

# Agenda-At-A-Glance

**Day One – Tuesday, July 24, 2012**



7:00 am - 8:00 am	<i>Pre-Summit Workshop Registration and Welcome Coffee</i>		
8:00 am - 11:00 am	<b>PRE-SUMMIT WORKSHOPS (CHOOSE 1 OF 2)</b>		
	Workshop A: Creating a Health Plan for Dual Eligibles	Workshop B: Building and Implementing a Qualified Health Plan	
11:00 am - 12:00 pm	<i>Main Summit Registration and Welcome Coffee in the Executive Networking Lounge</i>		
12:00 pm - 12:15 pm	<b>CHAIRPERSON'S WELCOME AND OPENING REMARKS</b>		
12:15 pm - 12:45 pm	<b>OPENING KEYNOTE ADDRESS:</b> The Future of Government Programs and Policy in America		
12:45 pm - 2:00 pm	<b>KEYNOTE PANEL:</b> 2012 Politics and the Supreme Court Ruling on the Individual Mandate, Medicaid Expansion and Health Reform		
2:00 pm - 2:30 pm	<b>KEYNOTE ADDRESS:</b> A Complete Government Program Strategy for Providers and Payers Alike		
2:30 pm - 3:00 pm	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>		
3:00 pm - 4:00 pm	<b>PANEL DISCUSSION:</b> State Medicaid Directors and State Perspectives on Medicaid Nationwide	<b>PANEL DISCUSSION:</b> The Future of Medicare: A Changing Landscape	<b>PANEL DISCUSSION:</b> To Implement or Not to Implement: The Final rules for the Health Insurance Exchanges and the Implications of State Action or Inaction
4:15 pm - 5:30 pm	<b>CLOSING PANEL DISCUSSION:</b> Integration Between Medicaid and the Health Insurance Exchange <i>(Co-located with Health Insurance Exchanges)</i>	4:15 pm - 4:45 pm <b>PIONEER ACOS:</b> Lessons Learned, Future Expectations, and Outcomes-To-Date	<b>CLOSING PANEL DISCUSSION:</b> Integration Between Medicaid and the Health Insurance Exchange <i>(Co-located with Medicaid)</i>
		4:45 pm - 5:30 pm <b>CLOSING PANEL DISCUSSION:</b> Actionable Methods for Boosting Your Star Ratings	
5:30 pm - 6:45 pm	<i>Networking Cocktail Reception in the Executive Networking Lounge</i>		

## Day Two – Wednesday, July 25, 2012

7:00 am - 7:45 am	<i>Welcome Coffee and Conference Registration</i>	
7:45 am - 8:00 am	<b>CHAIRPERSON'S WELCOME AND DAY 2 REMARKS</b>	
8:00 am - 8:30 am	<b>OPENING KEYNOTE PANEL:</b> The Evolution of Health Care: Impact of Reform, Care Model Developments, and Future Initiatives across Medicare, Medicaid, and Health Exchanges	
8:30 am - 9:30 am	<b>Ensuring Seamless, High Quality Healthcare and System Cost Effectiveness for Medicaid-Medicare Enrollees</b>	8:30 am - 9:15 am <b>Investing in the Health Plan Infrastructure Overhaul</b>

9:30 am - 10:00 am	<b>The Proposed Rule on Average Manufacturers Price (AMP) and Best Price (BP) for Medicaid</b>		<b>MEDICARE:</b> Concurrent Educational Tracks (Choose 1 of 2)		9:15 am - 10:00 am <b>CASE STUDY: Health Choices – Building an Insurance Marketplace</b>
			TRACK A: Care Management  Case Studies in Linking Star Improvement, Risk Adjustment, and Care Management Initiatives	TRACK B: Marketing/ Enrollment  Peace, Love and Medicare: The Unique Challenges of Marketing to Baby Boomers as They Age into the Medicare Marketplace	
10:00 am - 10:30 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>				
10:30 am - 11:15 am	<b>MEDICAID:</b> Concurrent Educational Tracks (Choose 1 of 2)		<b>MEDICARE:</b> Concurrent Educational Tracks Cont'd (Choose 1 of 2)		10:30 am - 11:15 am <b>CASE STUDY: The Colorado SHOP Exchange</b>
	TRACK A: Medicaid-Medicare Enrollees: Under The Hood	TRACK B: The Medicaid Drug Rebate Program (MDRP)	TRACK A: Care Management	TRACK B: Marketing/ Enrollment	
10:30 am - 11:15 am	Operational Issues in Program Development for Dual Eligibles	Legal Implications of AMP and BP Proposed Rule for Manufacturers	10:30 am - 11:30 am Innovations in Health Care Delivery and the Impact on Patient Care	Using Dynamic Websites and Social Media Marketing to Engage Beneficiaries	
11:15 am - 12:00 pm	Selling to the Duals: Creating a Strategy as Unique as They Are	State Invoicing for Medicaid Managed Care Drug Rebates	11:30 am - 12:00 pm Medication Therapy Management Programs Relationship to Star Ratings	New Member Retention Strategies: Establishing Loyalty through Brand Awareness and Customer Service	11:15 am - 12:00 pm <b>The Impact of Public, Private and Federal Exchanges on Accountable Care Models</b>
12:00 pm - 1:00 pm	<i>Networking and Lunch Break in the Executive Networking Lounge</i>				
1:00 pm - 1:30 pm	<b>CASE STUDY: Enrollment of Dual Eligibles in Medicare Advantage and Medicaid Managed Care</b> <i>(Co-located Session – Medicaid and Medicare)</i>				1:00 pm - 1:45 pm <b>Health Plan Strategies for the Private Exchange Marketplace</b>
2:15 pm - 3:00 pm	<b>Calculating Shared Savings in a Medicaid ACO</b> <i>(Co-located Session – Medicaid and Medicare)</i>		Pharma Perspective: <b>CASE STUDY: Fulfilling the Spirit of Medication Therapy Management: The Pharmacoeconomic Outcomes of a Successful MTM</b>		1:45 pm - 2:30 pm <b>Brokers, Agents and Navigators: The Future of New and Existing Industry Roles</b>
2:45 pm - 3:15 pm	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>				
3:30 pm - 4:00 pm	<b>Addressing Healthcare Disparities in Medicaid</b>		3:30 pm - 3:45 pm Payment Reform: New Approaches, Future Implications, and Physician Impact		3:15 pm - 3:30 pm <b>CHAIRPERSON'S CLOSING REMARKS; HEALTH INSURANCE EXCHANGES SUMMIT CONCLUDES</b>
4:00 pm - 4:30 pm	<b>The Impact of Deficit Reduction Proposals on Medicaid</b>		3:45 pm - 4:15 pm Pharma Perspective: Part D - Rebates, Retiree Shift, Payer Opportunities		
4:30 pm - 4:45 pm	<b>CHAIRPERSON'S CLOSING REMARKS; MEDICAID SUMMIT CONCLUDES</b>		4:15 pm - 4:30 pm <b>CHAIRPERSON'S CLOSING REMARKS; MEDICARE SUMMIT CONCLUDES</b>		