

Fall Managed Care Forum

November 11-13, 2009

Bellagio Hotel Las Vegas, NV

About the Sponsoring Organizations

AAIHDS

Established in 1993, the American Association of Integrated Healthcare Delivery Systems (AAIHDS) is a non-profit organization dedicated to the educational advancement of provider-based managed care professionals involved in integrated healthcare delivery.

AAMCN

The American Association of Managed Care Nurses (AAMCN) was established in 1994 in response to an identified need to educate nurses about managed healthcare. The AAMCN is a non-profit membership association of Registered Nurses, Nurse Practitioners and Licensed Practical Nurses including top level administrators, managers, directors and consultants associated with a variety of managed healthcare organizations.

NAMCP

The National Association of Managed Care Physicians (NAMCP) is a non-profit membership association founded in 1991 to serve the educational interests and needs of physicians working in managed care. Since physicians affect 85% of healthcare expenditures, we believe they should take a proactive role in developing the best delivery system for patients, thereby increasing quality, reducing costs and improving practice performance and clinical outcomes.

You Cannot Afford to Miss This Conference!

You won't want to miss this enticing program featuring dynamic speakers and thought provoking topics. Whether you are interested in learning about the latest managed care trends or simply gaining fresh ideas to boost your ROI, the possibilities at the Fall Managed Care Forum are endless. Attend this conference and gain expert insight that will directly impact the success of your organization!

The Genomics Biotech Track will deliver updates on genomics and biotechnology. The Health Management Track will focus on new health technologies, prevention, the importance of vaccinations, reducing co-morbidities, risk factors and chronic illness (disease management). New this year is a track session from our newly formed Cancer Institute. This track will look at the impact of cancer on managed care. Additionally, throughout the two-day conference, managed care experts will share their views on the state of the industry today and offer their predictions for the future.

Continuing Education

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the AAIHDS, AAMCN and the NAMCP. NAMCP is accredited by ACCME to provide continuing medical education to physicians. NAMCP designates the pre-conference activity for a maximum of 4 *AMA PRA Category 1 Credits*[™] and designates the conference for a maximum of 14.5 *AMA PRA Category 1 Credits*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

AAMCN has been approved as a provider of continuing education by the Virginia Nurses Association (VNA). VNA is accredited as an approver of continuing education in nursing by the American Nurses Credentialing Center's Commission on Accreditation. A maximum of 4 contact hours will be awarded for nurses who complete the pre-conference activity. A maximum of 14.5 contact hours will be awarded for nurses who complete the conference.

The American Board of Managed Care Nurses has approved the Pre- Conference for a maximum of 4 contact hours and the conference for a maximum of 14.5 contact hours towards CMCN renewal.

Applications for credit have been made for CCM, CPHQ, CPUR/UM, and AAFP.

Schedule subject change pending speaker confirmation

ABQAURP diplomates can use their non-ABQAURP continuing education credits for their recertification. Please go to www.abqaurp.org. The application can be downloaded & printed from the home page.

Participants of this program wishing to have the American College of Healthcare Executives (ACHE) consider this program for Category II (non-ACHE) continuing education credit should list their attendance when applying for advancement or recertification in ACHE.

Who Should Attend

Attendees include Medical Directors, Vice Presidents and Directors of Managed Care, Vice Presidents of Finance, Directors of Provider Services, Hospital and Health System Chief Executive Officers, Senior Management Teams of Managed Care Organizations and Integrated Delivery Systems. Also, Executive Directors, Administrators, Nurse Case Managers, Utilization Managers, Quality Managers, Medical Management Directors and Clinical Managers associated with a variety of Managed Care Organizations.

