HOSTED BY:
NATIONAL MEDICARE ADVANTAGE SUMMIT
HYATT REGENCY CRYSTAL CITY
ARLINGTON, VIRGINIA
APRIL 5-7, 2017
www.medicareadvantagesummit.com

CHAIR
Allyson Y. Schwartz, President and Chief Executive Officer, Better Medicare Alliance; Former Member (D/PA) US House of Representatives, Washington, DC

CO-CHAIR
Donald W. Fisher, PhD, CAE, President and Chief Executive Officer, American Medical Group Association, Alexandria, VA

KEYNOTE SPEAKER
Mark T. Bertolini, CEO, Aetna, Hartford, CT

OTHER KEYNOTE SPEAKERS
David Blumenthal, MD, MPP, President, The Commonwealth Fund, Former National Coordinator for Health Information Technology, Fmr Chief Health Information and Innovation Officer, Partners Healthcare System, Washington, DC
Richard J. Bringewatt, Co-founder and President, National Health Policy Group, Co-founder and Chair, SNP Alliance, Co-founded and Fmr President and CEO, National Chronic Care Consortium, Washington, DC
Susan Dentzer, President and CEO, The Network for Excellence in Health Innovation, Analyst on Health Policy, The News Hour, Washington, DC
Joseph F. Damore, FACHE, VP, Population Health Management, Premier Inc. Washington, DC
Amy Frankowski, MD, Physician Executive Leader and Senior Medical Director Population Health, Mercy Health–Mercy Health, Cincinnati, OH
Ellie Hollander, President and CEO, Meals on Wheels America, Fmr EVP and Chief People Officer, AARP, Washington, DC
Robert Mirsky, MD, MMM, VP, Medical Operations and CMO, Medicare, Aetna, New York, NY

CONTINUING EDUCATION CREDITS:
Accounting Professionals: Approved for up to 16.0 NASBA CPE credits.
Physicians: This program has been approved for 16.5 AMA PRA Category 1 Credits™.

CO-SPONSORS
THE SUMMIT IS THE ONLY EVENT THAT BRINGS TOGETHER PLANS, PROVIDERS, PATIENTS AND GOVERNMENT TO IMPROVE QUALITY, COST AND ACCESS IN MEDICARE ADVANTAGE

WELCOME BY BETTER MEDICARE ALLIANCE

We welcome you to the first National Medicare Advantage Summit.

Today, one in three Medicare beneficiaries are choosing to receive Medicare benefits through Medicare Advantage. More than 18.5 million beneficiaries appreciate the affordability, simplicity, consumer choice, and enhanced benefits Medicare Advantage offers.

In fact, Medicare Advantage is growing at three times the rate of Medicare as a whole and six times the rate of Traditional FFS Medicare.

In turn, providers support Medicare Advantage because it provides an effective framework to care for our country’s increasingly complex Medicare patient population that will grow to roughly 75 million people in the next 10 years. Medicare Advantage enables early intervention, care coordination and improved outcomes particularly for those with multiple chronic conditions.

Data show that by emphasizing early intervention and better care coordination Medicare Advantage directs beneficiaries to the most appropriate site of care and prevents adverse, high cost events such as avoidable hospitalizations. Medicare Advantage is forging the value-driven partnerships between plans, providers, and community partners needed to reduce cost and improve outcomes.

Medicare Advantage is a successful private-public partnership that results in more choice and value for beneficiaries. Both Republicans and Democrats in the House and Senate, as well as plans, providers, and millions of beneficiaries, all recognize the value of Medicare Advantage.

Our advocacy work at Better Medicare Alliance (BMA) is informed by our community of over 80 allies and hundreds of thousands of beneficiary advocates who all share a mission to build a healthy future by advocating for a strong Medicare Advantage.

We look forward to having you share your expertise and experiences to ensure a healthy future for Medicare beneficiaries.

Allyson Y. Schwartz
President and Chief Executive Officer
Better Medicare Alliance

WHO SHOULD ATTEND

- Health Plans, Hospitals and Health Systems, Physician Organizations, Consumer Organizations and Regulatory Bodies
- Pharmaceutical, Biotechnology and Medical Device Manufacturers
- Presidents/Chief Executive Officers/Chief Financial Officers/Chief Operating Officers
- Innovation and Transformation Officers
- Physicians and Physician’s Assistants
- Chief Medical Officers and Medical Directors
- Medicare/Medicaid Directors
- Managed Care Executives (Medical Directors, Pharmacy Managers)
- Population Health Officers, Directors and Managers
- Directors and Deputy Directors, State Departments of Public Health
- CIOs, CTOs, Vice Presidents and Directors of Information Systems
- Directors and Managers of Programs in Wellness, Prevention and Chronic Disease
- Quality Assurance and Improvement Managers
- Case Managers, Social Workers and Psychologists
- Nurses and Nurse Practitioners
- Directors and Managers of Health and Wellness Plans
- Directors of Disease Management
- Alternative Medicine Providers
- Pharmacists (Retail, Chain and Convenient Care)
- Healthcare Sales, Marketing and Development Directors and Managers
- Human and Community Resource Managers
- Industry Analysts and Consultants
- Health Services Researchers
- Health Policy Makers
- Academics

PARTICIPATION OPTIONS

TRADITIONAL ONSITE ATTENDANCE

Simply register, travel to the conference city and attend in person.

PROS: Subject matter immersion; professional networking opportunities; faculty interaction.

LIVE AND ARCHIVED INTERNET ATTENDANCE

Watch the conference in live streaming video over the Internet and at your convenience at any time 24/7 for six months following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.

