plans.

Ms. Burchett has planned and implemented new technologies partnering with clinical professionals in hospitals and medical centers that improved the health outcomes of patients while improving the satisfaction of employees, patients and their families. Additionally, she has designed, communicated and delivered organizational talent effectiveness human resource programs. Lastly, Ms. Burchett has created a nationally recognized award winning brand enhancing the mission and goals of a multi-hospital health system.

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SPONSORSHIP OPPORTUNITIES

Current sponsorship opportunities for the **2017 Population Health Management Congress for Health Plans & Hospitals**, range from speaking to exhibiting at the event. All sponsorship opportunities are on a first come first serve basis. For information on sponsorship and exhibiting opportunities, please contact **Justin Sanders** at 1-800-646-9581 or jsanders@globalmediadynamics.com

VENUE

Walt Disney World Swan Hotel
1200 Epcot Resorts Boulevard
Lake Buena Vista, Florida 32830
(407) 939-4357

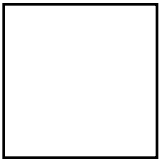
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*Revolutionary Strategies to Transform Population Health
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September 14 - 15, 2017
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Orlando, FL

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REGISTRATION FORM



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HEALTH PLANS/HOSPITALS/HEALTH SYSTEMS

	Register by July 28, 2017	Register by September 14, 2017
Conference Only	\$995	\$1295
Conference & Workshop	\$1195	\$1495

VENDORS/SOLUTION PROVIDERS

	Register by July 28, 2017	Register by September 14, 2017
Conference Only	\$1395	\$1595
Conference & Workshop	\$1595	\$1795

VENUE:

Walt Disney World Swan Hotel
1200 Epcot Resorts Boulevard
Lake Buena Vista, Florida 32830
(407) 939-4357



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**Cancellations received 3 weeks prior to the event will be refunded in full less a \$175 processing fee. Cancellations received less than 3 weeks before the event will receive a credit towards a future event which is valid for one year from date of the event.