Accommodations

The Fall Managed Care Forum will be held at the Bellagio Resort & Casino located at 3600 Las Vegas Boulevard South, Las Vegas, Nevada 89109

Please call 1-888-987-8686 or (702) 693-8117 to reserve your room. We have contracted a group rate of \$139 for November 9-12 and \$299 November 13-14. Currently, posted rates for this time frame is \$199 and \$359 respectively. **Group Rates expire October 19, 2009. Don't Delay! Rooms in Las Vegas will go fast!**

The Association appreciates your support in booking your hotel reservation at the Bellagio. The number of hotel rooms used for this conference directly impacts hotel rates, conference costs and registration fees.

Additional Information

Email confirmation notifications will be sent to participants registering by November 1, 2008. Dress for the conference is business casual. Meeting room temperatures vary and sometimes are uncontrollable, please keep this in mind when packing. **Cancellations must be received in writing by November 1, 2008. Full credit will be applied toward any future program of equal or greater value. Registration is also transferable to an alternate attendee. We are unable to refund any registration fees.**

AAMCN Pre-Conference Learning Objectives

- Learn & Understand the definition of Nursing Case Management
- Learn & Understand the 5 levels in the Case Management Process
- Learn & Understand how to use Case Management in the dialysis setting
- Design and implement a quality care coordination program that engages state agencies, consumers, practitioners, educators and community agencies in an affordable program that improves the health of children with special healthcare needs
- Understand Highmark Blue Shield's Caring Program evaluation outcomes
- Outline the process for conducting a complete program evaluation using 6 measureable outcomes
- Identify the purpose of JHHC's Denials and Appeals quality project
- Differentiate the review findings of the original UM determination, the appeal outcome and the analysis
- Match areas of improvement with the department interventions implemented
- Evaluation opportunities within your own organization for a quality improvement study
- Identify the current dynamics impacting their workforce and their careers
- Relate the effect of managing these dynamics to better cost control and improved quality
- Implement ideas immediately after the conference to address these issues

Fall Managed Care Forum Learning Objectives

- Understand the current managed healthcare arena
 - Articulate trends in healthcare
 - Discuss the needs and understand methods of potential health reform
 - Gain deeper insights into what healthcare reform means from a reimbursement perspective, and how they can build
- Schedule subject change pending speaker confirmation**

- and execute their own highly targeted grassroots program that leverage the public support needed in today's climate
- Assess improperly paid claims
 - Identify the main factors contributing to the onset of DVT and PE (together known as VTE)
 - Emphasize the importance of early detection for those at risk, including teaching patients about preventative actions for decreasing their high risk
 - Discuss the impact of Health Reform on competition between health plans
 - Recognize the implications for provider-payer relationships
 - Describe why managing glucose levels is the key to leading a healthy lifestyle
 - Determine appropriate candidates for insulin pump therapy
 - Understand the sources of data that contribute to quality measures
 - Articulate how technology can automate information flow between providers and payers
 - Incorporate recent advances in multiple sclerosis (MS) treatments into clinical practice
 - Describe the importance of early and aggressive MS management to limit disease progression
 - Recognize the need for collaboration between physicians and hospitals
 - Examine processes to align incentives for collaboration
 - Recognize the major issues involved in integration between provider groups
 - Identify how to overcome many common barriers to implementing the PCMH
 - Discuss what has changed in the patient population since Joint National Committee (JNC) 7 guidelines were released in 2003
 - Identify what guidelines may be updated in the next report
 - Describe how the PHO model provides the ideal structure to facilitate the development of a local health information exchange
 - Review the guidelines from the Diagnostic and Statistical Manual of Mental Disorders (DSM)
 - Discuss how to improve patient adherence to treatment
 - Review the AD risk factors for early diagnosis and available diagnosis methods
 - Review the 2009 Alzheimer's Disease Facts and Figures released by the Alzheimer's Association
 - Discuss treatment options for balancing monoamine chemicals in the brain and the implications of untreated and imbalanced levels of serotonin and norepinephrine, as well as the additional medications for symptom reduction and psychological/cognitive treatments that are also available
 - Discuss the CDC Guidelines for the Use of Antiretroviral Agents in the HIV-1 Infected Adults and Adolescents
 - Discuss the impact of HEDIS measures for HIV patient outcomes
 - Review the deficit symptoms and their associated behaviors that attribute to the diagnosis of ADHD
 - Identify appropriate treatment options (stimulant vs. antidepressant) for the appropriate patient (child vs. adult) and their individual situation
 - Understand the diagnosis of Multiple Myeloma (MM)
 - Identify advanced targeted therapy treatment regimens for patients with non small-cell lung cancer (NSCLC)
 - Describe how targeted and traditional therapies for NSCLC can be integrated
 - Describe how to navigate treatment options for appropriate care of the cancer patient
 - Evaluate the role and impact that a multidisciplinary team has on patient outcomes for breast cancer patients
 - Describe the current treatment options for patients diagnosed with prostate cancer
 - Summarize the epidemiology of prostate cancer and evaluate tools for risk stratification and staging
 - Distinguish disease progression from suboptimal treatment of PD
 - Explain the role of the dopamine pathway in PD
 - Evaluate the considerations and challenges when initiating treatment for Parkinson's disease
 - Recognize risk factors and promote early prevention
 - Assess when bone mineral density (BMD) testing should be done for diagnosis of osteoporosis
 - Review outcomes data and comparative effectiveness studies
 - Analyze best practices and standards of care
 - Discuss treatments to improve patient's quality of life after a fracture
 - Discuss cost implications associated with osteoporosis