PROS: Live digital feed and 24/7 Internet access for the next six months; accessible in the office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.
PRECONFERENCE SESSION

Improving the Member Experience for Star Ratings, Compliance and Retention: Strategies for all Aspects of the Member Lifecycle; From the Sales Encounter to Member Onboarding, Coordinating with the PBM and Providers, Service Model to Cultural Competency and Benefit Designs

1:00 pm Welcome and Introduction
Carrie Barker-Settles, Director, Sales and Marketing Services, Gorman Health Group; Former Arizona and Colorado Sales Director, UnitedHealth Group, Denver, CO
Julie Billman, Vice President, Operational Performance, Gorman Health Group; Former Director, Product and Regulatory Analysis, Capital BlueCross; Former Director, Compliance, Coventry HealthCare, Harrisburg, PA
Niisa Lennig Rudisill, Vice President, Sales and Marketing Services, Gorman Health Group; Former Vice President, Marketing, Arcadian Health Plan, Orlando, FL
Melissa Smith, Vice President, Stars, Gorman Health Group; Former Director, Medicare Star Operations, Cigna-HealthSpring; Former Associate Director, Financial/Research Administration, Vanderbilt University Medical Center, Nashville, TN
John Gorman, Founder and Executive Chairman, Gorman Health Group; Former Assistant to the Director, Office of Managed Care, Health Care Financing Administration; Former Press Secretary and Staff Director, US Representative John Conyers, Jr. (D-MI), Washington, DC (Moderator)

5:00 pm Adjournment

DAY II: THURSDAY, APRIL 6, 2017

NATIONAL MEDICARE ADVANTAGE SUMMIT OPENING PLENARY SESSION

7:00 am Registration Opens; Continental Breakfast in Exhibit Hall

MORNING PLENARY SESSION

8:00 am Welcome and Introduction
Allyson Y. Schwartz, President and Chief Executive Officer, Better Medicare Alliance; Former Member, (D/PA), US House of Representatives, Washington, DC (Co chair)

8:15 am Keynote Address
Tom Price, MD (R-GA) (Invited), HHS Secretary Nominee; Member, US House of Representatives, Washington, DC

8:45 am Keynote Address
Mark T. Bertolini, Chief Executive Officer, Aetna, Hartford, CT

9:15 am The Politics and Policy of Medicare Advantage under the new Administration and Congress
Kavita Patel, MD, Nonresident Senior Fellow Brookings Institution, Member, Physician-Focused Payment, Model Technical Advisory Committee; Former Director of Policy, The White House; Former Senior Advisor, Senate Edward Kennedy, (D-MA), Washington, DC
Thomas A. Scully, Esq., General Partner, Welsh, Carson, Anderson & Stowe, Senior Counsel, Alston & Bird LLP; Former Administrator, Centers for Medicare and Medicaid Services; Former President and Chief Executive Officer, Federation of American Hospitals, Washington, DC
Susan Dentzer, President and Chief Executive Officer, The Network for Excellence in Health Innovation, Analyst on Health Policy, The News Hour, Washington, DC (Moderator)

10:00 am Addressing Social Determinants of Health and Advancing Quality in Medicare Advantage
David Blumenthal, MD, MPP, President, The Commonwealth Fund; Former National Coordinator for Health Information Technology; Former Chief Health Information and Innovation Officer, Partners Healthcare System, Washington, DC
Richard J. Bringewatt, Co-founder and President, National Health Policy Group, Co-founder and Chair, SNP Alliance; Co-founder and Former President and Chief Executive Officer, National Chronic Care Consortium, Washington, DC
Peggy O’Kane, President, National Committee for Quality Assurance, Washington, DC
Mary Grealy, JD, President, Healthcare Leadership Council; Former Chief Washington Counsel, American Hospital Association; Former Chief Operating Officer and Executive Counsel, Federation of American Hospitals, Washington, DC (Moderator)

10:45 am Break

11:15 am 2018 Final Rate Notice and Changes to Come
Thomas E. Hutchinson, MPA, Strategic Advisor, EBG Advisors; Former Director, Medicare Plan Payment Group, Centers for Medicare and Medicaid Services, Baltimore, MD
Mark Newsom, MSc, Vice President, Public Policy Analysis, Humana; Former Director Public Policy, CVS Health; Former Director, Division of Payment Reconciliation, Centers for Medicare and Medicaid Services; Former Specialist in Health Financing, Congressional Research Service, Washington, DC
Chet Speed, JD (Invited), Vice President, Public Policy, American Medical Group Association; Former Executive Director, Federal Government Relations, The Cleveland Clinic; Former Senior Counsel, Office of Counsel to the Inspector General, US Department of Health and Human Services, Washington, DC
Molly T. Turco, MPH, Director, Policy and Research, Better Medicare Alliance, Washington, DC (Moderator)

12:15 pm Networking Luncheon with Presentations

12:30 pm Luncheon Congressional Leadership Keynote or Panel
Kevin Brady (R-TX) (Invited), Member and Chairman, House Ways and Means Committee, US House of Representatives, Washington, DC
Ronald Wyden (D/OR) (Invited), Member, US Senate, Washington, DC
MINI SUMMITS GROUP I 1:30 pm – 2:30 pm

POLICY TRACK: Mini Summit 1: Medicare Advantage Star-Rating Changes

1:30 pm Introductions, Panel Discussion and Q&A

Joyce Chan, Vice President, Population Health Strategy, Healthfirst, New York, NY

Jonathan Harding, MD, Chief Medical Officer, Senior Products, Tufts Health Plan, Boston, MA

John Gorman, Founder and Executive Chairman, Gorman Health Group; Former Assistant to the Director, Office of Managed Care, HCFA; Former Press Secretary and Staff Director, US Representative John Conyers, Jr. (D-MI), Washington, DC (Moderator)

PLAN TRACK: Mini Summit 2: Ongoing Development of the Encounter Data System for Risk-Adjustment Purposes in Medicare Advantage

1:30 pm Introductions, Panel Discussion and Q&A

Bradley J. Piper, FSA, MAAA, Principal and Consulting Actuary, Milliman, Milwaukee, WI

