Spring Managed Care Forum  
April 23-24, 2009  

Wednesday, April 22, 2009

11:30 am – 7:30pm  
**Pre-Registration**  
*Pick up your conference materials at our Registration Desk*

5:30 pm - 7:30 pm  
**Opening Reception and Networking in Exhibit Hall**  
*We would like to thank the Exhibitors and Sponsors of the Spring Forum. Be sure to stop by each booth for one on one education of their services and products!*

Thursday, April 23, 2009  
**Schedule subject change pending speaker confirmation**

7:00 am – 5:00 pm  
**Registration/Information Desk Open**  
*Don’t forget to sign in at the registration desk daily!*

7:00 am – 7:45 am  
**Breakfast and Networking in Exhibit Hall**  
*Be sure to stop by each booth for one on one education of their services and products!*

7:45 am – 9:00 am  
**Opening Remarks**  
Doug Chaet, Founder, Chairman Emeritus, AAIHDS, Senior Vice President Contracting & Provider Networks, Independence Blue Cross

**Keynote: Managed Healthcare: Today and in the Future**  
Peter Kongstvedt, MD, President, P R Kongstvedt Company LLC  
*An overview of what the future holds from one of the nation's leading healthcare consultants. This presentation will examine lessons learned, current market trends, and address opportunities for success.*

9:00 am – 9:30 am  
**Break and Networking in Exhibit Hall**  
*Be sure to stop by each booth for an excellent one on one education of their services and products!*

9:30 am – 10:30 am Concurrent Sessions (choose one when registering)  
**Rating Payor Performance Using Qualitative and Quantitative Measures**  
Julie Tipps, Strategy Consultant, Baylor Health Care System  
*A payor report card can be an important feedback tool for both payors and providers. Baylor Health Care System has conducted a comprehensive payor survey annually for the past five years and utilized the report card in payor negotiations and holding payors accountable for contractual obligations. This presentation focuses on the design, implementation and effective use of a payor report card.*
Early Prevention, Diagnosis & Treatment of COPD
Rob Sussman, MD, Co-Director, Clinical Research, Pulmonary and Allergy Associates
Chronic Obstructive Pulmonary Disease (COPD) is a major cause of death & illness worldwide. It is the fourth leading cause of death in the US. More than 12 million people have been diagnosed with COPD and it’s suspected that another 12 million have it, but haven’t been diagnosed yet. This session will provide you with methods to improve patient outcomes and quality of life.

10:30 am – 11:30 am Concurrent Sessions (choose one when registering)
Strength in Numbers: Consolidation & Collaboration Strategies for Practice Success
Max Reiboldt, CPA, Managing Partner, CEO, The Coker Group
This presentation focuses on the challenges that physicians and managers can expect to encounter in consolidation and collaboration initiatives. Based on insight from many large-scale mergers, the session focuses on reasons for merging and market drivers, single-versus multi-specialty mergers, structural challenges, capitalization/financing alternatives, designing/consolidating income distribution plans (IDP), antitrust issues, and operational concerns. Participants will be equipped with tools to develop consolidation and collaboration opportunities.

OR

The Relationship and Impact of Diabetes and Cardiovascular Disease
Mary Rhee, MD, MS, Assistant Professor, Division of Endocrinology, Metabolism and Lipids, Emory University School of Medicine
With Diabetes affecting about 10% of American adults, increasing to 21% of adults over the age of 60, it alone is a medical crisis that continues to rise. However, CVD and Diabetes together create a deadly combination, as CVD is the leading cause of death in Diabetes patients, accounting for two out of three Diabetes related fatalities in our country. In the managed care community, the impact from these two disease states on healthcare spending is enormous; combined spending on direct costs related to Diabetes and CVD are $340 billion, respectively. A session on how to decrease costs and improve outcomes!

11:30 am – 12:30 pm
Lunch and Networking in Exhibit Hall
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12:30 pm – 1:30 pm Concurrent Sessions (choose one when registering)
Physician- Hospital Alignment-Setting a Strategy Amid Profound Change
John Harris, Principal, DGA Partners
The relationship between hospitals and physicians is changing more profoundly than any other part of health care delivery. Physicians have always been at the core of hospital strategies, and the landscape is shifting. Some physicians are seeking employment by the hospital, others compete with hospitals for ancillary services, and some are forming large single-specialty groups that dominate their local markets. Hospitals must respond with the right physician-hospital alignment strategy in light of the specific circumstances in their markets. We will present how to evaluate a hospital’s physician and medical staff situation, and review the various strategies available – employment, joint ventures, professional services agreements, etc. – for hospitals to understand and consider as they select their proactive physician alignment strategies.

OR

Diagnosis, Treatment Options and Costs of Schizophrenia
Mark Rosenberg, MD, PhD, President, Behavioral Health Management
Schizophrenia affects about 1% of Americans, which is well over two million adults. There is no cure. It is a chronic, severe brain disorder. Symptoms usually start late teens to early 20s for men and mid 20s to early 30s for women. Dr. Rosenberg will discuss the importance of appropriate diagnosis, the need and cost implications for ongoing treatment and identify options for patient compliance.

