



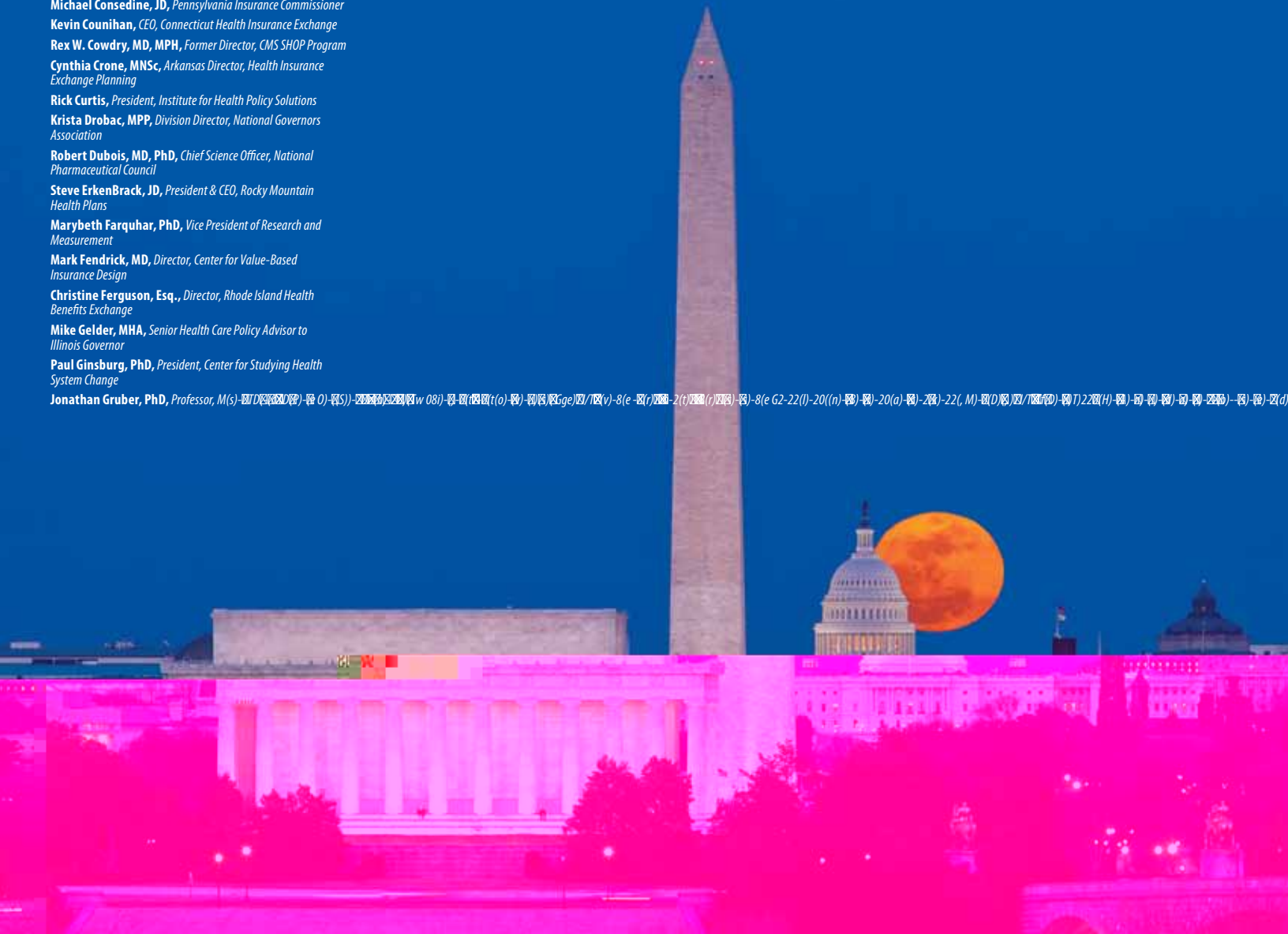
Onsite: **May 1 – 3, 2013**
Washington, DC

Hyatt Regency Crystal City

Online: In your own office or home live via the Internet with 24/7 access for six months

FEATURED FACULTY

- Jay Angoff, Esq., Partner, Mehri & Skalet*
- Joel Ario, MDiv, JD, Managing Director, Manatt Health Solutions*
- John Bertko, Senior Actuary, CCEO*
- Troyen Brennan, MD, EVP & CMO, CVS Caremark*
- Michael Cannon, MA, JM, Director of Health Policy Studies, Cato Institute*
- Alan Cohen, MBA, Chief Strategy Officer and Co-Founder, Liazon*
- Michael Considine, JD, Pennsylvania Insurance Commissioner*
- Kevin Counihan, CEO, Connecticut Health Insurance Exchange*
- Rex W. Cowdry, MD, MPH, Former Director, CMS SHOP Program*
- Cynthia Crone, MNSc, Arkansas Director, Health Insurance Exchange Planning*
- Rick Curtis, President, Institute for Health Policy Solutions*
- Krista Drobac, MPP, Division Director, National Governors Association*
- Robert Dubois, MD, PhD, Chief Science Officer, National Pharmaceutical Council*
- Steve ErkenBrack, JD, President & CEO, Rocky Mountain Health Plans*
- Marybeth Farquhar, PhD, Vice President of Research and Measurement*
- Mark Fendrick, MD, Director, Center for Value-Based Insurance Design*
- Christine Ferguson, Esq., Director, Rhode Island Health Benefits Exchange*
- Mike Gelder, MHA, Senior Health Care Policy Advisor to Illinois Governor*
- Paul Ginsburg, PhD, President, Center for Studying Health System Change*
- Jonathan Gruber, PhD, Professor, MIT*



The Leading Forum on Public and Private Insurance Exchanges and Responsive Strategies by Government, Plans and Providers



www.HealthInsuranceExchangeSummit.com

The Supreme Court has ruled. The President has been reelected. QHP selection, systems testing for exchanges and a whole new eligibility determination process, and intensive outreach to the uninsured and other target populations is a scant 7 months away. With the major exception of state ability to opt out of the Medicaid expansion, ACA implementation is now in overdrive to prepare for October 1, 2013.