Arati Swadi, MBA, Senior Director, Risk Adjustment Products, Inovalon, Bowie, MD

Stephen Wood, MPP, Managing Partner, Clear View Solutions; Former Senior Vice President, Universal American; Former Senior Vice President and Managing Principal, OptumInsight, Chicago, IL

PROVIDER TRACK: Mini Summit 3: Joint Payor-Provider Panel on Shared Savings and Navigating Value-Based Purchasing Agreements

1:30 pm Introductions, Panel Discussion and Q&A

Steven Blumberg, MBA, President, Omega Health Strategies, Inc.; Former Senior Vice President and Executive Director, Geisinger Health System, AtlantiCare Division; Former Vice President, Planning and Business Development, Shands Healthcare, Egg Harbor Township, NJ

Robb Cohen, MBA, Chief Executive Officer, Advanced Health Collaborative; Former Chief Government Affairs Officer, XLHealth, Baltimore, MD

Chip Howard, Market Vice President and Payment Innovation Leader, Humana; Former Director, Accountable Care Organizations, WellPoint; Former Director, Provider Contracting Performance and Cost Analytics, Kaiser Permanente, Louisville, KY

Richard Miller, MBA, Senior Vice President, Payer Relations and Contract Development, Deputy Chief Financial Officer, Business Strategy, Northwell Health; Former Chief Financial Officer, NYU Hospitals Center, New York, NY

Donald H. Crane, JD, President and Chief Executive Officer, CAPG, Los Angeles, CA (Moderator)

PATIENT ENGAGEMENT TRACK: Mini Summit 4: How Medicare Advantage Plans can Improve the Lives of Low Income Beneficiaries

1:30 pm Introductions, Panel Discussion and Q&A

Margaret A. Murray, MPA, Founding Chief Executive Officer, Association for Community Affiliated Plans; Former Medicaid Director, State of New Jersey, Washington, DC

Seemin Pasha, Vice President, External Affairs, Alliance of Community Health Plans; Former Director of Policy and Communications, Families USA; Former Director, Public Outreach and Policy for the Institute, OneWorld Health, Washington, DC

Ghita Worcester, Senior Vice President, Public Affairs and Marketing, UCare Minnesota; Former Director of Policy and Operations, University Affiliated Family Physicians (UAFP), Minneapolis, MN

SPECIAL ISSUES TRACK: Mini Summit 5: Medicare Advantage Provider Network Adequacy

1:30 pm Introductions, Panel Discussion and Q&A

Michael S. Adelberg, Senior Director, FaegreBD Consulting; Former Director, Medicare Advantage Operations; Former Director, Insurance Programs Group; Former Acting Director, Exchange Policy and Operations Group, Centers for Medicare and Medicaid Services, Washington, DC

Helaine I. Fingold, Esq., Senior Counsel, Health Care and Life Sciences Practice, Epstein Becker Green; Former Team Lead on MA Applications and Contracts; Former Senior Technical/Policy Lead, Division of Plan Management, and Acting Director, Rates & Benefits Branch, Center for Consumer Information and Insurance Oversight, Centers for Medicare and Medicaid Services, Baltimore, MD

Michelle K. Strollo, DrPH, MHS, Vice President, Health Care Department, NDRC; Former Director, Eligibility and Enrollment, Policy and Operations Division, Center for Consumer Information and Insurance Oversight, Centers for Medicare and Medicaid Services, Washington, DC

James Gutman, Former Vice President and Managing Editor, Atlantic Information Services; Former Editor, Medicare Advantage News, Laurel, MD (Moderator)

2:30 pm Transition Break

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Take advantage of this unique opportunity to expand your reach! The Summit is attended by highly influential and experienced professionals.

Sponsorship offers you strategic positioning as an industry leader. For more information call 206-673-4815 or email exhibits@hcconferences.com.
MINI SUMMITS GROUP II 2:45 pm – 3:45 pm

POLICY TRACK: Mini Summit 6: The Ongoing Changes and Regulation of Medicare Advantage Employer Group Waiver Plans (EGWPs), including Changes in the Bidding Process and Funding Cuts

2:45 pm  Introductions, Panel Discussion and Q&A

Tara O’Neill Hayes, MPP, Health Care Policy Analyst, American Action Forum; Legislative Assistant, Congressman Tom Rice, (R-SC) Congressman Tim Scott, (R-SC) and Congressman Gresham Barrett, (R-SC) US House of Representatives, Washington, DC

Andrew C. Mueller, FSA, MAAA, Consulting Actuary, Milliman, Brookfield, WI

Matt Timm, FSA, MAAA, Consulting Actuary, Milliman, Brookfield, WI

PLAN TRACK: Mini Summit 7: The Medicare Advantage Value-Based Insurance Design (VBID) Pilot Program

2:45 pm  Introductions, Panel Discussion and Q&A

A. Mark Fendrick, MD, Professor, Division of General Medicine, Department of Internal Medicine and Department of Health Management, Policy Director, Center for Value-Based Insurance Design, University of Michigan, Ann Arbor, MI

Jonathan Harding, MD, Chief Medical Officer, Senior Products, Tufts Health Plan, Boston, MA

Stephen Z. Jenkins, MPP, Lead, Medicare Advantage Value-Based Insurance Design Model, Centers for Medicare and Medicaid Services, Alexandria, VA

Helene Weinraub, MPH, Vice President, UPMC Health Plan, President, W Squared Health, Medicare Strategic Consultants; Former Senior Vice President Senior Products, Highmark Blue Cross Blue Shield, Pittsburgh, PA

PROVIDER TRACK: Mini Summit 8: Making Medicare Advantage Work: CAPG Compendium of Alternative Payment Models: 14 Case Studies on how Physician Organization are Paid in Medicare, Medicaid and Commercial and How those Groups then Pay Individual Physicians Downstream

