

THE BUSINESS OF REFORM

Arlington, VA • July 15-17, 2013

COLLABORATION SENIOR-LEVEL DIALOGUE NETWORKING SOLUTIONS-ORIENTED REIMBURSEMENT

■ Four Co-Located Events to help you navigate the changing health care landscape

FOUR SUMMIT AGENDA-AT-A-GLANCE • MONDAY, JULY 15, 2013

1:00 pm – 2:00 pm	Pre-Congress Workshop Registration and Welcome Coffee	
2:00 pm – 5:00 pm	Pre-Registration for General Attendees	
ATTEND A PRE-CONFERENCE WORKSHOP (CHOOSE ONE OF TWO)		
2:00 pm – 5:00 pm	WORKSHOP A: MARKETING TO THE GOVERNMENT PROGRAM DUALS AND CHURN POPULATIONS	WORKSHOP B: STAR RATINGS: BEST PRACTICES ON ACHIEVING A FIVE STAR RATING AND PREPARING FOR 2014

FOUR SUMMIT AGENDA-AT-A-GLANCE • TUESDAY, JULY 16, 2013

7:30 am – 8:30 am	Main Summit Registration and Welcome Coffee in the Executive Networking Lounge			
8:30 am – 8:45 am	Chairperson's Welcome and Opening Remarks			
8:45 am – 9:15 am	Opening Keynote Address — CMS Perspective (invited)			
9:15 am – 10:15 am	Keynote Panel Discussion — Key Factors Impacting the Health Care Landscape – State and Federal Views			
10:15 am – 10:45 am	Networking and Refreshment Break in the Executive Networking Lounge			
	LEADERSHIP SUMMIT ON MEDICARE	LEADERSHIP SUMMIT ON MEDICAID	LEADERSHIP SUMMIT ON HEALTH INSURANCE EXCHANGES	LEADERSHIP SUMMIT ON MANAGED MARKETS
10:45 am – 11:45 am	The Future of Medicare: Restructuring to Create Sustainability	The New Medicaid Recipients: Who They Are and How to Reach Them	Opening Address — Exploring the Federally Facilitated Health Insurance Marketplace	Staying Nimble: Tailoring Your Managed Markets Strategy for Different Care Delivery Models
11:45 am – 12:45 pm	Payment Reform: Addressing the Budget Deficit and What This Means for Medicare	Managing the New Medicaid Recipient in an Expanding Marketplace	Panel — Perspectives from Leading State-Based Exchange Models	Market Access Industry Roundtable: The Future for Reimbursement
12:45 pm – 1:45 pm	Luncheon			
1:45 pm – 2:45 pm	Forming Strategic Partnerships to Expand and Protect Your Market Share	Advancing Medicaid ACOs in an Expanding Marketplace	Scenario Planning: Take a Proactive Approach to Overcoming Hurdles in Exchange Implementation	Health Insurance Exchanges: New Sales Channel Opportunity? Explore the Unknown
MARKET INSIGHTS (CHOOSE ONE OF THREE)				
2:45 pm – 3:45 pm	MARKET INSIGHT 1 - Medicaid Expansion: The Challenges and Opportunities of Managing Behavioral Health	MARKET INSIGHT 2 - Marketing Strategies to Reach Today's Medicare Beneficiaries	MARKET INSIGHT 3 - Current Reimbursement Landscape and Future Trends Impacting Specialty Pharmacy	
3:45 pm – 4:15 pm	Networking and Refreshment Break in the Executive Networking Lounge			
4:15 pm – 5:15 pm	Keynote — Leading Industry Executives Comment on the Challenges and Opportunities of Today's Government Programs			
5:15 pm – 6:30 pm	Networking Cocktail Reception in the Executive Networking Lounge			
7:00 pm – 9:00 pm	Invitational Dinners – Sponsorship Opportunity			

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FOUR SUMMIT AGENDA-AT-A-GLANCE • WEDNESDAY, JULY 17, 2013

7:15 am – 8:15 am	Breakfast Focus Groups – Sponsorship Opportunity			
8:15 am – 8:30 am	Chairperson's Welcome and Opening Remarks			
8:30 am – 9:30 am	Opening Keynote Panel — State Medicaid Directors' Perspective on Medicaid Expansion and the Future of State Medicaid Programs			
	LEADERSHIP SUMMIT ON MEDICARE	LEADERSHIP SUMMIT ON MEDICAID	LEADERSHIP SUMMIT ON HEALTH INSURANCE EXCHANGES	LEADERSHIP SUMMIT ON MANAGED MARKETS
9:30 am – 10:30 am	Interface of Medicare and ACOs — How Will This Impact the Future Delivery of Care	Alternative Methods of Expansion — How Virginia and Arkansas are Handling Expansion	Engaging the Consumer: Marketing Outreach and Awareness in a New World	Creating a Compelling Value Story: Leveraging HEOR Data to Demonstrate Brand Value
10:30 am – 11:00 am	Networking and Refreshment Break in the Executive Networking Lounge			
11:00 am – 12:00 pm	Addressing the Transition of Care for the Duals Population	Examining the Implementation of Dual Eligibles Coordinated Care Demonstrations	Panel — Strategies for Consumer Education: Making the Leap from Awareness to Enrollment	ACO Spotlight: Effectively Communicating Value to ACOs
12:00 pm – 1:00 pm	Luncheon			
1:00 pm – 2:00 pm	Medicare Care Coordination: Expectations, Best Practices, and Challenges	Better Access, Better Care: Will Medicaid Care Improve Under the Affordable Care Act?	Case Study — The Importance of Affordability: Lessons in Engaging and Enrolling the Uninsured from Palm Beach's Vita Health Program	The Future of Medicaid Drug Policy
2:00 pm – 3:00 pm	Panel Discussion — Characteristics of High Performing Health Plans	Panel — Designing, Implementing, and Testing State Innovation Models	Panel — Key Considerations for Successful Plan Participation on the Exchange	Effectively Aligning Key Account Relationships: Practical Marketing Strategies
3:00 pm – 4:00 pm	Closing Keynote — The Health Care Landscape in 2020			
4:00 pm	Chairperson's Closing Remarks / CONGRESS CONCLUDES			

A B O U T O U R V E N U E



The Westin Arlington Gateway is located in the vibrant Ballston area of Arlington and two blocks from the Ballston Metro Station, providing direct access to Washington, D.C. This hotel in Arlington is minutes away from Smithsonian Museums, The White House, the Kettler Iceplex community ice rink that is also the training facility for The Washington Capitals, and all that Arlington and Washington, D.C. have to offer. At Westin, discover endless possibilities to help reach your potential. The 336 guest rooms of our Arlington, Virginia hotel are designed with renewing comfort and modern convenience in mind. Work with ease in our ergonomic desk chairs or unwind with your favorite program on our flat-screen televisions. We also offer wireless high speed Internet access, 24-hour in-room dining, and Executive Club Lounge availability to Club level guests. The WestinWorkout gym, New Balance Gear Lending, and indoor pool allow you to maintain your fitness routine while travelling.