As a major element of the ACA, health insurance exchanges (HIXs) will operate in all states for coverage, effective January 1, 2014. States may choose to develop their own state-operated exchanges (18 + D.C. at last count), participate in a state-federal partnership (six at last count), or defer to a federally facilitated exchange (FFE) to operate in the state. States opting for a partnership exchange can choose to operate certain plan management functions, certain consumer assistance functions, or both. State-based exchanges are sprinting to the finish line. Even states that defer to the FFE will face many points of coordination, including, plan certification and oversight functions, consumer assistance and outreach, and on streamlining eligibility determinations, and all the private-sector participants have only months to determine how they will participate.

Given the aggressive timeline for HIX implementation, states and the federal government are working hard to make strategic policy decisions regarding the model of exchange for each state, who will participate, which populations to target for enrollment, how to reach them, how to manage brokers, navigators, customer service centers, while building new eligibility determination systems. Federal and state officials, with the help of HIX consultants, legal counsel and technology vendors, are working overtime on implementation projects across the nation.

At the same time private health insurance exchanges, many with a defined contribution approach, are emerging in the marketplace.

The private sector is trying to figure out how best to respond. Health plans are developing varied strategic responses to the exchange movement, determining whether to participate as qualified health plans (QHPs) and if so, how. Healthcare providers seek to integrate exchange participation strategies into their ACO and medical home programs and value-based payment reform initiatives. PBMs, pharmacies and pharmaceutical and medical device manufacturers are positioning to participate in exchange programs.

The Health Insurance Exchange Summit seeks to bring all parties involved in HIX implementation to share HIX strategic visions and best practices.

PARTICIPATION OPTIONS



Onsite

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 immediately 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.



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... or home

HCCA CHANGES NAME AND BIFURCATES OPERATIONS

Health Care Conference Administrators, LLC (HCCA), www.eHCCA.com, after offering over 200 major healthcare and life sciences conferences over the past 15 years, is changing its name to Global Health Care, LLC (GHC, LLC) and will operate the following two separate lines of business "GHC, LLC Health Care" and "GHC, LLC Life Sciences." GHC, LLC Health Care will offer healthcare policy and practice conferences. GHC, LLC Life Sciences will offer conferences principally focused on legal and compliance issues for pharmaceutical, medical device and biotechnology companies. New GHC, LLC Health Care and GHC, LLC Life Sciences websites will be launched shortly.

WHO SHOULD ATTEND:

From Federal Government:

- CMS Staff
- OCIO Staff
- DOJ Staff
- FTC Staff

From States:

- Exchange Board, Leadership and Staff
- Medicaid Officers
- Department of Health & Human Services
- Department of Insurance
- Heads of Technology
- Heads of Operations
- Heads of Regulation/Policy
- Heads of Healthcare Reform

From Managed Care Organizations, Medicaid and Commercial Health Plans:

- Chief Executive Officers
- Chief Financial Officers
- Chief Operating Officers
- Chief Marketing Officers
- Chief Medical Officers
- Chief Information Officers
- Chief Administration Officers
- Heads of Product Development
- Heads of Marketing/Sales/Business Development
- Heads of Enrollment
- Heads of Technology
- Heads of Operations
- Heads of Regulation/Policy

From Healthcare Providers:

- Chief Executive Officers
- Chief Financial Officers
- Chief Operating Officers
- Chief Medical Officers
- Chief Information Officers
- Chief Marketing Officers
- Managed Care Contracting Staff
- ACO and Medical Home Development Staff
- Bundled and Shared Service Payment Staff

From Life Sciences:

- PBM and Pharmacy Strategy Staff
- Pharmaceutical and Medical Device Manufacturer Strategy Staff
- Formulary Staff

And:

- Private Exchanges
- Advocacy Groups
- Health Services Researchers
- Agency and Capitol Hill Staff
- Brokers and Agents
- Legal Counsel
- Consultants
- Software and Technology Providers

WEDNESDAY, MAY 1, 2013

PRECONFERENCE SYMPOSIA

7:00 am **Summit Registration**

GROUP I

Preconference I: Health Insurance Exchanges 101

8:00 am **Welcome and Introduction**

Kim Holland, Director for State Affairs, Blue Cross Blue Shield Association; Former Insurance Commissioner, Oklahoma, Washington, DC

John Kaelin, Senior Vice President, Health Reform, UnitedHealth Group, Minneapolis, MN

Jean (Qing) Yang, MS, MBA, Executive Director, Massachusetts Health Connector; Former Director, Contracting Strategy, Tufts Health Plan, Boston, MA

Patricia M. Boozang, MPH, Managing Director, Manatt Health Solutions, New York, NY (Moderator)

10:00 am **Adjournment**

Preconference II: The Role of Brokers/Navigators in the New Health Insurance Exchange Marketplace

8:00 am **Welcome and Introduction**

Mark Argosh, MBA, Managing Principal, Sterling & Sterling, Inc., New York, NY

Kevin J. Counihan, Chief Executive Officer, Connecticut Health Insurance Exchange; Former President, Choice Administrators Exchange Solutions, Hartford, CT

Mark A. Hall, JD, Fred D. and Elizabeth L. Turnage Professor of Law and Public Health, Wake Forest University, Winston Salem, NC

Jon M. Kingsdale, PhD, Managing Director, Wakely Consulting Group; Visiting Lecturer on Health Care Policy, Department of Health Care Policy, Harvard Medical School; Former Executive Director, Commonwealth Health Insurance Connector Authority, Boston, MA (Moderator)

10:00 am **Adjournment**

WEDNESDAY, MAY 1, 2013

NATIONAL HEALTH INSURANCE EXCHANGE SUMMIT: OPENING PLENARY SESSION – AGENDA DAY I

1:00 pm **Welcome and Introduction and Overview of the Political and Policy Context for Health Insurance Exchanges**