Schedule subject change pending speaker confirmation

Fall Managed Care Forum Agenda

Wednesday, November 11, 2009

8:00 am – 12:00 pm

ABMCN Certification in Managed Care Nursing Exam

Application must be received by October 15, 2009 to sit for the exam. Please contact Ann Patrick at 804-527-1905 for more information. An additional fee applies.

11:30 am – 7:30pm

Pre-Registration *Pick up your conference materials at our Registration Desk*

AAMCN Pre Conference

1:00pm-2:00pm

Introducing Case Management in the Outpatient Dialysis Center

Oscar Cairolì, RN, BSN, MA, Director of Renal Services, Tri –Central Service Area, Southern California Permanente Medical Group

2:00pm -3:00pm

Caring Program: Care Coordination for Children with Special Health Care Needs

Mary Kay Holleran RN, BSBA, Director, Special Needs, Highmark Blue Shield

3:00pm-3:15pm Break

3:15pm-4:15pm

Collaborative Quality Project with Utilization and Appeals

Polly Howard, RN, MSN, CCM, Director, Care Management, Johns Hopkins HealthCare

4:15pm-5:15pm

Quality, Cost, and Four Generations

Richard Yadon, Certified Personnel Consultant and Certified Employee Retention Specialist, President/CEO, Health Career Professionals

Thursday, November 12, 2009

Schedule subject change pending speaker confirmation

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: Healthcare Reform: Where are we?

Kathleen Sebelius, Secretary of Health and Human Services (Invited)

9:00 am – 9:30 am **Break and Networking in Exhibit Hall**

9:30 am – 10:30 am Concurrent Sessions (choose one when registering)

Proactive Quality Management: Using Technology to improve HEDIS Scores and Quality Outcomes

Schedule subject change pending speaker confirmation

Robert London, MD, General Manager, ikaSystems, Inc

OR

History, Injury & Blood Flow: The Keys to Detection of Venous Thromboembolism (VTE)

Darrell Harrington, MD, Associate Professor of Medicine, David Geffen School of Medicine

10:30 am – 11:30 am Concurrent Sessions (choose one when registering)

Achieving Contracting Excellence

Stephen Forney, CPA, FACHE, FHFMA, Vice President Margin Development, Ardent Health Services, Bill Phillips, FACMC, CHC, Adjunct Professor, Healthcare Finance, George Washington University, Vice President & Chief Revenue Office, Revenue Strategies, Inc.

OR

What's New in Hypertension since JNC7 Guidelines?