2:45 pm  Introductions, Panel Discussion and Q&A

Mara McDermott, JD, MPH, Vice President, Federal Affairs, CAPG, Washington, DC

Donald H. Crane, JD, President and Chief Executive Officer, CAPG, Los Angeles, CA (Moderator)

PATIENT ENGAGEMENT TRACK: Mini Summit 9: Technologies and Business Solutions: Personalization: The Secret to Driving Engagement and Improving Health Outcomes

2:45 pm  Introductions, Panel Discussion and Q&A

Gary Capistrant, MA, Chief Policy Officer, American Telemedicine Association; Former Director, Congressional Relations, American Health Care Association; Former Staff Director, State Medicaid Directors Association; Former Health Legislative Assistant, Rep. Jim Corman, Washington, DC

Jaewon Ryu, MD, JD, Executive Vice President, Chief Medical Officer, Geisinger Health System; Former President, Integrated Care Delivery, Humana; Former Chief Medical Officer, University of Illinois Hospital and Health Sciences System, Danville, PA

SPECIAL ISSUES TRACK: Mini Summit 10: Medicare Advantage as a Catalyst to Reduce Health Disparities and Advance Health Equity in Medicare

2:45 pm  Introductions, Panel Discussion and Q&A

Daniel E. Dawes, JD, Executive Director, Government Relations, Policy and External Affairs, Morehouse School of Medicine; Former Health Law and Policy Advisor, Health, Education, Labor and Pensions Committee, United States Senate, Atlanta, GA

Cara James, PhD, Director, Office of Minority Health, Centers for Medicare and Medicaid Services; Former Director, Disparities Policy Project and Barbara Jordan Health Policy Scholars Program, Henry J. Kaiser Family Foundation, Baltimore, MD

Gary A. Puckrein, PhD, President and Chief Executive Officer, National Minority Quality Forum; Executive Director, Alliance of Minority Medical Associations, Washington, DC

3:45 pm  Transition Break

HOTEL INFORMATION/RESERVATIONS

The Hyatt Regency Crystal City is the official hotel for the National Medicare Advantage Summit. A special group rate of $264.00 single/$274.00 double per night (plus applicable taxes) has been arranged for Summit Attendees.

Please book or modify your reservations online at: http://medicareadvantagesummit.com/travelhotel/

Reservations at the group rate will be accepted while rooms are available or until the cut-off date of Wednesday, March 15, 2017. After this date, reservations will be accepted on a space-available basis at the prevailing rate.

Hyatt Regency Crystal City
2799 Jefferson Davis Hwy, Arlington, VA 22202, USA • Phone: +1 703-418-1234
MINI SUMMITS GROUP III 4:00 pm – 5:00 pm

POLICY TRACK: Mini Summit 11: MACRA and Medicare Advantage Synergies

4:00 pm  Introductions, Panel Discussion and Q&A

Felix J. Bradbury, RN, PhD, FACHE, Principal Director, Data Science, Accenture, LLC; Former Senior Vice President, Medical Management Operations, 5 Star Quality Management and Analytics, Universal Health Care Group, Care1st Health Plan Arizona, ONECare, Houston, TX

Lynn F. Dong, FSA, MAAA, Principal and Consulting Actuary, Milliman, Inc., Seattle, WA

Christopher Kunkel, PhD, FSA, MAAA, Consulting Actuary, Milliman, Inc., Seattle, WA

PLAN TRACK: Mini Summit 12: Challenges and Opportunities Entering into SNP and D-SNP Market

4:00 pm  Introductions, Panel Discussion and Q&A

G. Lawrence Atkins, PhD, Executive Director, Long-Term Quality Alliance; Former Executive Director, US Public Policy, Merck; Former Deputy Staff Director and Republican Staff Director, US Senate Special Committee on Aging, Washington, DC

John Lovelace, MS, President, Government Programs and Individual Advantage, UPMC Health Plan, Pittsburgh, PA

Ghita Worcester, Senior Vice President, Public Affairs and Marketing, UCare Minnesota; Former Director of Policy and Operations, University Affiliated Family Physicians (UAFP), Minneapolis, MN

SPECIAL ISSUES TRACK: Mini Summit 14: Update on CMS’s RADV Program, RAC Contracting, and Medicare Advantage Program Audit Trends

4:00 pm  Introductions, Panel Discussion and Q&A

Michael S. Adelberg, Senior Director, FaegreBD Consulting; Former Director, Medicare Advantage Operations; Former Director, Insurance Programs Group; Former Acting Director, Exchange Policy and Operations Group, Centers for Medicare and Medicaid Services, Washington, DC

Thomas E. Hutchinson, MPA, Strategic Advisor, EBG Advisors; Former Director, Medicare Plan Payment Group, Centers for Medicare and Medicaid Services, Baltimore, MD

5:00 pm  Transition Break

MEDIA PARTNERS:

Harvard Health Policy Review  Health Affairs  Accountable Care  Healthcare Innovation  Medica Home  Population Health  Predictive Modeling  Readmissions  Value-Based Payment
MINI SUMMITS GROUP IV 5:15 pm – 6:15 pm

POLICY TRACK: Mini Summit 15: The Easing of Regulations Governing Medicare Advantage Rewards and Incentives Programs for Plan Members

5:15 pm  Introductions, Panel Discussion and Q&A

Linda Armstrong, Executive Vice President and Health Insurance Practice Leader, DMW Worldwide; Former Vice President, Marketing Services, Monumental General Insurance Group (AEGON), Chesterbrook, PA

Kelli Back, Esq., Attorney, Law Offices of Mark S. Joffe; Former Senior Policy Associate, America’s Health Insurance Plans, Washington, DC

Charro Knight-Lilly, Chief Sales Officer, Gorman Health Group, Washington, DC (Moderator)