Susan Dentzer, Editor-in-Chief, Health Affairs; Health Policy Analyst, The PBS News Hour, Washington, DC (Co chair)

1:30 pm **Federal Guidance on the Development of Public Exchanges**



Gary Cohen, Esq. (Invited), Director, Center for Consumer Information and Insurance Oversight, Center for Medicare and Medicaid Services, US Department of Health and Human Services; Former General Counsel, California Health Benefit Exchange; Former Director, Oversight Group, Center for Consumer Information and Insurance Oversight, Washington, DC

2:15 pm **Medicaid/Exchange Interaction**



Cindy Mann, Deputy Administrator and Director, Center for Medicaid, CHIP, and Survey & Certification, Centers for Medicare and Medicaid Services, US Department of Health and Human Services, Washington, DC

GROUP II

Preconference III: Advanced Provider Strategic Alternatives in the New Health Insurance Exchange Marketplace

10:15 am **Welcome and Introduction**

William T. Eggbeer, MBA, Managing Director, BDC Advisors, Washington, DC (Moderator)

10:30 am **Laying the Groundwork for Provider Success**

- Insurance Exchange Basics
- New HIX Products
- The Continuum of Provider Opportunities

Fran Kelleher, MBA, PhD, Principal, BDC Advisors, Washington, DC

11:00 am **Working with Insurers**

Kevin Sears, Vice President, Payer & Product Innovation, Trinity Health, Livonia, MI

11:30 am **Preparing for Transparency and Population Health**

- Quality Reporting
- Practice Efficiency and Effectiveness

Lynne Eickholt, Vice President, Business Planning and Market Development, Partners Community HealthCare, Inc., Boston, MA

Noon **Faculty Q&A**

12:15 pm **Preconference Adjournment; Box Lunches for Group II Preconference Attendees**

Preconference IV: Advanced Payor Strategic Alternatives in the New Health Insurance Exchange Marketplace

10:15 am **Welcome and Introduction**

Brett Graham, MBA, Partner and Director, Health Insurance Exchange Practice, Leavitt Partners; Former Vice President, UnitedHealth Group, Salt Lake City, UT (Moderator)

12:15 pm **Preconference Adjournment; Box Lunches for Group II Preconference Attendees**

2:45 pm **State Health Insurance Exchanges and Medicaid**



Brian Haile, MA, JD, Director, Insurance Exchange Planning Initiative, State of Tennessee; Former Medicaid Eligibility Chief, Income Maintenance Administration, US Department of Health and Human Services, Nashville, TN



Nathan Johnson, Division Director, Health Care Policy, Washington Health Care Authority, Olympia, WA



Penny Thompson, MPA, Deputy Director, Center for Medicaid and CHIP Services, Centers for Medicare and Medicaid Services, US Department of Health and Human Services; Former Director for Program Integrity, Centers for Medicare and Medicaid Services, Washington, DC



Deborah Bachrach, Esq., Special Counsel, Healthcare Transaction and Policy, Manatt, Phelps & Phillips, LLP; Former Medicaid Director and Deputy Commissioner of Health, New York State Department of Health; Former Chief, Civil Rights Bureau, Office of the New York State Attorney General, New York, NY (Moderator)

3:30 pm **Break**

4:00 pm



Health Insurance Exchange Legal and Policy Issues: Have the Courts had their Final Say?

Michael F. Cannon, MA, JM, Director of Health Policy Studies, Cato Institute, Washington, DC



Timothy S. Jost, Esq., Robert L. Willett Family Professorship of Law, Washington and Lee University School of Law, Lexington, VA

4:45 pm



Panel: Different Exchange Models/Concepts

Conceptual Details:
Edmund F. Haislmaier, Senior Research Fellow, Health Policy Studies, The Heritage Foundation; Former Director of Health Care Policy, Pfizer, Washington, DC



John McDonough, D.Ph., Professor of the Practice of Public Health, Director of the Center for Public Health Leadership, Department of Health Policy and Management, Harvard School of Public Health; Former Executive Director, Massachusetts' Health Care for All, Boston, MA



Practical Implications and Operational Details:

Peter V. Lee, JD, Executive Director, California Health Benefit Exchange; Former Director of Delivery System Reform, Office of Health Reform, US Department of Health and Human Services; Former Chief Executive Officer, Pacific Business Group on Health, San Francisco, CA



Robin Lunge, Director, Health Care Reform, Department of Health Care Access, Agency of Administration, State of Vermont, Montpelier, VT



Simeon Schindelman, Chief Executive Officer, Bloom Health; Former Senior Vice President of Commercial Markets, Medica, Minneapolis, MN



Norman Thurston, PhD, Health Reform Implementation Coordinator, Governor's Office of Utah, Salt Lake City, UT



Len Nichols, PhD, Professor of Health Policy and Director, Center for Health Policy Research and Ethics, George Mason University; Former Senior Advisor for Health Policy, Office of Management and Budget, Fairfax, VA (Moderator)

6:00 pm

ADJOURNMENT

SAVE THESE DATES IN JUNE 2013!