Jan Basile, MD, Professor of Medicine, Medical University of South Carolina

11:30 am – 12:30 pm **Lunch and Networking in Exhibit Hall**

12:30 pm – 1:30 pm Concurrent Sessions (choose one when registering)

Integration Strategies That Work: Case Study of a Successful Practice

Max Reiboldt, President, CEO, The Coker Group

OR

Practical Application of Insulin Pump Therapy for Type 2 Diabetes

Wendy Lane, MD, Director, Clinical Research, Mountain Diabetes & Endocrine Center

1:30 pm – 2:30 pm Concurrent Sessions (choose one when registering)

Hospital and Physician Collaboration in Quality Initiatives

Neil Pressman, President, Presscott Associates Ltd.

OR

Managing Fibromyalgia: Advances in Treatment and the Implications in Managed Care

Stuart Silverman, MD, FACP, FACR, Professor of Medicine & Rheumatology, UCLA

2:30 pm -3:00 pm **Break and Networking in Exhibit Hall**

3:00 pm -4:00 pm Concurrent Sessions (choose one when registering)

Effectively Using the PHO Structure to Develop, Implement and Manage a Health Information Exchange

Charles Vargo, Executive Director, Denise Abraham, Director, Medical Management, Washington Physician Hospital Organization (Invited)

OR

Developing a Cost Effective Disease Management Program for the Bipolar Disorder Patient Population

Jay Faber, MD, Market Medical Director, Lifesynch

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

Health Reform: The Impact on Provide-Payer Relationships

John Harris, Principal, DGA Partners

OR

Schedule subject change pending speaker confirmation

How to Utilize a Medical Home to Integrate Lifestyle Changes

Dexter Shurney, MD, MBA, MPH, Medical Director, Employee Healthcare Plan, Vanderbilt University and Medical Center /Benefits Administration, Assistant Professor Vanderbilt School of Medicine

5:00 pm- 6:00 pm **Reception and Networking in Exhibit Hall**

Friday, November 13, 2009

Schedule subject change pending speaker confirmation

7:00 am – 7:45 am **Breakfast and Networking in Exhibit Hall**

7:45 am – 9:00 am

Housekeeping Remarks Bill Williams, MD, Executive Vice President, NAMCP

Keynote: Managed Healthcare: Today and in the Future

Jacque Sokolov, MD, CEO, SSB Solutions

9:00 am – 9:30 am **Break and Networking in Exhibit Hall**

9:30 am- 10:30 am Concurrent session (choose one when registering)

The Patient Centered Medical Home - Promoting Primary Care in Health Care Reform

Richard Snyder, MD, Senior Vice President Health Services, Independence Blue Cross

OR

Alzheimer's Disease: Early Diagnosis & Treatment

Franco Sicuro, MD

OR

Oncology Trends Report 2009 (Non CME/CEU)

Thomas Morrow, MD, Medical Director, Value Based Initiatives, Genentech

10:30 am - 11:30 am Concurrent Sessions (choose one when registering)

The Current State of Payor/Provider Relations: Health Reform Contract Terminations and the Murky Future

Brandon Edwards, President, COO, Davies

OR

Managing Multiple Sclerosis: Advance in Treatments and How They Improve Patient Outcomes

Ron Murray, MD, Director, MS Clinic of Colorado

OR

Multiple Myeloma: What Managed Care Needs to Know

Laura Raftery, MD, Fellow, Division of Hematology/Oncology, University of North Carolina

11:30 am – 12:30 pm **Lunch, Networking and Drawing of Door Prizes in the Exhibit Hall**

12:30 pm – 1:30 pm Concurrent Sessions (choose one when registering)

Personalized Medicine: Managing Care for the Individual

Teresa DeLuca, MD, Vice President Personalized Medicine, Medco Health Solutions

Schedule subject change pending speaker confirmation

OR

Depression: The Physical & Fiscal Impact on Patients, Society & Managed Care

Rafeyan Roueen, MD

OR

Innovations in the Treatment of Prostate Cancer

E. David Crawford, MD, Professor of Surgery/Urology/Radiation Oncology, University of Colorado, Denver

1:30 pm - 2:30 pm Concurrent Sessions (choose one when registering)

