

NATIONAL FORUM ON THE BUSINESS OF MEDICARE ADVANTAGE

FORUM AGENDA

TUESDAY, JANUARY 24, 2012

8:00 am – 12:00 pm	PRE-CONFERENCE WORKSHOP
	WORKSHOP: Using ACO Transformation Models in Medicare Advantage
12:00 pm	<i>Registration and Networking Breakfast in the Executive Networking Lounge</i>
1:00 pm - 1:15 pm	CHAIRPERSON'S WELCOME AND OPENING REMARKS
1:15 pm - 2:15 pm	OPENING KEYNOTE PANEL ADDRESS: Revolution or Evolution – What's Next for Medicare and Medicare Advantage?
2:15 pm - 3:30 pm	KEYNOTE ADDRESS: THREAT OR OPPORTUNITY Implications of Accountable Care Organizations (ACOs) on Medicare Advantage
3:30 pm - 4:00 pm	<i>Networking and Refreshment Break in the Executive Lounge</i>
4:00 pm - 4:50 pm	KEYNOTE PANEL: THREAT OR OPPORTUNITY From Good to Great: Lessons from High Star Rating Performers
4:50 pm - 5:45 pm	CLOSING KEYNOTE: VIEW FROM CONSUMERS HARRIS POLL – Stakeholders and the Future of Medicare Advantage
5:45 pm - 6:00 pm	CHAIR'S CLOSING REMARKS
6:00 pm - 7:00 pm	<i>Networking Cocktail Reception in the Executive Lounge</i>

WEDNESDAY, JANUARY 25, 2012

7:00 am	<i>Registration and Networking Breakfast in the Executive Networking Lounge</i>		
7:45 am - 8:00 am	<i>Opening Remarks and Day 1 Recap</i>		
8:00 am - 9:00 am	OPENING KEYNOTE PANEL DISCUSSION: FOCUS ON GROWTH Separating the Winners from the Losers - Medicare Member Marketing, Education and Communication		
CONCURRENT EDUCATIONAL TRACKS (Choose 1 of 3)			
9:00 am - 10:30 am	TRACK 1: MEDICAL MANAGEMENT AND QUALITY	TRACK 2: STRATEGY AND OPERATIONS	TRACK 3: MARKETING AND ENROLLMENT
10:30 am - 10:45 am	<i>Networking and Refreshment Break in the Executive Lounge</i>		
10:45 am - 11:30 am	KEYNOTE DISCUSSION: THREAT OR OPPORTUNITY Surviving Audits, Contractors, and Sanctioning		
11:30 am - 12:15 pm	KEYNOTE PANEL DISCUSSION: VIEW FROM WASHINGTON Now What Washington with the Failure of the Super Committee?		
12:15 pm - 1:30 pm	<i>Networking Luncheon in the Executive Networking Lounge</i>  ROUNDTABLE DISCUSSIONS		
1:30 pm - 2:30 pm	FOCUS ON GROWTH C-Suite Perspective on Medicare and Medicare Advantage		
CONCURRENT EDUCATIONAL TRACKS (Choose 1 of 2)			
2:30 pm - 4:00 pm	TRACK 1: COMPLIANCE	TRACK 2: MARKETING AND ENROLLMENT	
4:00 pm - 4:30 pm	<i>Networking and Refreshment Break</i>		
4:30 pm - 5:30 pm	CLOSING KEYNOTE DISCUSSION: THREAT OR OPPORTUNITY IT Strategy, Development and Compliance		
5:30 pm	CHAIR'S CLOSING REMARKS		

THURSDAY, JANUARY 26, 2012

7:15 am	<i>Registration and Networking Breakfast in the Executive Networking Lounge</i>
7:45 am - 8:00 am	<i>Opening Remarks and Day 2 Recap</i>
8:00 am - 8:40 am	OPENING KEYNOTE PANEL: THREAT OR OPPORTUNITY Innovations for Managing Dual Eligibles
8:45 am - 10:15 am	Focusing on Successful Models of Care and Quality Improvements
10:15 am - 10:45 am	<i>Networking and Refreshment Break in the Executive Lounge</i>
10:45 am - 11:30 am	KEYNOTE DISCUSSION: VIEW FROM WALL STREET Wall Street's Perspective on the Future of Medicare Advantage
11:30 am - 12:15 pm	CLOSING KEYNOTE: SUSTAINABLE COLLABORATION FOR THE FUTURE Strategies for Success
12:15 pm	CHAIR'S CLOSING REMARKS, CONFERENCE CONCLUDES