Hyatt Regency on Capitol Hill, Washington, DC

THIRD NATIONAL BUNDLED PAYMENT SUMMIT

The Leading Forum on the Role of Healthcare Payment Reforms with Special Focus on Bundled Payment Approaches
• Sponsored by the Integrated Healthcare Association

June 10 - 11 • www.BundledPaymentSummit.com

NATIONAL HEALTHCARE INNOVATION SUMMIT

The Leading Forum on Healthcare Innovation and Achieving the Triple Aim
• Sponsored by NEHI and UCLA Health System

June 10 - 12 • www.HealthcareInnovationsSummit.com

FOURTH NATIONAL ACCOUNTABLE CARE ORGANIZATION (ACO) SUMMIT

The Leading Forum on the Accountable Care Organizations (ACOs) and Related Delivery System and Payment Reform • Sponsored by Engelberg Center for Health Reform at the Brookings Institution and Dartmouth Institute for Health Policy and Clinical Practice

June 12 - 14 • www.ACOSummit.com



NATIONAL HEALTH INSURANCE EXCHANGE SUMMIT: AGENDA DAY II

7:00 am

Registration Opens: Continental Breakfast in Exhibit Hall

MORNING PLENARY SESSION

8:00 am

Welcome and Introduction to Day II Morning Plenary Session



John Iglehart, *Founding Editor, Health Affairs; National Correspondent, New England Journal of Medicine, Washington, DC (Co chair)*

KEYNOTE ADDRESS

8:15 am

The State of the States



Alan Weil, MPP, JD, Executive Director, National Academy for State Health Policy, Former Director, Assessing the New Federalism, Urban Institute, Portland, ME

THE STATE ALTERNATIVES: STATE, PARTNERSHIP OR FFE

8:45 am

State Exchanges: Obstacles to Overcome: Lessons Learned from Leading State Health Insurance Exchanges



Kevin J. Counihan, Chief Executive Officer, Connecticut Health Insurance Exchange; Former President, Choice Administrators Exchange Solutions, Hartford, CT



Christine C. Ferguson, Esq., Director, Rhode Island Health Benefits Exchange; Associate Research Professor, School of Public Health and Health Services Department, George Washington University; Former Director, STOP Obesity Alliance; Former Commissioner, Massachusetts Department of Public Health; Former Counsel and Deputy Chief of Staff, Senator John Chafee, Providence, RI



Damon Haycock, Chief Finance and Research Officer, Silver State Health Insurance Exchange, Carson City, NV



Joshua M. Sharfstein, MD, Secretary of Health and Mental Hygiene, Department of Health and Mental Hygiene, State of Maryland; Former Principal Deputy Commissioner, Food and Drug Administration; Former Commissioner of Health, Baltimore City, Baltimore, MD



Heather H. Howard, JD, Director, RWJF State Health Reform Assistance Network; Lecturer in Public Affairs, Woodrow Wilson School, Princeton University; Former Commissioner of Health and Senior Services, New Jersey, Princeton, NJ (Moderator)

9:30 am

State-Federal Partnership Exchange Models: How Will They Work?



Cynthia C. Crone, MNsc, APN, Director of Health Insurance Exchange Planning, Arkansas Insurance Department; Former Director of Family Treatment Consultation, University of Arkansas for Medical Sciences, Little Rock, AR



Mike Gelder, MHA, Senior Health Care Policy Advisor to Governor Pat Quinn; Former Deputy Director, Illinois Department on Aging, Chicago, IL



Bettina Tweardy Riveros, Esq., Advisor to Governor Jack A. Markell; Chair, Delaware Health Care Commission, State of Delaware, Dover, DE



Krista Drobac, MPP, Division Director, Health Division, National Governors Association; Former Senior Advisor, Center for Consumer Information and Insurance Oversight, Centers for Medicare and Medicaid Services; Former Deputy Director, Illinois Department of Healthcare and Family Services, Washington, DC (Moderator)

10:15 am

Break

**10:45 am The Federally Facilitated Exchange (FFE):
How Will it Work?**



Michael F. Consedine, JD, Insurance Commissioner, Pennsylvania Insurance Department; Secretary/Treasurer, National Association of Insurance Commissioners (NAIC), Harrisburg, PA



Joel Ario, M.Div., JD, Managing Director, Manatt Health Solutions; Former Director, Office of Health Insurance Exchanges, US Department of Health and Human Services; Former Pennsylvania Insurance Commissioner; Former Executive Director, Oregon State Public Interest Research Group, Washington, DC (Moderator)

WORKING WITH STATE REGULATORY AUTHORITIES

11:30 am Exchange-State Health Insurance Department Relationships



Jay Angoff, Esq., Partner, Mehri & Skalet, PLLC; Former Director, OCIO; Former Senior Advisor to HHS Secretary Sebelius; Former Deputy Insurance Commissioner of New Jersey; Former Director, CMS Private Health Insurance Group, Washington, DC



Michael F. Consedine, JD, Insurance Commissioner, Pennsylvania Insurance Department; Secretary/Treasurer, National Association of Insurance Commissioners (NAIC), Harrisburg, PA



Mila Kofman, JD, Executive Director, Washington, DC Health Benefit Exchange; Research Professor and Project Director, Health Policy Institute, Georgetown University; Former Maine Superintendent of Insurance, Washington, DC



Sandy Praeger, Kansas Insurance Commissioner, Chair, Health Insurance and Managed Care (B) Committee and Past President, National Association of Insurance Commissioners (NAIC), Topeka, KS



Brian Webb, MPA, Manager of Health Policy and Legislation, National Association Insurance Commissioners (NAIC), Washington, DC (Moderator)

12:15 pm NETWORKING LUNCHEON

AFTERNOON MINI SUMMITS

MINI SUMMITS GROUP I

Mini Summit I: Selection and Oversight of Qualified Health Plans

1:15 pm Panel Discussion

Mila Kofman, JD, Executive Director, Washington, DC Health Benefit Exchange; Research Professor and Project Director, Health Policy Institute, Georgetown University; Former Maine Superintendent of Insurance, Washington, DC

Tequila Terry, MBA, MPH, Director of Plan and Partner Management, Maryland Health Benefit Exchange, Baltimore, MD

Jean (Qing) Yang, MS, MBA, Executive Director, Massachusetts Health Connector; Former Director, Contracting Strategy, Tufts Health Plan, Boston, MA

Patrick Holland, MBA, Director, Wakely Consulting Group; Former Chief Financial Officer, Commonwealth Health Insurance Connector Authority, Boston, MA (Moderator)

2:30 pm Transition Break

Mini Summit II: Key Legal Issues Affecting Exchanges

1:15 pm Panel Discussion

Jay Angoff, Esq., Partner, Mehri & Skalet, PLLC; Former Director, OCIO; Former Senior Advisor to HHS Secretary Sebelius; Former Deputy Insurance Commissioner of New Jersey; Former Director, CMS Private Health Insurance Group, Washington, DC

