

THE SECOND NATIONAL

# Health Insurance Exchange Summit

Onsite: May 14 – 16, 2014  
Washington, DC

Capital Hilton

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

**GHC** HEALTH CARE  
Global Health Care, LLC

## FEATURING INVITATION-ONLY STATE AND FEDERAL UPDATE: LESSONS LEARNED FROM THE INITIAL ACA OPEN ENROLLMENT

On the morning of Wednesday, May 14. Offered onsite and online via live and archived Internet video broadcast. For State and Federal Exchange and Medicaid Staff only.

The session will cover:

- Sales and Marketing
- Operating a "Lean" Largely Outsourced Exchange
- Consumer Choice and Decision Support
- Medicaid-Exchange Churn
- Exchange Sustainability

Supported by a grant from



Robert Wood Johnson Foundation

## AND THE FOLLOWING SESSIONS

Federal Guidance on the Development of Public Exchanges

The State of the States

Medicaid/Exchange Interaction and Marketplace Convergence

Retrospective on the First Open Enrollment

Politics and Policy Assessment of the ACA/Exchange Rollout

Overview of the 3 Rs: Reinsurance, Risk Corridors and Risk Adjustment

Premium Billing, Collections and Reconciliation

The Insurer Experience Working with Exchanges

Implications of Narrow Networks

Marketing, Outreach and Enrollment

Roundtable on the HIX Technology Rollout: Lessons Learned and Continuing Challenges

Health Plan Accreditation and Quality Requirements

How Pharma and Medical Device Companies will Participate in HIXs

Empowering Consumer Decision-Making within the Exchange Context

Small Business Health Options Program (SHOP) Update

Group Market Private Exchanges: Serving Small, Mid-Sized, and Large Employers

Web Broker Entities and Private Exchange Serving the Individual Market

Working With Private Exchanges: The Employer's Perspective

Exchange Role in Payment and Delivery System Reform

Going Forward: Year Two Priorities

How I would Amend, Replace or Repeal the ACA



### CO CHAIRS

**John Iglehart**, *Founding Editor, Health Affairs; National Correspondent, New England Journal of Medicine*



**Jon M. Kingsdale, PhD**, *Managing Director, Wakely Consulting Group; Visiting Lecturer on Health Care Policy, Department Health Care Policy, Harvard Medical School*



**Len Nichols, PhD**, *Professor of Health Policy and Director of the Center for Health Policy Research and Ethics, George Mason University; Former OMB Senior Advisor for Health Policy*



**Kevin J. Coughlin**, *Chief Executive Officer, Connecticut Health Insurance Exchange; Chairperson, Exchange Steering Committee, National Academy for State Health Policy; Former President, Choice Administrators Exchange Solutions*

### CONTINUING EDUCATION CREDITS:

#### ACCOUNTING PROFESSIONALS:

Approved for up to 20 NASBE CPE credits

#### ATTORNEYS:

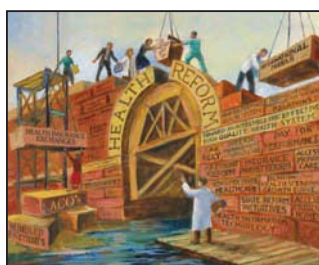
The Summit is currently pending approval to offer California, Pennsylvania and Texas MCLE Credit.

### MEDIA PARTNERS:

HARVARD  
health policy  
REVIEW

Health Affairs

HIMSS Media



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

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Your health in good hands

As of this writing, the American Health System stands at the cusp of a profound transformation. Not since the establishment of Medicare and Medicaid has so much been at stake. Despite the ruling of our highest court and the re-election of the President who lent his name to "Obamacare", the hour remains defined by dissension and controversy, except that now we are beginning to gather some real data and telling experience on what works and what doesn't.

Health Insurance Exchanges and the expansion of Medicaid are just completing their initial efforts to cover the uninsured. Success is far from certain, yet many of the initial signs have been encouraging. By the time we gather in Washington D.C., we should have enough experience with the first open enrollment season and the expansion of Medicaid to begin to make some judgments based on hard data as to the impact of health reform, the problems that need to be addressed, and the opportunities for more change. We have arranged for many executives from the Health insurance Exchanges to speak and to participate in a special "lessons learned" session, to share their experiences with each other, and with you.