1:30 pm – 2:30 pm Concurrent Sessions (choose one when registering)
Strategic Planning to Improve Market Share for Physician Groups
Rebecca Bowen, FHFMA, Executive Director, Central Vermont Physician Hospital Organization

*Market share impacts both physician practices and associated hospitals. This session will focus on how to strategically improve your organization’s’ market share. The speaker will provide information on how to investigate your own market, analyze results and overcome challenges.*

**OR**

**Clinical and Financial Implications of Wound Care Management Across the Care Continuum**
Caroline Fife, MD, Chief Medical Officer, Intellicure, Associate Professor, Department of Anesthesiology, University of Texas Health Science Center, Director Clinical Research, Memorial Hermann Center for Wound Healing and Hyperbaric Medicine

*This speaker will look at cost implications and prevention by utilizing negative pressure wound treatment proactively instead of reactively. She also will address the economic benefits associated.*

2:30 pm -3:00 pm

**Break and Networking in Exhibit Hall**
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3:00 pm -4:00 pm Concurrent Sessions (choose one when registering)

**Getting the Most Out of Clinical Integration: Is there ROI?**
Elizabeth Simpkin, Vice President, Consulting Services, Valence Health

*The full value of clinical integration is much more than just the ability to negotiate fee-for-service contracts. A robust clinical integration program yields both increases in revenue and reductions in costs. This session will provide examples of successful contract negotiations, as well as other areas of revenue growth and cost reductions that have been achieved and provide a comprehensive perspective for calculating ROI.*

**OR**

**The Physical and Fiscal Impact of Sleep Disorders**
Gary Richardson, MD, Sr. Research Scientist, Sleep Research Lab, Sr. Attending, Henry Ford Hospital

*Sleep disorders are responsible for an estimated $16 billion in medical costs every year. At least 40 million Americans each year suffer from chronic long-term sleep disorders, while an additional 20 million experience occasional sleeping problems, as reported by the National Institute of Neurological Disorders and Stroke. Sleep disorders can severely hamper an individual’s ability to work, drive, and perform various other social activities. Insomnia is a very common sleep disorder, and some studies show that approximately 1 in 3 adults occasionally suffer from Insomnia. A more shocking statistic suggests that approximately 1 in 10 adults have chronic Insomnia. The presenter will address diagnosis, treatment on the impact of sleep disorders on our society.*

4:00 pm – 5:00 pm Concurrent Sessions (choose one when registering)

**Positioning your PHO/IDS for Health Reform**
A. Walter Hankwitz, President, Highland Health Management Inc.

*Health reform is all over the media. Are you prepared for the impact it may have on your PHO/IDS? This session will provide updates on recent federal actions, the importance of collaboration, necessary roles and steps to achieve results.*

**OR**

**Managing Hyperlipidemia**
MacRae Linton, MD, Professor of Medicine and Pharmacology, Director, Vanderbilt Lipid Clinic, Co-Director, Atherosclerosis Research Unit, Vanderbilt University School of Medicine

*We all know, in addition to lifestyle changes, statins are the best treatment for hyperlipidemia. But like so many other diseases, inflammation plays a role. This presentation will look at ways to measure the level of inflammation and apply these measures to identify appropriate treatment*

5:00 pm- 6:00 pm

**Reception and Networking in Exhibit Hall**
Friday, April 24, 2009

7:00 am – 5:00 pm
Registration/Information Desk Open

7:00 am – 7:45 am
Breakfast and Networking in Exhibit Hall
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7:45 am – 9:00 am
Housekeeping Remarks
Bill Williams, MD, Executive Vice President, NAMCP

Keynote: Healthcare Reform
Jacque Sokolov, MD, Chairman and Senior Partner, SSB Solutions
Hear from a top healthcare consultant on what is taking place in healthcare reform. The presenter will address the impact of the economic crisis, a new administration and technology companies will have on the delivery of care.

9:00 am – 9:30 am
Break and Networking in Exhibit Hall
Be sure to stop by each booth for one on one education of their services and products!

9:30 am- 10:30 am Concurrent session (choose one when registering)
Case Study: An Assessment of Pay for Performance in Medicare Advantage Plans:
Lessons Learned from MediSun
Sue Finch-Brown, RN, A-CC, CCP, CMCN, Director Care Management, MediSun, Part of Banner Health
Reimbursement models are changing. New Models for physician contracting are emerging. Managed care organizations which serve Medicare populations are feeling the pinch. This session details how one Medicare Advantage Plan, MediSun, has adapted to the pay for performance reimbursement model for their Medicare patients. In this session, attendees will hear step-by-step suggestions on how to transition form service-based reimbursement to outcome based reimbursement. The speaker will cover topics such as patient assessments, physician compliance, reporting and outcomes measurement. A must attend Case Study if your organization is considering the P4P approach to decrease hospitalizations, reduce costs and achieve better financial outcomes with Medicare.