Christopher E. Condeluci, Esq., Of Counsel, Venable LLP; Former Tax and Benefits Counsel, Finance Committee, US Senate, Washington, DC

S. Lawrence Kocot, JD, LL.M, MPA, Deputy Director, Engelberg Center for Health Care Reform, The Brookings Institution; Senior Counsel, SNR Denton, Washington, DC (Moderator)

2:30 pm Transition Break

Mini Summit III: ACO, COOPs and Healthcare Provider Alternatives and Strategies in Participating in Health Insurance Exchanges: Finance; Network and Access; Covered Benefits (New Product Design); Reimbursement, Pricing and Contracting; and Operations

1:15 pm Panel Discussion

Cynthia P. Arnold, Director, Navigant Healthcare, Lawrenceville, NJ

Paul Butler, MBA, Corporate Vice President of Payer Strategy and Relations, Vanguard Health System, Chicago, IL

Cheryl Duva, Managing Director, Navigant Healthcare, Chicago, IL

Casey Nolan, Managing Director, Navigant Healthcare, Washington, DC

Dan Turula, MBA, Managing Director, Navigant Healthcare, Chicago, IL

2:30 pm Transition Break

Mini Summit IV: Efforts to Avoid Adverse Selection against Health Insurance Exchanges

1:15 pm Panel Discussion

Sarah Dash, MPH, Research Faculty, Health Policy Institute, Georgetown University; Former Senior Health Policy Aide, Senator Jay Rockefeller (D-WV) and Congresswoman Rosa DeLauro (D-CT), Washington, DC

Christina L. Goe, Esq., General Counsel, Office of the Commissioner of Securities and Insurance, Helena, MT

Rebecca Pearce (Invited), Executive Director, Maryland Health Benefit Exchange, Baltimore, MD

Teresa Miller (Invited), Acting Director, Oversight Group, Center for Consumer Information and Insurance Oversight (CCIIO), Center for Medicare and Medicaid Services, Washington, DC

Kevin Lucia, JD, MHP, Research Professor and Project Director, Health Policy Institute, Georgetown University; Former Leader, State Market Rules Compliance Team, Office of Oversight, Center for Consumer Information and Insurance Oversight (CCIIO), Center for Medicare and Medicaid Services, Washington, DC (Moderator)

2:30 pm Transition Break

Mini Summit V: Patient Activation in the Context of an Exchange

1:15 pm Discussion

Craig Swanson, MBA, President, Insignia Health; Former Founding Partner, Sequoi Group; Former Co-founder and Head of Operations, Definity Health, Minneapolis, MN

2:30 pm Transition Break

MINI SUMMITS GROUP II

Mini Summit VI: Empowering Consumer Decision-Making within the Exchange Context

2:45 pm Panel Discussion

Elisabeth R. Benjamin, MSPH, JD, Vice President of Health Initiatives, Community Service Society of New York, New York, NY

Bruce Caswell, MPP, President and General Manager, Health Services, MAXIMUS, Reston, VA

Karen Pollitz, MPP, Senior Fellow, Kaiser Family Foundation; Member, Board of Directors, Maryland Health Insurance Plan (MHIP), Washington, DC

Lynn Quincy, MA, Senior Policy Analyst, Consumer's Union; Consumer Representative, National Association of Insurance Commissioners, Yonkers, NY (Moderator)

4:00 pm Transition Break

Mini Summit VII: The Role of Private Exchange in the New Marketplace: Opening New Markets and Blazing New Trails with Private Health Insurance Exchanges

2:45 pm Panel Discussion

Christopher E. Condeluci, Esq., Of Counsel, Venable LLP; Former Tax and Benefits Counsel, Finance Committee, US Senate, Washington, DC

Cynthia Kilroy, Senior Vice President, Provider Strategy, Optum, San Francisco, CA

4:00 pm Transition Break

Mini Summit VIII: Reinsurance, Risk Corridors and Risk Adjustment

2:45 pm Panel Discussion

Sharon B. Arnold, PhD (Invited), Director, Payment Policy and Financial Management Group, Center for Consumer Information and Insurance Oversight, Centers for Medicare and Medicaid Services, US Department of Health and Human Services, Washington, DC

John Bertko, FSA, MAAA, Senior Actuary, Center for Consumer Information and Insurance Oversight, Centers for Medicare and Medicaid Services, US Department of Health and Human Services, Washington, DC

Patricia S. Keenan, PhD, MHS (Invited), Deputy Director, Division of Policy and Analysis, Payment Policy and Financial Management Group, Center for Consumer Information and Insurance Oversight, Centers for Medicare and Medicaid Services, US Department of Health and Human Services, Washington, DC

Ross Winkelman, Managing Director, Wakely Consulting Group, Denver, CO (Moderator)

4:00 pm Transition Break

Mini Summit IX: Accreditation and Quality Requirements: Opportunities for Exchanges

2:45 pm Accreditation and Quality Federal Regulations and Other Guidance

Tara Oakman, MPP, PhD (Invited), Director, Quality Team, Exchange Policy and Operations Group, Center for Consumer Information and Insurance Oversight, Centers for Medicare and Medicaid Services, US Department of Health and Human Services, Washington, DC

3:25 pm Accreditation — What do the Two Programs Look Like for Plans and Exchanges?

Sarah Thomas, MS, Vice President for Public Policy and Communications, National Committee for Quality Assurance (NCQA); Former Director, Public Policy Institute (PPI) Health Team, AARP, Washington, DC

Marybeth Farquhar, PhD, Vice President of Research and Measurement, URAC; Former Vice President for Performance Measures, National Quality Forum, Washington, DC

4:00 pm Transition Break

Mini Summit X: Marketing the Health Insurance Exchange — Build It and they will come...Maybe?