Health Insurance Exchanges are a vital pillar in the overall architecture of the Affordable Care Act (ACA). By May, we should have a clear picture of how the states and the federal government have performed in launching their own exchanges, or partnering around a federally facilitated exchange. The first wave of Qualified Health Plans will have seen their own enrollment results, both for individuals and small employers. Private exchanges are emerging in the marketplace, and may have even benefited from all the attention to the "glitches." Health plans are developing varied strategic responses to the exchange movement. 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.

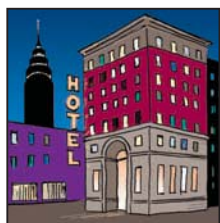
The National Health Insurance Exchange Summit has marshaled a faculty of experts drawn from every quarter of the health system. Join us as we take the pulse of Health Reform in the heady days of its infancy.

The HIX Summit agenda was designed by Peter N. Grant, JD, PhD and Peter Grant, Jr. of GHC, LLC Health Care.

#### OTHER MEDIA PARTNERS:



## 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 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.



At your office ...



... or home

## HOTEL INFORMATION/RESERVATIONS

The Capital Hilton Hotel, Washington DC is the official hotel for Second National Health Insurance Exchange Summit. A special group-rate of \$303.00 single/double per night (plus tax) has been arranged for Summit Attendees. To make your hotel reservations online please go to [www.HealthInsuranceExchangeSummit.com](http://www.HealthInsuranceExchangeSummit.com) and click on the Travel/Hotel tab.

You may also make a phone reservation by calling the Hotel Room Reservations Department at 1-800-445-8667. When making your reservation, please refer to the group code "HCCA" in order to receive the group rate.

Reservations at the group rate will be accepted while rooms are available or until the cut-off date of **Sunday, April 13, 2014**. After this date, reservations will be accepted on a space-available basis at the prevailing rate.

**The Capital Hilton Hotel** • 1001 16th St NW, Washington, DC 20036 • 1 (202) 393-1000

## 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 14, 2014

### 7:00 am Registration Opens

## PRECONFERENCE INVITATION-ONLY STATE AND FEDERAL UPDATE: LESSONS LEARNED FROM THE INITIAL ACA OPEN ENROLLMENT

- Open to state and federal attendees only at no cost.
- Supported by a grant from

Robert Wood Johnson Foundation



### 8:00 am Welcome, Introduction and Overview

**Kevin J. Coughlin**, Chief Executive Officer, Connecticut Health Insurance Exchange; Chairperson, Exchange Steering Committee, National Academy for State Health Policy; Former President, Choice Administrators Exchange Solutions, Hartford, CT (Co-chair)



**Jon M. Kingsdale, PhD**, Managing Director, Wakely Consulting Group; Former Executive Director, Commonwealth Health Insurance Connector Authority, Boston, MA (Co-chair)



**Katherine Hempstead, PhD**, Team Director and Senior Program Officer, Robert Wood Johnson Foundation; Former Director, Center for Health Statistics, New Jersey Department of Health and Senior Services, Princeton, NJ



### 8:30 am Sales and Marketing

**Jason Madrak, MBA**, Director of Marketing, AccessHealth CT; Former Staff Vice President of Consumer Experience, WellPoint, Hartford, CT



**Jim Sugden, CLU**, Director of SHOP, Connect4HealthCO, Denver, CO



### 9:25 am Operating a "Lean" Largely Outsourced Exchange

**Kevin J. Coughlin**, Chief Executive Officer, Connecticut Health Insurance Exchange; Chairperson, Exchange Steering Committee, National Academy for State Health Policy; Former President, Choice Administrators Exchange Solutions, Hartford, CT



**Jon M. Hager, MBA**, Former Executive Director, Silver State Health Insurance Exchange; Former Chief Financial Officer, Nevada Public Employees' Benefits Program, Carson City, NV

### 10:20 am BREAK

### 10:35 am Consumer Choice and Decision Support

**Shandon Fowler**, Director of Product Management, Marketplaces, Benefitfocus, Charleston, SC

**Anna D. Sinaiko, PhD**, Research Scientist, Department of Health Policy and Management, Harvard School of Public Health, Boston, MA