PLAN TRACK: Mini Summit 16: What can Medicare Advantage Plans do to Optimize Medication Use: Price is only a Piece of the Puzzle

5:15 pm  Introductions, Panel Discussion and Q&A

Babette S. Edgar, PharmD, MBA, FAMCP, Principal, BluePeak Advisors; Former Director, Division of Finance and Operations, Medicare Drug Benefit Group, Centers for Medicare and Medicaid Services; Former Vice President, Clinical Business Development, Caremark/AdvancePCS, Baltimore, MD

Steve Miller, MD, MBA, Senior Vice President and Chief Medical Officer, Express Scripts; Former Vice President and Chief Medical Officer, Barnes-Jewish Hospital, Washington University School of Medicine, St. Louis, MO

Robert W. Dubois, MD, PhD, Chief Science Officer, National Pharmaceutical Council, Washington, DC (Moderator)

PATIENT ENGAGEMENT TRACK: Mini Summit 17: Consumer Perspective — Understanding the Key Decision Making Factors and Simplifying Complexity of Medicare

5:15 pm  Introductions, Panel Discussion and Q&A

Joe Baker, JD, President, Medicare Rights Center; Adjunct Professor, New York University School of Law; Former Deputy Secretary, New York Department of Health, New York, NY

Tricia Neuman, MA, Senior Vice President and Director, Program on Medicare Policy; Director, Project on Medicare’s Future, Kaiser Family Foundation; Former Professional Staff, Committee on Ways and Means, US House of Representatives; Former Committee Staff, Special Committee on Aging, US Senate, Washington, DC

SPECIAL ISSUES TRACK: Mini Summit 18: Navigating Quality Measures and Improving Quality through Strategic PCP Partnerships

5:15 pm  Introductions, Panel Discussion and Q&A

Mary Cooley, RN, BSN, MS, Senior Vice President of Care Management, Medicare and Medicaid Plans, Priority Health, Grand Rapids, MI

Allison Yudt, Chief of Staff, Populystics, Inc.; Director of Value-Based Contracts, Lehigh Valley Health Network, Allentown, PA

Amy Nguyen Howell, MD, Chief Medical Officer, CAPG; Family Physician, Playa Vista Medical Center; Former Chief Medical Officer, Easy Choice Health Plan, Los Angeles, CA (Moderator)

6:15 pm  Adjournment and Networking Reception

DAY III: FRIDAY, APRIL 7, 2017

NATIONAL MEDICARE ADVANTAGE SUMMIT CLOSING PLENARY SESSION

8:00 am  Welcome and Introductions

Donald W. Fisher, PhD, CAE, President and Chief Executive Officer, American Medical Group Association, Alexandria, VA (Co chair)

8:15 am  Provider-Patient-Payer Panel: Care Innovations in Medicare Advantage

Robert Mirsky, MD, MMM, Vice President, Medical Operations and Chief Medical Officer, Medicare, Aetna, New York, NY

Bill Wulf, MD (Invited), Chief Executive Officer, Central Ohio Primary Care Physicians, Columbus, OH

Allyson Y. Schwartz, President and Chief Executive Officer, Better Medicare Alliance; Former Member (D/PA) US House of Representatives, Washington, DC (Moderator)

9:00 am  The Experience of Physician Organizations Collaborating with Hospitals and Health Systems to Make Medicare Advantage Work

Amy Frankowski, MD, Physician Executive Leader and Senior Medical Director Population Health, Mercy Health (Formerly Catholic Health Partners), Cincinnati, OH

Phil Oravetz, MD, Medical Director, Accountable Care, Ochsner Clinic Foundation; Former Chief Medical Officer, Palo Alto Medical Foundation, New Orleans, LA

Ashok Rai, MD, President and Chief Executive Officer, Prevea Health, Green Bay, WI

Donald W. Fisher, PhD, CAE, President and Chief Executive Officer, American Medical Group Association, Alexandria, VA (Moderator)
Integrating Medical Care with Community-Based Partnerships in Medicare Advantage and How Wellness Programs Can Increase Member Engagement

Timothy McNeill, RN, MPH, Director of Clinical Integration, YMCA, USA, Washington, DC

Donato Tramuto, Chief Executive Officer, Tivity Health (Silver Sneakers); Former Chief Executive Officer, Healthways, Nashville, TN

Ellie Hollander, President and Chief Executive Officer, Meals on Wheels America; Former Chief Strategy Officer and Executive Vice President of Business Development, Good360; Former Executive Vice President and Chief People Officer, AARP, Washington, DC

Gordon Chen, MD, Chief Medical Officer, ChenMed, Fort Lauderdale, FL (Moderator)

10:30 am

Break

10:45 am

Provider-Sponsored Medicare Advantage Plans, Managing Risk Assumption

Patricia M.C. Brown, JD (Invited), Senior Vice President, Managed Care and Population Health, Johns Hopkins Medicine; President, Johns Hopkins HealthCare LLC; Former Assistant Attorney General, Maryland Office of the Attorney General, Department of Health and Mental Hygiene; Former Counsel, Maryland Medical Assistance Program, Baltimore, MD

Jim Budzinski, MBA, MHA, CPA (Invited), Chief Financial Officer, WellStar Health System; Former Senior Vice President and Chief Financial Officer, St. John Health System, Atlanta, GA

Joseph F. Damore, FACHE, Vice President, Population Health Management, Premier Inc. Washington, DC (Moderator)

11:30 am

Hill Legislative Action on Medicare and How Chronic Care Legislation is a Successful Model on Working with Health Community

Molly T. Turco, MPH, Director, Policy and Research, Better Medicare Alliance, Washington, DC (Moderator)

Noon

Co-chairs Closing Remarks

Donald W. Fisher, PhD, CAE, President and Chief Executive Officer, American Medical Group Association, Alexandria, VA (Co chair)