2:45 pm Panel Discussion

Garrick Beil, Senior Manager for Health and Human Services, Adobe Systems, Inc., Mclean, VA

4:00 pm Transition Break

MINI SUMMITS GROUP III

Mini Summit XI: Advanced Issues in Forming and Managing Small Business Health Options Program (SHOP) Exchanges

4:15 pm Panel Discussion

Rex W. Cowdry, MD, MPH, Former Director, Small Business Health Options Program (SHOP), Centers for Medicare and Medicaid Services, US Department of Health and Human Services; Former Associate Director, National Economic Council, Washington, DC

Rick Curtis, President, Institute for Health Policy Solutions; Former Director of Health Policy Studies, National Governors' Association; Former Executive Director, National Academy for State Health Policy, Washington, DC

James L. Sugden, CLU, Exchange Manager, Small Business Health Options Program (SHOP), Colorado Health Benefit Exchange, Denver, CO

Philip J. Vogel, Senior Vice President, CBIA Health Connections, Connecticut Business and Industry Association, Hartford, CT

Jon M. Kingsdale, PhD, Managing Director, Wakely Consulting Group; Visiting Lecturer on Health Care Policy, Department of Health Care Policy, Harvard Medical School; Former Executive Director, Commonwealth Health Insurance Connector Authority, Boston, MA (Moderator)

5:30 pm ADJOURNMENT AND NETWORKING RECEPTION

Mini Summit XII: Capturing the Value of Pharmaceuticals — A Look at Rx Coverage and Cost in the New Health Insurance Exchanges: How will the breadth of drug access vary by State?; What are some of the more routine structures as well as those with more leading edge elements (e.g., VBD)?; Will patients be financially supported to obtain high value or preventive care medications?; How will the high cost specialty drugs be incorporated into the Exchanges?

4:15 pm Panel Discussion

Dave Domann, MS, RPH, Director Health Care Quality, Johnson & Johnson Health Care Systems Inc., Titusville, NJ

Caroline F. Pearson, Director, Avalere Health, Washington, DC

Mark Fendrick, MD, Professor, Division of General Medicine, Director, Center for Value-Based Insurance Design; Director, Health Services Research Core Lab, University of Michigan, Ann Arbor, MI

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

5:30 pm ADJOURNMENT AND NETWORKING RECEPTION

Mini Summit XIII: HIT Tools for Health Insurance Exchanges

4:15 pm Panel Discussion

Daniel Schuyler, Director, Leavitt Partners; Former Director of Technology, Utah Health Insurance Exchange; Former Manager, Utah Department of Environmental Quality, National Environmental Information Exchange Network, Salt Lake City, UT

Jay Angoff, Esq., Partner, Mehri & Skalet, PLLC; Former Director, OCIO; Former Senior Advisor to HHS Secretary Sebelius; Former Deputy Insurance Commissioner of New Jersey; Former Director, CMS Private Health Insurance Group, Washington, DC (Moderator)

5:30 pm ADJOURNMENT AND NETWORKING RECEPTION

Mini Summit XIV: Quality Improvement and Quality Rating for Consumers: Opportunities for Exchanges

4:15 pm Quality Improvement

Sabrina Corlette, JD, Research Professor and Project Director, Health Policy Institute, Georgetown University; Former Director of Health Policy Programs, National Partnership for Women and Families; Former Staff, Health Education, Labor and Pensions (HELP) Committee, US Senate, Washington, DC

Gerry Fairbrother, PhD, Senior Scholar, AcademyHealth; Adjunct Professor of Pediatrics, University of Cincinnati, Washington, DC

4:50 pm Quality Rating System for Consumers

Jessica Greene, MPH, PhD, Professor and Director of Research, School of Nursing, George Washington University, Washington, DC

5:30 pm ADJOURNMENT AND NETWORKING RECEPTION

FRIDAY, MAY 3, 2013

NATIONAL HEALTH INSURANCE EXCHANGE SUMMIT: AGENDA DAY III

8:00 am Welcome and Introductions



Jon M. Kingsdale, PhD, *Managing Director, Wakely Consulting Group; Visiting Lecturer on Health Care Policy, Department of Health Care Policy, Harvard Medical School; Former Executive Director, Commonwealth Health Insurance Connector Authority, Boston, MA (Co chair)*

PRIVATE EXCHANGES

8:15 am Private-Sector Insurance Exchanges: Prototypes already in Operation and Ready to Serve or Compete with State Exchanges



Alan Cohen, MBA, *Chief Strategy Officer and Co-Founder, Liazon Corporation, New York, NY*



Simeon Schindelman, *Chief Executive Officer, Bloom Health; Former Senior Vice President of Commercial Markets, Medica, Minneapolis, MN*



Ken Sperling, MBA, *National Health Exchange Strategy Leader, Aon Hewitt, Norwalk, CT*



Bryce Williams, JD, *Chief Executive Officer, Extend Health; Managing Director of Exchange Solutions, Towers Watson, San Mateo, CA*



Christopher E. Condeluci, Esq., *Of Counsel, Venable LLP; Former Tax and Benefits Counsel, Finance Committee, US Senate, Washington, DC (Moderator)*

KEYNOTE ADDRESS

9:15 am "Big, Hairy, Audacious Goals" (BHAG) for Exchanges



Jon M. Kingsdale, PhD, *Managing Director, Wakely Consulting Group; Visiting Lecturer on Health Care Policy, Department of Health Care Policy, Harvard Medical School; Former Executive Director, Commonwealth Health Insurance Connector Authority, Boston, MA*

9:45 am Break

RESPONDING TO PUBLIC AND PRIVATE EXCHANGES

10:00 am Panel: Insurer Strategies for Working with Exchanges



Steve Erkenbrack, JD, *President and Chief Executive Officer, Rocky Mountain Health Plans; Member Board of Directors, Colorado Health Benefit Exchange, Grand Junction, CO*



Kim Holland, *Director for State Affairs, Blue Cross Blue Shield Association; Former Insurance Commissioner, Oklahoma, Washington, DC*