### 11:30 am Medicaid-Exchange Churn

**Joel Ario, M.Div., JD**, Managing Director, Manatt Health Solutions; Former Director, Office of Health Insurance Exchanges, U.S. Department of Health and Human Services; Former Pennsylvania Insurance Commissioner, Washington, DC



**Deborah Bachrach, Esq.**, Partner, Manatt, Phelps & Phillips, LLP; Former Medicaid Director and Deputy Commissioner of Health, New York State Department of Health, New York, NY



### 12:25 pm PRECONFERENCE ADJOURNMENT AND LUNCH ON YOUR OWN

## WEDNESDAY, MAY 14, 2014

## DAY I: HEALTH INSURANCE EXCHANGE SUMMIT — OPENING PLENARY SESSION

### 1:00 pm Welcome and Introduction and Summit Overview

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



**Katherine Hempstead, PhD**, Team Director and Senior Program Officer, Robert Wood Johnson Foundation; Former Director, Center for Health Statistics, New Jersey Department of Health and Senior Services, Princeton, NJ



### 1:15 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



### 2:00 pm 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



### 2:30 pm Medicaid/Exchange Interaction and Marketplace Convergence

**Deborah Bachrach, Esq.**, Partner, Manatt, Phelps & Phillips, LLP; Former Medicaid Director and Deputy Commissioner of Health, New York State Department of Health, New York, NY

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



### 3:15 pm BREAK

### 3:45 pm Retrospective on the First Open Enrollment

**Joel Ario, M.Div., JD**, Managing Director, Manatt Health Solutions; Former Director, Office of Health Insurance Exchanges, U.S. Department of Health and Human Services; Former Pennsylvania Insurance Commissioner, Washington, DC



**Kevin J. Coughlin**, Chief Executive Officer, Connecticut Health Insurance Exchange; Chairperson, Exchange Steering Committee, National Academy for State Health Policy; Former President, Choice Administrators Exchange Solutions, Hartford, CT



**Christine Ferguson, JD**, Director, Health Insurance Exchange State of Rhode Island; Professor, Health Services Management and Leadership, School of Public Health, George Washington University; Former Commissioner, Massachusetts Department of Public Health; Former Director, Rhode Island Department of Human Services, Providence, RI

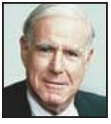


**Timothy S. Jost, Esq.**, Robert L. Willett Family Professorship of Law, Washington and Lee University School of Law, Lexington, VA



**Heather H. Howard, JD**, State Network Program Director, Robert Wood Johnson Foundation, Lecturer in Public Affairs, Woodrow Wilson School, Princeton University; Former Commissioner of Health and Senior Services, New Jersey, Princeton, NJ (Moderator)





## WEDNESDAY, MAY 14, 2014 *Continued*

### 4:45 pm **Politics and Policy Assessment of the ACA/Exchange Rollout**

**Henry J. Aaron**, Senior Fellow, Economic Studies and Bruce and Virginia MacLaury Chair, Brookings Institution, Washington, DC



**Gail Wilensky, PhD**, Senior Fellow, Project Hope; Former Senior Health and Welfare Adviser, President GW Bush; Former Administrator, Health Care Financing Administration, Washington, DC



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

### 5:45 pm **ADJOURNMENT AND NETWORKING RECEPTION**

## THURSDAY, MAY 15, 2014

## DAY II: HEALTH INSURANCE EXCHANGE SUMMIT

### 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)

#### 8:15 am **Premium Billing, Collections and Reconciliation**

**Bob Nakahara, MBA**, Chief Financial Officer, Washington Health Benefit Exchange; Former Chief Financial Officer, Qliance Medical Management, Inc., Olympia, WA

**Bruce Pomfret**, Vice President of Exchange Services, NFP Health; Former IT Director, Commonwealth Care Account, Dell Services, Boston, MA

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

#### 9:00 am **Marketing, Outreach and Enrollment**

**Linda Wharton Boyd, PhD**, Director of External Affairs and Stakeholder Engagement, DC Health Benefit Exchange Authority; Former Director of Communications, Mayor Vincent C. Gray, Washington, DC

**Anne Filipic**, President, Enroll America; Former Deputy Director, Office of Public Engagement; The White House, Washington, DC

**Jason Madrak, MBA**, Director of Marketing, AccessHealth CT; Former Staff Vice President of Consumer Experience, WellPoint Hartford, CT