Managing Specialty Biologics: Will Follow-on Biologics Be Different (Non CME/CEU)

OR

HIV: Controlling the Virus and Improving Patient Outcomes

William A. O'Brien, MD, MS, Emory University School of Medicine

OR

Management & Treatment of Chemotherapy Induced Nausea and Vomiting

Susan Urba, MD, Professor, Internal Medicine, University of Michigan Comprehensive Cancer Center

2:30 pm - 2:45 pm Refreshment Break

2:45 pm – 3:45 pm

Genetic Medicine: The Potential Impact on Patient Outcomes

Eric Faulkner, MPH, Senior Director, Market Access & Reimbursement, RTI Health Solutions

OR

Inattention, Hyperactivity and Impulsivity: The Diagnosis, Management and Treatment of Behavioral Deficits Attributed to ADHD Diagnosis

Mark Rosenberg, MD, PhD, President, Behavioral Health Management

OR

Navigating the Treatment Options in Breast Cancer

Elizabeth Reed, MD, Associate Professor, Hematology & Oncology, University of Nebraska Medical Center

3:45 pm - 4:45 pm

Osteoporosis – Decreasing Costs by Improving Prevention, Early Diagnosis and Patient Outcomes

OR

Effective Diagnosis & Treatment of Early Parkinson's Disease

Larry Elmer, MD, PhD, Professor, Director, Parkinson's Disease & Movement Program, University of Toledo

OR

Update on Targeted Therapies in the Treatment of Advanced Non Small-Cell Lung Cancer

Ramaswamy Govidan, M, Associate Professor, Department of Medicine, Oncology Division, Washington University School of Medicine

4:45pm Adjourn

Schedule subject change pending speaker confirmation

Fall Managed Care Forum

November 11-13, 2009

Please only one form per participant. This form can be duplicated for additional participants.

Please print exactly as you wish your name to appear on your badge.

First Name _____
Last Name _____
Credentials _____ MD _____ DO _____ RN _____ CMCN _____ Other _____
Title _____
Organization _____
Address _____
City _____ State _____ Zip _____
Cell Phone _____ Office Phone _____
Email _____ Fax Number _____

I have made my hotel reservation at the Bellagio Hotel

I will be attending the following Concurrent Sessions:

Thursday, November 12, 2009

- Business Track Session
 Health Management Track Session

Friday, November 13, 2009

- Business Track Session
 Health Management Track Session
 Genomics Biotech Track Session
 Cancer Track Session

How did you hear about the Fall Forum? Please choose from:

- Colleague Email
 Genomics Biotech Enews Journal of Managed Care Medicine
 Managed Care Enews Nurses Notes
 Other Ad or Internet listing Other

Registration Fee (Fee includes all conference materials, breakfasts, refreshment breaks, networking reception & lunches)

Physician/Nurse

- Member \$495
 Non Member \$695
 Join and Attend \$595

Healthcare Executive

- Member \$695
 Non Member \$895
 Join and Attend \$795

Sign me up for the American Board of Managed Care Nursing CMCN Examination \$295

Sign me up for the AAMCN Pre Conference at no charge

I am using a Value Code _____

Please specify which Association you are a member of or joining AAIHDS AAMCN NAMCP

Payment Method:

Check # _____ (Payable to NAMCP, Tax ID 54-1566359)

Credit Card MasterCard Visa American Express

Card Number: _____ Exp Date _____ CVV2 code _____

Credit Card Billing Address _____

Cardholder Name: _____ Authorized Signature: _____

Please send me a receipt by Fax Email

Register today:

Online: www.namcp.org

Phone: 804-527-1905

Mail: 4435 Waterfront Drive, Suite 101, Glen Allen, VA 23060

Schedule subject change pending speaker confirmation