OR

Oncology Trends Report (Non CME)
Thomas Morrow, MD, Medical Director, Genentech
Did you know that 51% of managed care organizations anticipate a shift in cancer spending through an increase within the pharmacy benefit? This session will look at the results of The Genentech Oncology Trends Report. This report is a compilation of a survey of managed care organizations, specialty pharmacy providers, oncologists and oncology practice managers developed to research current strategies and perspectives in the management, distribution and reimbursement of treatment for patient with cancer.

10:30 am - 11:30 am Concurrent Sessions (choose one when registering)
Legal Updates Affecting Your Hospital/Health System
Dale Van de Mark, Partner, Epstein Becker & Green
This session will address updates on regulatory and legal issues such as gain sharing, antitrust, and clinical integration that may impact your hospital and in turn patient outcomes and delivery of care.
Comparative Effectiveness: The Impact on Managed Care and Patient Outcomes
Melissa Bianchi, Partner, Hogan & Hartson, LLP

This session will provide an overview of comparative effectiveness, including the role of the Agency for Healthcare Research and Quality and the Institute of Medicine in determining comparative/clinical effectiveness, the increased funding and role of AHRQ and IOM resulting from the recent stimulus bill, and the stakeholders in comparative effectiveness research. Describe the role of comparative effectiveness in managing a patient population. Examine the implications of CER for managed care physicians.

11:30 am – 12:30 pm
Lunch, Networking and Drawing of Door Prizes in the Exhibit Hall
Be sure to stop by each booth for one on one education of their services and products!

12:30 pm – 1:30 pm Concurrent Sessions (choose one when registering)
The Consequences of Non Compliance in Patients with Hypertension
Daniel Lackland, DrPH, Professor & Director, Graduate Training, Department of Biometry & Epidemiology, Medical University of South Carolina

In the U.S. alone, hypertension affects more than 60% of the adult population. Appropriate blood pressure control prevents heart failure, coronary heart disease and even premature death. It is also most effective in hindering renal disease. According to the National Health & Nutritional Survey, only 34% of all adults with hypertension had their blood pressure under control. As healthcare professionals we need to do a better job on controlling hypertension in our patients. This session will address how we can have a more positive impact on prevention, treatment, compliance and patient outcomes.

OR

Deterring Abuse in Chronic Pain Management
Ike Eriator, MD, MPH, Jackson State University; University of MS Medical Center

Other than Case Management, there have not been many methods to deter medication abuse in managing chronic pain. Today, there are several pharmaceutical strategies proposed to prevent abuse. This session will identify methods and strategies you can implement to appropriately manage pain with out possible abuse.

1:30 pm - 2:30 pm Concurrent Sessions (choose one when registering)
Management of an HIV Patient Population
An estimated 33.2 million people are living with HIV/AIDS globally, including 15.4 million women and 2.5 million children younger than 15 years. In North America, approximately 1.3 million people are living with HIV/AIDS, most of these in the United States. Every year more than 35,000 new cases in the US are reported. The use of highly active antiretroviral therapy (HAART) has dramatically changed the long time outcome of HIV/AIDS by improving survival rates. With this improved survival rate, non infectious complications and challenges from long term HAART therapy are being seen. With this in mind, the speaker will discussion prevention, screening, diagnosis and treatment of HIV/AIDS

OR

Diagnosis/Treatment of Spasmodic Torticollis/Cervical Dystonia
Spasmodic torticollis (ST)/cervical dystonia (CD) is a painful neurological movement disorder. It is the most common type of focal dystonia and can occur in any race and at any age, though most likely in young adults. Primary torticollis accounts for 80-90% of cases, and seems to have a genetic link as 5% report a relative with ST and approximately 50% have a family history of head or hand tremors. This session will look at treatment and care implications for patients

2:30 pm - 2:45 pm
Refreshment Break

2:45 pm – 3:45 pm
Genomics, the CDC’s EGAPP and Managed Care
Ralph Coates, Associate Director of Science, National Office of Public Health Genomics, Centers for Disease Control and Prevention

Evaluation of Genomic Applications in Practice and Prevention (EGAPP) is a pilot project initiated by the CDC National Office of Public Health Genomics in the fall of 2004. The project’s goal is to establish and evaluate a systematic, evidence-based process for assessing genetic tests and other applications of genomic technology in transition from research to clinical and public health practice. The speaker will discuss EGAPP, their goals and accomplishments and the impact this will have on managed care.

3:45 pm - 4:45 pm
Overview of the Emerging Cellular Therapies Industry: Implications for Clinical and Cost Management in Managed Care Medicine
Eric Faulkner, MPH, Director of U.S. Market Access and Reimbursement, RTI Health Solutions

A new wave of cellular therapies are poised to enter the market a time when US health decision makers struggle to balance quality and cost of care. While this wave is only now beginning to gain momentum, many of these therapies will differ markedly from conventional biologic treatment approaches and some therapies may emerge as curative. This session will provide a general overview of the cell therapies industry in the context of ongoing US health reform efforts, discuss how and in what therapy areas these technologies are likely to emerge and examine the clinical and cost implications for managed care medicine.