**Erica Hutchins Coe**, Associate Principal and Co-leader, Center for US Health Systems Reform, McKinsey & Company, Summit, NJ (Moderator)

#### 9:45 am **Overview of the 3 Rs: Reinsurance, Risk Corridors and Risk Adjustment — Implications for Exchanges, Health Plans and Providers**

**Al Bingham** (Invited), Senior Actuary, Center for Consumer Information and Insurance Oversight, Centers for Medicare and Medicaid Services; Former Director of Actuarial Services, East Regions, Kaiser Foundation Health Plan; Former Co-chairperson, Health Care Costs Work Group, American Academy of Actuaries, Washington, DC

**John Bertko, FSA, MAAA**, Independent Consultant; Former Senior Actuary, Center for Consumer Information and Insurance Oversight, Centers for Medicare and Medicaid Services, Washington, DC

**Ross Winkelman, FSA, MAAA**, Senior Consulting Actuary and Managing Director, Wakely Consulting Group, Denver, CO (Moderator)



### 10:30 am **BREAK**

### 11:00 am **The Insurer Experience 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

**Jeff Grahling, MBA**, Vice President, Innovation and Product Development, Centene Corporation; Former Vice President, EmblemHealth and WellPoint, New York, NY

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

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

### 11:45 am **The Implications of Narrow Networks**

**David L. Cusano, Esq.**, Senior Research Fellow, Health Policy Institute, Georgetown University; Former In-house Counsel, Coventry Health Care, Inc.; Former Health Insurance Specialist, Center for Consumer Information and Insurance Oversight, Centers for Medicare & Medicaid Services, Washington, DC

**Jeremy A. Lazarus, MD**, Board-certified Psychiatrist; Past President, American Medical Association, Denver, CO

**Juan Serrano**, Senior Vice President for Payer Strategy, Catholic Health Initiatives, Englewood, CO

**Marc Spooner, MBA**, President, Commercial Products, Tufts Health Plan, Boston, MA

**Paul B. Ginsburg, PhD**, Norman Topping Chair in Medicine and Public Policy, University of Southern California; Former President, Center for Studying Health System Change; Former Executive Director, PPRC; Former Deputy Assistant Director, CBO, Washington, DC (Moderator)

### 12:30 pm **NETWORKING LUNCHEON**

#### 1:15 pm **Obama's Trauma Team: How an Unlikely Group of High-tech Wizards Revived Obama's Troubled HealthCare.gov Website and Other Lessons from the ACA Rollout**

**Steven Brill, JD**, Founder, CourtTV and American Lawyer; Author, "Bitter Pill: Why Medical Bills Are Killing Us," and "Obama's Trauma Team: How an Unlikely Group of High-tech Wizards Revived Obama's Troubled HealthCare.gov Website," Time, New York, NY

#### 1:45 pm **Roundtable on the HIX Technology Rollout: Lessons Learned and Continuing Challenges**

**Don Garlitz**, Executive Director of Health Exchange Solutions, bswift; Former Vice President and Partner, FirstWest Benefit Solutions, Salt Lake City, UT

**Chini Krishnan, MS**, Chief Executive Officer and Co-founder, GetInsured, Joliet, IL

**Brian Patt**, Head of Health Care Exchanges and HHS Platforms, Infosys Public Services, Milwaukee, WI

**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 (Moderator)



FRIDAY, MAY 16, 2014

## DAY III: HEALTH INSURANCE EXCHANGE SUMMIT



### 2:15 pm **How Pharma and Medical Device Companies will Participate in Health Insurance Exchanges**

**Dave Domann, MS, RPh** (Invited), Director Health Care Quality, Johnson & Johnson Health Care Systems Inc., Titusville, NJ



**Mark Fendrick, MD** (Invited), 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)



### 3:00 pm **Group Market Private Exchanges: Serving Small, Mid-Sized and Large Employers**

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



**Eric Grossman**, Senior Partner, Mercer, New York, NY



**Ken Sperling, MBA** (Invited), National Health Exchange Strategy Leader, Aon Hewitt Corporate Exchange; Former Senior Vice President, CIGNA, New York, NY



