

# AGENDA AT A GLANCE

## WEDNESDAY MAY 14, 2008

12:00pm	Registration
1:00pm - 5:00pm	<p><b>Pre-Summit Boot Camp: The ABC's of Medicare Plan Finance (hint: The best run plans know how to keep it simple!)</b></p> <p><b>Session 1:</b> Using Financial Models to Drive Multi-Year Medicare Product Strategies</p> <p><b>Session 2:</b> How Payment Complexities Have Made Enrollment Departments Revenue Management Centers for Part D Sponsors</p> <p><b>Session 3:</b> Getting Back to Basics: Medical Management for the Medicare Advantage World</p>

## THURSDAY MAY 15, 2008

7:00am - 8:00am	Registration and Networking Breakfast in the Executive Networking Lounge
8:00am - 8:15am	Chairman's Welcome and Opening Remarks – Conference Chairman: William A. MacBain, Senior Vice President, Finance, Gorman Health Group, LLC
8:15am - 9:30am	<p><b>Opening Keynote Panel: Assessing the Impact of Healthcare Reform on Medicare through 2009 and Beyond</b></p> <p><b>Stuart Guterman</b>, Senior Program Director Medicare's Future, <b>The Commonwealth Fund</b></p> <p><b>Cheryl Matheis</b>, Director of Health Strategy, <b>AARP</b></p> <p><b>Michael F. Cannon</b>, Director of Health Policy Studies, <b>Cato Institute</b></p> <p>Moderator: <b>William J. Scanlon, PhD</b>, Senior Policy Advisor, <b>Health Policy R&amp;D</b>; Commission Member, <b>MedPAC</b></p>

9:30am - 10:45am	<p><b>The Changing Landscape of Medicare Advantage</b></p> <p><b>Abby Block</b>, Director, Center for Beneficiary Choices, <b>Centers for Medicare and Medicaid Services</b></p> <p><b>Brian Biles, MD, MPH</b>, Professor of Health Policy, <b>The George Washington University School of Public Health and Health Services</b></p> <p>Moderator: <b>J. James Rohack, MD</b>, Member, Board of Trustees, <b>American Medical Association</b></p>
------------------	---

10:45am - 11:15am	<p>Networking, Refreshment Break, and Book Signing in the Executive Networking Lounge</p> <p><b>Healthy Competition: What's Holding Back Health Care and How to Free It</b></p> <p><b>Author: Michael F. Cannon</b>, Director of Health Policy Studies, <b>The Cato Institute</b></p>
-------------------	---

11:15am - 12:15pm	<p><b>Beneficiary Centered Care Management: Best Practices for Care Coordination in Fee-for-Service Medicare and Medicare Advantage</b></p> <p><b>Dr. David Wennberg</b>, Chief Science and Products Officer, <b>Health Dialog</b> • <b>Jeffrey Gruen, MD, MBA</b>, Chief Medical Officer, <b>Revolution Health</b></p> <p>Moderator: <b>R. Adams Dudley, MD, MBA</b>, Associate Professor of Medicine and Health Policy, Associate Director for Research Institute for Health Policy Studies, <b>University of California</b></p>
-------------------	--

12:15pm - 1:30pm	Luncheon in the Executive Networking Lounge
1:30pm - 4:45pm	<p><b>Concurrent Executive Seminars: Please Choose 1 of 3</b></p> <p><b>Seminar A:</b> Strategies for the Successful Management of Part D in Your Organization</p> <p><b>Seminar B:</b> The Rise of Value Based Purchasing: Utilizing Outcomes and Quality Measurement for Increased Profitability</p> <p><b>Seminar C:</b> Chronic Disease and Care Management: Frameworks for Effectively Managing Chronically-Ill Beneficiaries</p>
Please note:	Afternoon networking break will be 3:30-3:45

4:45pm - 5:45pm	<p><b>Closing Keynote Panel: The Evolution of Part D: Looking Forward to the Next Cycle</b></p> <p><b>Alexander Shekhdar</b>, Director, Industry Relations, <b>Medco</b> • <b>Bob Donnelly</b>, VP, Public Policy and Regulatory Affairs, <b>Universal American</b></p> <p>Moderator: <b>William A. MacBain</b>, Senior Vice President, Finance, <b>Gorman Health Group, LLC</b></p>
-----------------	--