John Kaelin, *Senior Vice President, Health Reform, UnitedHealth Group, Minneapolis, MN*



Mark C. Pratt, *Senior Vice President, State Affairs, AHIP, Washington, DC (Moderator)*

10:45 am

Panel: How Health Insurance Exchanges Will Impact Provider Payment and Delivery System Reforms



Troyen Brennan, MD, *Executive Vice President and Chief Medical Officer, CVS Caremark; Former Chief Medical Officer, Aetna Inc.; Former President and Chief Executive Officer, Brigham and Women's Physicians Organization, Boston, MA*



Charles Kennedy, MD, MBA, *Chief Executive Officer, Aetna Accountable Care Solutions, Hartford, CT*



Peter V. Lee, JD, *Executive Director, California Health Benefit Exchange; Former Director of Delivery System Reform, Office of Health Reform, US Department of Health and Human Services; Former Chief Executive Officer, Pacific Business Group on Health, San Francisco, CA*



Paul B. Ginsburg, PhD, *President, Center for Studying Health System Change; Former Executive Director, Physician Payment Review Commission; Former Deputy Assistant Director, Congressional Budget Office, Washington, DC (Moderator)*

THE FUTURE OF EXCHANGES

11:30 am The Future of Exchanges: Transitions to Different Forms (State, Partnership, FFE) after 2014; State-Specific Waivers in 2017 and Beyond



Joel Ario, M.Div., JD, *Managing Director, Manatt Health Solutions; Former Director, Office of Health Insurance Exchanges, US Department of Health and Human Services; Former Pennsylvania Insurance Commissioner; Former Executive Director, Oregon State Public Interest Research Group, Washington, DC*



Jonathan Gruber, PhD, *Professor, Department of Economics, Massachusetts Institute of Technology; Director of the Health Care Program, National Bureau of Economic Research, Cambridge, MA*



Douglas Holtz-Eakin, PhD, *President, American Action Forum; Former Director, Congressional Budget Office; Former Chief Economic Policy Adviser, Senator John McCain's 2008 Presidential Campaign, Washington, DC*



Len Nichols, PhD, *Professor of Health Policy and Director, Center for Health Policy Research and Ethics, George Mason University; Former Senior Advisor for Health Policy, Office of Management and Budget, Fairfax, VA*



Cheryl Smith, MPP, *Director, Health Insurance Exchange Practice, Leavitt Partners; Former Director, Utah's Health Insurance Exchange, Salt Lake City, UT*



Enrique Martinez-Vidal, MPP, *Vice President for State Policy and Technical Assistance, AcademyHealth; Director of State Coverage Initiatives, Robert Wood Johnson Foundation; Board Member, Maryland Health Benefit Exchange, Washington, DC (Moderator)*

12:30 pm

ADJOURNMENT

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@hccconferences.com.

THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

REGARDING WEBCAST REGISTRATIONS

1. Individuals or groups may register for Webcast access. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be presented a series of user names and passwords to distribute to participants.
2. Each registrant will receive a user name and password for access. Registrants will be able to change their user names and passwords and manage their accounts.
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 view or access archived conference. It is not permissible to share user name and password with third parties. Should Webcast registrants choose to access post conference content via Flash Drive, this individual use limitation applies. It is not permissible to share alternative media 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 the start of the next month so long as the registration period has not lapsed and is subject to the same capacity cap.
7. For online registrants there will be no refunds for cancellations. Please call the Conference Office at 800-503-9528 or 206-452-5614 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 online option. Please call the Conference Office at 800-503-9528 or 206-452-5614 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:

- Online at www.HealthInsuranceExchangeSummit.com.
- Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 206-319-5303, or scan and email the completed form to registration@hconferences.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.

HOTEL INFORMATION/RESERVATIONS

The Hyatt Regency Crystal City is the official hotel for the FIRST NATIONAL HEALTH INSURANCE EXCHANGE SUMMIT. A special group rate of \$175.00 single/double per night (plus tax) has been arranged for Summit Attendees. To make your hotel reservations online please go to www.HealthInsuranceExchangeSummit.com and click on the Travel/Hotel tab.

You may also make a reservation by calling Central Reservations toll free at 1-888-421-1442 or 703-418-1234 to reach the hotel directly. Please refer to HEALTH INSURANCE EXCHANGE SUMMIT when calling.

Reservations at the group rate will be accepted while rooms are available or until the cut-off date of **Tuesday, April 9, 2013**. After this, reservations will be accepted on a space-available basis at the prevailing rate.

Hyatt Regency Crystal City at Reagan National Airport • 2799 Jefferson Davis Highway • Arlington, VA 22202 • 1 (70F

HOW TO REGISTER: Fully complete the form on page 9 (one form per registrant, photocopies acceptable). Payment must accompany each registration (U.S. funds, payable to Health Care Conference Administrators, LLC).

ONLINE: Secure online registration at www.HealthInsuranceExchangeSummit.com.

FAX: 206-319-5303 (include credit card information with registration)

MAIL: Conference Office, 22529 39th Ave SE, Bothell, WA 98021

FOR REGISTRATION QUESTIONS:

PHONE: 800-503-9528 (Continental US, Alaska and Hawaii only) or

206-452-5614, Monday-Friday, 7 AM - 5 PM PST

E-MAIL: registration@hconferences.com

CONTINUING EDUCATION UNITS (CEUs)

The Summit does not offer pre-approved Continuing Education Credits (CEUs) directly. However, onsite attendees can 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

CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for "no-shows" or for cancellations of either online or onsite registrations. You may send a substitute or transfer your onsite registration to an online registration. For more information, please call the Conference Office at 800-503-9528 or 206-452-5614.

INTELLECTUAL PROPERTY POLICY

Unauthorized sharing of Summit content via Webcast 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.

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 800-503-9528 (Continental US, Alaska and Hawaii only) or 206-452-5614, send e-mail to registration@hconferences.com, or visit our website at www.HealthInsuranceExchangeSummit.com.