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

### 3:45 pm **BREAK**



### 4:15 pm **Web Broker Entities and Private Exchange Serving the Individual Market**

**Mark Ciaramitaro, MBA**, Vice President, Healthcare, H&R Block Inc., Kansas City, MO



**Shane Cruz**, Chief Technology Officer, GoHealth, Chicago, IL



**Samuel C. Gibbs III**, President, eHealth Government Systems, eHealth, Inc., Washington, DC



**Brian Haile**, Senior Vice President for Health Policy, Jackson Hewitt Tax Service Inc., Nashville, TN



**Chini Krishnan, MS**, Chief Executive Officer and Co-founder, GetInsured, Joliet, IL



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

### 5:00 pm **Working with Private Exchanges: The Employer's Perspective**

**Michelle Murray**, Benefits Manager, Hubbard Broadcasting Inc, St. Paul, MN



**Rob Patton**, Director, Compensation, Benefits, BioScrip, Reading, PA



**Michael Thompson**, Principal and Healthcare & Benefits Consultant, PwC, New York, NY



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

### 5:45 pm **ADJOURNMENT**



### 8:00 am **Welcome and Introductions**

**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 (Co-chair)



### 8:15 am **Exchange Role in Payment and Delivery System Reform and Quality**

**Joel Ario, M.Div., JD**, Managing Director, Manatt Health Solutions; Former Director, Office of Health Insurance Exchanges, U.S. Department of Health and Human Services; Former Pennsylvania Insurance Commissioner, Washington, DC



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



**Peter V. Lee, JD**, Executive Director, California Health Benefit Exchange; Former Director of Delivery System Reform Office of Health Reform, The White House; Former Chief Executive Officer, Pacific Business Group on Health, San Francisco, CA



**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)

### 9:15 am **Empowering Consumer Decision-Making within the Exchange Context**

**Shandon Fowler**, Director of Product Management, Marketplaces, Benefitfocus, Charleston, SC



**Kevin Lucia, JD, MHP**, Senior Research Fellow and Project Director, Center on Health Insurance Reforms (CHIR), Health Policy Institute, Georgetown University; Former Leader, State Market Rules Compliance Team, Office of Oversight, Consumer Information and Insurance Oversight, Centers for Medicare and Medicaid Services, Washington, DC



**Claire McAndrew, MPH**, Private Insurance Program Director, Families USA, Vice-Chair, Standing Advisory Board, District of Columbia Health Benefit Exchange, Washington, DC (Moderator)

### 10:00 am **Small Business Health Options Program (SHOP) Update**

**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



**Mike Nunez** (Invited), Interim Chief Executive Officer, New Mexico Health Insurance Exchange; Former Executive Director, New Mexico Health Insurance Alliance, Albuquerque, NM



**Jim Sugden, CLU**, Director of SHOP, Connect4HealthCO, Denver, CO



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

### 10:45 am **BREAK**



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**11:00 am How I would Amend, Replace or Repeal the ACA**



**Jay Angoff, Esq.,** Partner, Mehri & Skalet, PLLC; Former Director, Office of Consumer Information and Insurance Oversight, U.S. Department of Health and Human Services; Former Senior Advisor to HHS Secretary Sebelius; Former Deputy Insurance Commissioner of New Jersey; Former Director, CMS Private Health Insurance Group, Washington, DC



**James C. Capretta, MA** (Invited), Visiting Fellow, American Enterprise Institute; Senior Fellow, Ethics and Public Policy Center; Former Associate Director, Office of Management and Budget, The White House; Former Senior Health Policy Analyst, Budget Committee, US Senate and Committee on Ways and Means, US House of Representatives, 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



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



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



**11:45 am Going Forward: Year Two Priorities**

**Erica Hutchins Coe,** Associate Principal and Co-leader, Center for U.S. Health Systems Reform, McKinsey & Company, Summit, NJ



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



**Carolyn Quattrocki,** Director, Governor's Office of Health Care Reform; Interim Director, Maryland Health Benefit Exchange (MHBE), Annapolis, MD



**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 SUMMIT ADJOURNMENT**

**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 Health-Care (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](http://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@hcconferences.com](mailto:registration@hcconferences.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.

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**NASBA CPE CREDIT:** Health Care Conference Administrators, LLC is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org). A recommended maximum of 20.0 credits based on a 50-minute hour will be granted for the entire learning activity. This program addresses topics that are of a current concern in the compliance environment. This is an update, group-live activity. For more information regarding administrative policies such as complaints or refunds, call 425-233-5075 or email [pjgrant@ehcca.com](mailto:pjgrant@ehcca.com).