Allyson Y. Schwartz, President and Chief Executive Officer, Better Medicare Alliance; Former Member (D/PA), US House of Representatives, Washington, DC (Co chair)

12:15 pm

Adjourn
SAVE THE DATES FOR THE FOLLOWING 2017 GHC, LLC GLOBAL EVENTS

TWELFTH NATIONAL VALUE-BASED PAYMENT AND PAY FOR PERFORMANCE SUMMIT
The Leading Forum on Pay for Performance, Transparency and Value-Driven Healthcare
MEDIA PARTNERS: Harvard Health Policy Review, Health Affairs and Value Based Payment News
March 8 – 10, San Francisco, CA
www.PFPSummit.com

SEVENTEENTH POPULATION HEALTH COLLOQUIUM
The Leading Forum on Innovations in Population Health & Care Coordination
Academic Partner: Jefferson College of Population Health
Cosponsor: Population Health Alliance
March 27 – 29, Philadelphia, PA
www.PopulationHealthColloquium.com

TWENTY SIXTH NATIONAL HIPAA SUMMIT
The Leading Forum on Healthcare EDI, Privacy, Breach Notification, Confidentiality, Data Security and HIPAA Compliance
MEDIA PARTNERS: Harvard Health Policy Review and Health Affairs
March 29 – 31, Washington, DC
www.HIPAASSummit.com

HEALTH DATAPALOOZA 2017
Hosted by AcademyHealth
MEDIA PARTNERS: Harvard Health Policy Review and Health Affairs
April 26 – 28, Washington, DC
www.HealthDatapalooza.org

ELEVENTH INTERNATIONAL PHARMACEUTICAL AND MEDICAL DEVICE COMPLIANCE CONGRESS
Sponsored by International Society of Healthcare Compliance Professionals (ETHICS)
Cosponsored by Pharmaceutical Compliance Forum (PCF)
MEDIA PARTNERS: Life Sciences Compliance Update
May 15 – 17, Lisbon, Portugal
www.InternationalPharmaCongress.com

NATIONAL MEDICAL AFFAIRS COMPLIANCE SUMMIT
The Leading Forum on Compliance Issues Related to Medical Affairs Activities of Pharmaceutical and Medical Device Companies
Offered in Sequence with the Second Pharma Managed Markets Compliance Summit
MEDIA PARTNERS: Harvard Health Policy Review, Health Affairs and Life Sciences Compliance Update
June 26 – 27, Arlington, VA
www.MedicalAffairsSummit.com

SEVENTH NATIONAL BUNDEDLED PAYMENT SUMMIT
The Leading Forum on the Role of Healthcare Payment Reforms with Special Focus on Bundled Payment Approaches
Offered in Sequence with the Eighth National ACO Summit
June 26 – 28, Arlington, VA
www.BundledPaymentSummit.com

SECOND PHARMACEUTICAL SUMMIT ON BUSINESS AND COMPLIANCE ISSUES IN MANAGED MARKETS
The Leading Forum on Pharmaceutical Market Access, Reimbursement, Pricing, and Contracting with Commercial and Government Payers
Offered in Sequence with the National Medical Affairs Compliance Summit
MEDIA PARTNERS: Harvard Health Policy Review, Health Affairs and Life Sciences Compliance Update
June 27 – 28, Washington, DC
www.PharmaManagedMarketsSummit.com

EIGHTH NATIONAL ACCOUNTABLE CARE ORGANIZATION (ACO) SUMMIT
The Leading Forum on the Accountable Care Organizations (ACOs) and Related Delivery System and Payment Reform
Offered in Sequence with the Seventh National Bundled Payment Summit
June 28 – 29, Arlington, VA
www.ACOSummit.com

FIFTH PHYSICIAN ADVISOR AND UR TEAM BOOT CAMP
Attacking Payer Denials — Turning Anguish into Action PLUS Creating a Collaborative Dream Team
Co-Produced by the National RAC Summit and AR Systems, Inc.
July 19 – 21, Bonita Springs, FL
www.RACSummit.com

SEVENTH ASIA PACIFIC PHARMACEUTICAL AND MEDICAL DEVICE COMPLIANCE CONGRESS
Sponsored by Asia Pacific Healthcare Industry Compliance Team
Cosponsored by International Society of Healthcare Ethics and Compliance Professionals (ETHICS) and Pharmaceutical Compliance Forum (PCF)
MEDIA PARTNERS: Life Sciences Compliance Update
September 13 – 15, Shanghai, China
www.AsianPharmaCongress.com

SECOND NATIONAL MACRA MIPS/APM SUMMIT
The Leading Forum on MACRA, MIPS, APMs and Other Emerging Value-based Payment Arrangements
October 2017, Washington, DC
www.MACRASummit.com

EIGHTEENTH ANNUAL PHARMACEUTICAL AND MEDICAL DEVICE COMPLIANCE CONGRESS
Transformational Learning — Effective Knowledge Exchange
Sponsored by Pharmaceutical Compliance Forum
MEDIA PARTNERS: Harvard Health Policy Review, Health Affairs and Life Sciences Compliance Update
November 6 – 8, Washington, DC
www.PharmaCongress.com

INDIAN PHARMACEUTICAL AND MEDICAL DEVICE COMPLIANCE CONGRESS
Cosponsored by International Society of Healthcare Compliance Professionals (ETHICS) and Pharmaceutical Compliance Forum (PCF)
MEDIA PARTNERS: Life Sciences Compliance Update
November 14 – 16, Mumbai, India
www.IndianPharmaCongress.com

NATIONAL HEALTH CARE RATINGS SUMMIT
Sponsored by Leapfrog Group
MEDIA PARTNERS: Harvard Health Policy Review and Health Affairs
December 6 – 8, Arlington, VA
www.HealthCareRatingsSummit.com

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THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

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3. Webcast registrants will enjoy six (6) months access from date of issuance of user name and password.
4. Only one user (per user name and password) may access archived conference. It is not permissible to share user name and password with third parties.
5. User name and password use will be monitored to assure compliance.
6. Each webcast registration is subject to a “bandwidth” or capacity use cap of 5 gb per user per month. When this capacity use cap is hit, the registration lapses. Said registration will be again made available at start of next month so long as registration period has not lapsed and subject to same capacity cap.
7. For webcast registrants there will be no refunds for cancellations. Please call the Conference Office at 800-684-4549 for further information.

REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS
1. For onsite group registrations, full registration and credit card information is required for each registrant. List all members of groups registering concurrently on fax or scanned cover sheet.
2. For onsite registrants there will be no refunds for “no-shows” or for cancellations. You may send a substitute or switch to the webcast option. Please call the Conference Office at 800-684-4549 or 206-629-2350 for further information.

METHOD OF PAYMENT FOR TUITION
Make payment to Health Care Conference Administrators LLC by check, MasterCard, Visa or American Express. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A $30 fee will be charged on any returned checks.

REGISTRATION OPTIONS
Registration may be made online or via mail, fax or scan. You may register through either of the following:
• Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 12330 N.E. 8th Street, Suite 101, Bellevue, WA 98005-3187, or fax the completed form to 206-319-5303, or scan and email the completed form to registration@hcconferences.com. Checks or money orders should be made payable to Health Care Conference Administrators LLC.

The following credit cards are accepted: American Express, Visa or MasterCard. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

For registrants awaiting company check or money order, a credit card number must be given to hold registration. If payment is not received by seven days prior to the Summit, credit card payment will be processed.

TAX DEDUCTIBILITY
Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor. Federal Tax ID: 91-1892021.

CANCELLATIONS/SUBSTITUTIONS
No refunds will be given for “no-shows” or for cancellations of either webcast or onsite registrations. You may send a substitute or transfer your onsite registration to a webcast registration. For more information, please call the Conference Office at 800-684-4549 or 206-629-2350.

INTELLECTUAL PROPERTY POLICY
Unauthorized sharing of Summit content via Internet access through the sharing of user names and passwords or via alternative media (Flash Drive) through the sharing of said media is restricted by law and may subject the copyright infringer to substantial civil damages. The Summit aggressively pursues copyright infringers. If a registrant needs the ability to share Summit content within his or her organization, multiple Summit registrations are available at discounted rates.

The Summit will pay a reward for information regarding unauthorized sharing of Summit content. The reward will be one quarter (25%) of any recovery resulting from a copyright infringement (less legal fees and other expenses related to the recovery) up to a maximum reward payment of $25,000. The payment will be made to the individual or individuals who in the opinion of our legal counsel first provided the factual information, which was necessary for the recovery. If you have knowledge regarding the unauthorized Summit content sharing, contact the Summit registration office.

MEDICARE ADVANTAGE SUMMIT — CONTINUING EDUCATION CREDITS

NASBA
Health Care Conference Administrators, LLC (dba GHC, LLC Healthcare) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit.
Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org. A recommended maximum of 16.0 credits based on a 50-minute hour will be granted for the entire learning activity. This program addresses topics that are of a current concern in the healthcare quality and patient safety environment. This is an update, group-live activity. For more information regarding administrative policies such as complaints or refunds, call 206-757-8053 or email petergrant@hcca.com.

AMA PRA CATEGORY 1 CREDITS
Accreditation Statement
This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Amedco and Health Care Conference Administrators (HCCA). Amedco is accredited by the ACCME to provide continuing medical education for physicians.

Credit Designation Statement
Amedco designates this live activity for a maximum of 16.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Credits are available for those attending the Summit onsite and via the live video/audio Internet broadcast, but not for those who participate only via the archived video/audio Internet broadcast.

CERTIFICATE OF ATTENDANCE
Onsite attendees can also request a Certificate of Attendance which they can file with appropriate entities for credit, and webcast attendees can request a Webcast Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

TUITION SCHOLARSHIPS

The Summit is now offering a limited number of partial and full Tuition Scholarships supported by the Heritage Provider Network to qualifying representatives of consumer advocate organizations, safety net providers, academics, students and health services research organizations. The Tuition Scholarship application form can be downloaded from the Summit website.

REGISTRATION BINDING AGREEMENT
Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute.

GENERAL TERMS AND CONDITIONS
Program subject to cancellation or change. If the program is cancelled the only liability of the Summit will be to refund the registration fee paid. The Summit shall have no liability regarding travel or other costs. Registration form submitted via fax, mail, email or online constitutes binding agreement between the parties.

FOR FURTHER INFORMATION
Call 800-684-4549 (Continental US, Alaska and Hawaii only) or 206-629-2350, send e-mail to registration@hcconferences.com, or visit our website at www.medicareadvantagesummit.com.
**ONLINE CONFERENCE ATTENDANCE**

_**PRECONFERENCE** (April 5, 2017):_  
- [ ] Preconference Session  
  **$ 495**

_**CONFERENCE REGISTRATION** (Does not include Pre-Conference):_  
- [ ] Through Friday, February 17, 2017*  
  **$1,195**
- [ ] Through Friday, March 10, 2017**  
  **$1,595**
- [ ] After Friday, March 10, 2017  
  **$1,995**

_**SPECIAL ACADEMIC/GOVERNMENT/CLINIC RATE***:**_  
- [ ] Through Friday, February 17, 2017*  
  **$ 595**
- [ ] Through Friday, March 10, 2017**  
  **$ 795**
- [ ] After Friday, March 10, 2017  
  **$ 995**

_**GROUP REGISTRATION DISCOUNT**_  
(Does not include Preconference. Rates are per person):  
Three or more registrations submitted from the same organization at the same time receive the following discounted rates for conference registration only. To qualify, all registrations must be submitted simultaneously:

- [ ] Through Friday, February 17, 2017*  
  **$ 895**
- [ ] Through Friday, March 10, 2017**  
  **$ 1,195**
- [ ] After Friday, March 10, 2017  
  **$ 1,495**

_**CONFERENCE ELECTRONIC MEDIA:**_  
Oncore Attendees — Following the Summit, the video and presentations are made available in the following formats. To take advantage of the discounted prices below, you must reserve media WITH your Summit registration:

- [ ] Flash Drive ($129 + $15 shipping)  
  **$144**
- [ ] 6 months’ access on Web  
  **$ 129**

_**SELECT YOUR MINI SUMMITS**_  
(Thursday, April 6; one from each group):

- [ ] MS 1  
- [ ] MS 2  
- [ ] MS 3  
- [ ] MS 4  
- [ ] MS 5  
- [ ] MS 6  
- [ ] MS 7  
- [ ] MS 8  
- [ ] MS 9  
- [ ] MS 10  
- [ ] MS 11  
- [ ] MS 12  
- [ ] MS 13  
- [ ] MS 14  
- [ ] MS 15  
- [ ] MS 16  
- [ ] MS 17  
- [ ] MS 18

- [ ] This price reflects a discount for registration and payment received through Friday, February 17, 2017.  
- [ ] This price reflects a discount for registration and payment received through Friday, March 10, 2017.  
- [ ] For the purpose of qualifying for a discounted rate: (1) “academic” shall apply to individuals who are full-time teaching staff or full-time students at an academic institution (i.e., a faculty member at a medical school or hospital residency program who also sees patients is a provider, not an academic; (2) “government” shall apply to individuals who are full-time employees of federal, state or local regulatory agencies (i.e., a State university health system or local public hospital is a provider, not government); and (3) “clinic” shall apply to individuals who are full-time employees of a Federally Qualified Health Center or safety net clinic. This rate does not include the Preconference for onsite attendees.

**PAYMENT**  
The use of a registration discount code cannot be the basis of requesting a partial refund of fees already paid.

**TOTAL FOR ALL OPTIONS, ONSITE OR WEBCAST:**

Please enclose payment with your registration and return it to the Registrar at Pay for Performance Summit, 12330 N.E. 8th Street, Suite 101, Bellevue, WA 98005-3187, or fax your credit card payment to 206-319-5303.  
You may also register online at www.medicareadvantagesummit.com.

- [ ] Check/money order enclosed (payable to Health Care Conference Administrators LLC)  
- [ ] Payment by credit card:  
  - [ ] American Express  
  - [ ] Visa  
  - [ ] Mastercard

If a credit card number is being given to hold registration only until such time as a check is received it must be so noted. If payment is not received by seven days prior to the Summit, the credit card payment will be processed. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

**WEBCAST CONFERENCE ATTENDANCE**

All webcast registrants are automatically registered for the preconference and the conference.  
Webcast conference registration includes the live internet feed from the Summit, plus six months of continued archived internet access, available 24/7.

_**INDIVIDUAL REGISTRATION** (Includes Preconference and Conference):_  

**STANDARD RATE:**  
- [ ] Through Friday, February 17, 2017*  
  **$ 795**
- [ ] Through Friday, March 10, 2017**  
  **$ 1,095**
- [ ] After Friday, March 10, 2017  
  **$ 1,395**

_**SPECIAL ACADEMIC/GOVERNMENT/CLINIC RATE***:**_  
- [ ] Through Friday, February 17, 2017*  
  **$ 495**
- [ ] Through Friday, March 10, 2017**  
  **$ 595**
- [ ] After Friday, March 10, 2017  
  **$ 695**

_**GROUP REGISTRATION** (Includes Preconference. Rates are per person):_  
Group registration offers the substantial volume discounts set forth below.

Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track employee conference participation.

- [ ] Conference Access:  
  - [ ] 5 or more $395 each  
  - [ ] 20 or more $195 each  
  - [ ] 40 or more $95 each

See INTELLECTUAL PROPERTY POLICY, page 10.

_**CONFERENCE ELECTRONIC MEDIA:**_  
Webcast attendees — Following the Summit, the video and presentations are made available on a flash drive. To take advantage of the discounted price below, you must reserve media WITH your Summit registration:

- [ ] Flash Drive ($129 + $15 shipping)  
  **$144**

(All Webcast attendees automatically receive 6 months access on web.)

_**SPECIAL SUBSCRIPTION OFFERS FOR ONSITE AND WEBCAST ATTENDEES:**_  
You can purchase an annual subscription to Accountable Care News, Medical Home News, Population Health News, Predictive Modeling News or Readmissions News for only $295 (regular rate $468) and an annual subscription to Value Based Payment News or Healthcare Innovation News for only $195 (regular rate $295) when ordered with your conference registration.

- [ ] Accountable Care News  
  **$295**
- [ ] Medical Home News  
  **$295**
- [ ] Predictive Modeling News  
  **$295**
- [ ] Readmissions News  
  **$295**
- [ ] Healthcare Innovation News  
  **$195**
- [ ] Value Based Payment News  
  **$195**

**REGISTRATION BINDING AGREEMENT**

Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute. For webcast and onsite registrants there will be no refunds for “no-shows” or cancellations.

**ACCOUNT #**

**EXPIRATION DATE**  
**SECURITY CODE**

**NAME OF CARDHOLDER**

**SIGNATURE OF CARDHOLDER**
A HYBRID CONFERENCE AND INTERNET EVENT

NATIONAL MEDICARE ADVANTAGE SUMMIT

HYATT REGENCY CRYSTAL CITY
ARLINGTON, VIRGINIA
APRIL 5-7, 2017

HOSTED BY:
BETTER MEDICARE ALLIANCE

www.medicareadvantagesummit.com