HEALTH INSURANCE EXCHANGE SUMMIT

COMPLETE THE FOLLOWING. PLEASE PRINT CLEARLY:

NAME _____

SIGNATURE OF REGISTRANT - REQUIRED _____

JOB TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____

E-MAIL _____

Special Needs (Dietary or Physical)

ONSITE CONFERENCE ATTENDANCE

PRECONFERENCES (Optional; Select one from each group):

GROUP I — 8:00 am

- PRECONFERENCE I: Health Insurance Exchanges 101 \$ 295
- PRECONFERENCE II: The Role of Brokers/Navigators in the New Health Insurance Exchange Marketplace \$ 295

GROUP II — 10:15 am

- PRECONFERENCE III: Advanced Provider Strategic Alternatives in the New Health Insurance Exchange Marketplace \$ 295
- PRECONFERENCE IV: Advanced Payor Strategic Alternatives in the New Health Insurance Exchange Marketplace \$ 295

CONFERENCE (Does not include Preconference):

Standard Rate:

- Through Friday, March 8, 2013* \$ 1,195
- Through Friday, April 5, 2013** \$ 1,595
- After Friday, April 5, 2013 \$ 1,995

Special Plan and Provider Rate*:**

- Through Friday, March 8, 2013* \$ 995
- Through Friday, April 5, 2013** \$ 1,295
- After Friday, April 5, 2013 \$ 1,595

Special Academic/Government/Clinic Rate**:**

- Through Friday, March 8, 2013* \$ 595
- Through Friday, April 5, 2013** \$ 795
- After Friday, April 5, 2013 \$ 995

GROUP REGISTRATION DISCOUNT (Does not include Preconference):

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, March 8, 2013* \$ 795
- Through Friday, April 5, 2013** \$ 1,095
- After Friday, April 5, 2013 \$ 1,395

CONFERENCE ELECTRONIC MEDIA:

Onsite 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 (\$99 + \$15 shipping) \$ 114
- 6 months' access on Web \$ 99

Note that conference electronic media may be used by the individual purchaser only. Terms and Conditions apply (see page 6).

SELECT YOUR MINI-SUMMITS – Thursday, May 2 (One from each group):

GROUP I – 1:15 pm

- I:** Selection and Oversight ...
- II:** Key Legal Issues ...
- III:** ACO, COOPs and Healthcare Provider Alternatives and Strategies ...
- IV:** Efforts to Avoid Adverse Selection against Health Insurance Exchanges
- V:** Patient Activation ...

GROUP II – 2:45 pm

- VI:** Empowering Consumer Decision-Making ...
- VII:** Role of Private Exchange ...
- VIII:** Reinsurance, Risk Corridors and Risk Adjustment
- IX:** Accreditation and Quality ...
- X:** Marketing the Health Insurance Exchange

GROUP III – 4:15 pm

- XI:** Forming and Managing SHOP Exchanges
- XII:** Capturing the Value of Pharmaceuticals ...
- XIII:** HIT Tools ...
- XIV:** Quality Improvement and Quality Rating ...

SPECIAL SUBSCRIPTION OFFER FOR BOTH ONSITE AND WEBCAST ATTENDEES:

You can purchase an annual subscription to *Accountable Care News*, *Medical Home News*, *Predictive Modeling News* or *Readmissions News* for only \$295 (regular rate \$468) when ordered with your conference registration.

- Accountable Care News* \$ 295
- Predictive Modeling News* \$ 295
- Medical Home News* \$ 295
- Readmissions News* \$ 295

* This price reflects a discount for registration and payment received through March 8, 2013.

** This price reflects a discount for registration and payment received through Friday, April 5, 2013.

*** Provider is a hospital, Long Term Care, home health, physician, or hospice organization or its association. Plan is a star licensed health insurer or HMO.

**** 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.

WEBCAST CONFERENCE ATTENDANCE

All webcast registrants are automatically registered for ALL Summit events — the live Preconference and Summit, plus receive six months of continued archived webcast access, available 24/7.

CONFERENCE (Includes Preconference):

Standard Rate:

- Through Friday, March 8, 2013* \$ 795
- Through Friday, April 5, 2013** \$ 1,095
- After Friday, April 5, 2013 \$ 1,395

Special Academic/Government/Clinic Rate**:**

- Through Friday, March 8, 2013* \$ 495
- Through Friday, April 5, 2013** \$ 595
- After Friday, April 5, 2013 \$ 695

GROUP REGISTRATION:

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 \$495 each 20 or more \$295 each
 10 or more \$395 each 40 or more \$195 each

See INTELLECTUAL PROPERTY POLICY, page 8.

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 (\$99 + \$15 shipping) \$ 114

Professional Certification Preconferences are not included in the broadcast or post conference media. (All online attendees automatically receive 6 months access on web.)

PAYMENT

Discount Code:

TOTAL FOR ALL OPTIONS, ONSITE OR ONLINE:

Please enclose payment with your registration and return it to the Registrar at Health Insurance Exchange Summit, 22529 39th Ave SE, Bothell, WA 98021, or fax your credit card payment to 206-319-5303.

You may also register online at www.HealthInsuranceExchangeSummit.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.

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 online and onsite registrants there will be no refunds for "no-shows" or cancellations.

ACCOUNT # _____

EXPIRATION DATE _____ SECURITY CODE _____

NAME OF CARDHOLDER _____

SIGNATURE OF CARDHOLDER _____

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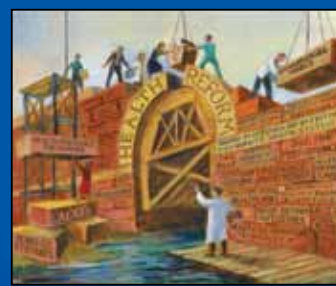
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Onsite:
May 1 – 3, 2013 • Washington, DC

Online: In your own office or home live via
the Internet with 24/7 access for six months



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