**PENDING CONTINUING EDUCATION CREDITS:** The Summit is currently pending approval to offer California, Pennsylvania and Texas MCLE 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@hcconferences.com](mailto:registration@hcconferences.com), or visit our website at [www.HealthInsuranceExchangeSummit.com](http://www.HealthInsuranceExchangeSummit.com).

**TUITION SCHOLARSHIPS**

The National Health Insurance Exchange Summit is now offering partial and full Tuition Scholarships to qualifying representatives of local, state and federal government, consumer advocate organizations, safety net providers, academics, students and health services research organizations.

Tuition Scholarship Program Supported by:  **HERITAGE PROVIDER NETWORK**  
Your health in good hands

# HEALTH INSURANCE EXCHANGE SUMMIT

**HOW TO REGISTER:** Fully complete the form below (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](http://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@hcconferences.com](mailto:registration@hcconferences.com)

## 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

**PRECONFERENCE** (Optional; Invitation only):

- PRECONFERENCE — State and Federal Update: Lessons Learned from the Initial ACA Open Enrollment \$ 495

**CONFERENCE** (Does not include Preconference):

**Standard Rate:**

- Through Friday, March 28, 2014\* \$1,195
- Through Friday, April 18, 2014\*\* \$1,595
- After Friday, April 18, 2014 \$1,995

**Special Plan and Provider Rate\*\*\*:**

- Through Friday, March 28, 2014\* \$ 995
- Through Friday, April 18, 2014\*\* \$1,295
- After Friday, April 18, 2014 \$1,595

**Special Academic/Government/ Public Exchange /Clinic Rate\*\*\*\*:**

- Through Friday, March 28, 2014\* \$ 595
- Through Friday, April 18, 2014\*\* \$ 795
- After Friday, April 18, 2014 \$ 995

### GROUP REGISTRATION DISCOUNT

(Does not include Preconference. Rates are per person.):

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 28, 2014\* \$ 795
- Through Friday, April 18, 2014\*\* \$1,095
- After Friday, April 18, 2014 \$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 (\$129 + \$15 shipping) \$ 144     6 months' access on Web \$ 129

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

### SPECIAL SUBSCRIPTION OFFER FOR BOTH ONSITE AND WEBCAST ATTENDEES:

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

- |   |  |
|---|--|
| <input type="checkbox"/> <i>Accountable Care News</i> \$295             | <input type="checkbox"/> <i>Population Health News</i> \$295   |
| <input type="checkbox"/> <i>Health Insurance Marketplace News</i> \$295 | <input type="checkbox"/> <i>Predictive Modeling News</i> \$295 |
| <input type="checkbox"/> <i>Medical Home News</i> \$295                 | <input type="checkbox"/> <i>Readmissions News</i> \$295        |

## PAYMENT

The use of a registration discount code cannot be the basis of requesting a partial refund of fees already paid.

### TOTAL FOR ALL OPTIONS, ONSITE OR WEBCAST:

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](http://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.

Discount Code: \_\_\_\_\_

## 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 \_\_\_\_\_

## 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 28, 2014\* \$ 795
- Through Friday, April 18, 2014\*\* \$1,095
- After Friday, April 18, 2014 \$1,395

**Special Academic/Government/ Public Exchange /Clinic Rate\*\*\*\*:**

- Through Friday, March 28, 2014\* \$ 495
- Through Friday, April 18, 2014\*\* \$ 595
- After Friday, April 18, 2014 \$ 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 per person     20 or more \$295 per person
- 10 or more \$395 per person     40 or more \$195 per person

See INTELLECTUAL PROPERTY POLICY, page 6.

### 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 (\$129 + \$15 shipping) \$ 144

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

\* This price reflects a discount for registration and payment received through March 28, 2014.

\*\* This price reflects a discount for registration and payment received through Friday, April 18, 2014.

\*\*\* 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 the Academic/Government/Public Exchange/Clinic rates, "academic" shall apply to individuals who are full time teaching staff or students of an academic institution; "government" shall apply to individuals who are full time employees of federal, state or local regulatory agencies; "public exchange" shall apply to employees of public health insurance exchanges/marketplaces, and "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.