5:45pm - 6:45pm	Networking Cocktail Reception in the Executive Networking Lounge
-----------------	--

## FRIDAY MAY 16, 2008

7:00am - 8:00am	Registration and Networking Breakfast in the Executive Networking Lounge
7:15am - 8:00am	<b>Market Insight Series: Medicare Outsourcing</b>
8:00am - 8:15am	Chairman's Opening Remarks
8:15am - 9:30am	<p><b>Opening Keynote Panel: Special Needs Plans: Assessing the Value and Proper Role of SNPs</b></p> <p><b>Robb Cohen</b>, Chief Government Affairs Officer, <b>XLHealth</b> <b>Jim Verdier</b>, Senior Fellow, <b>Mathematica Policy Research</b></p> <p>Moderator: <b>Mary Kennedy</b>, Director of Medicare, <b>Association of Community Affiliated Plans</b>, Former Minnesota Medicaid Director- Washington, DC</p>

9:30am - 10:30am	<p><b>Concurrent Executive Symposia A - C: Please choose 1 of 3</b></p> <table border="1"> <tr> <td><b>Symposium A:</b> Execution Risks: Surviving Year Three and Beyond of the New Medicare</td> <td><b>Symposium B:</b> Reality vs. Perception of MSAs: Uncovering the Dissonance</td> <td><b>Symposium C:</b> The 2008 Medicare Physician Fee Schedule: Views on the Sustainable Growth Rate Formula and the Impact of Upcoming Regulations</td> </tr> </table>	<b>Symposium A:</b> Execution Risks: Surviving Year Three and Beyond of the New Medicare	<b>Symposium B:</b> Reality vs. Perception of MSAs: Uncovering the Dissonance	<b>Symposium C:</b> The 2008 Medicare Physician Fee Schedule: Views on the Sustainable Growth Rate Formula and the Impact of Upcoming Regulations
<b>Symposium A:</b> Execution Risks: Surviving Year Three and Beyond of the New Medicare	<b>Symposium B:</b> Reality vs. Perception of MSAs: Uncovering the Dissonance	<b>Symposium C:</b> The 2008 Medicare Physician Fee Schedule: Views on the Sustainable Growth Rate Formula and the Impact of Upcoming Regulations		

10:30am - 11:00am	Networking and Refreshment Break in the Executive Networking Lounge
-------------------	---

11:00am - 12:00pm	<p><b>Concurrent Executive Symposia D - F: Please choose 1 of 3</b></p> <table border="1"> <tr> <td><b>Symposium D:</b> The New Approach to Sales: Marketing for Retention and Maximized Enrollment</td> <td><b>Symposium E:</b> Dual Eligibles: The Great Disparity and Interaction Between Medicare and Medicaid</td> <td><b>Symposium F:</b> Two Paths, One Destination: Case Management and Risk Adjustment</td> </tr> </table>	<b>Symposium D:</b> The New Approach to Sales: Marketing for Retention and Maximized Enrollment	<b>Symposium E:</b> Dual Eligibles: The Great Disparity and Interaction Between Medicare and Medicaid	<b>Symposium F:</b> Two Paths, One Destination: Case Management and Risk Adjustment
<b>Symposium D:</b> The New Approach to Sales: Marketing for Retention and Maximized Enrollment	<b>Symposium E:</b> Dual Eligibles: The Great Disparity and Interaction Between Medicare and Medicaid	<b>Symposium F:</b> Two Paths, One Destination: Case Management and Risk Adjustment		

12:00pm - 1:00pm	Luncheon with Networking Discussion Roundtables in the Executive Networking Lounge
------------------	--

1:00pm - 2:00pm	<p><b>Closing Keynote Address: Pulling the Trigger: Solutions to Medicare's "Excess" General Revenue Spending</b></p> <p><b>Thomas R. Saving, PhD</b>, Senior Fellow, <b>NCPA</b>; Director, Private Enterprise Research Center, <b>Texas A&amp;M University</b></p>
-----------------	--

2:00pm	Conference ends; Closing Remarks
--------	----------------------------------