

THE THIRD  
NATIONAL

# Health Insurance Exchange Summit

Onsite: May 11 – 13, 2015  
Washington, DC

Grand Hyatt

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

## FEATURED FACULTY

**Henry J. Aaron, PhD**, *Brookings Institution*  
**Stuart M. Butler, PhD**, *Brookings Institution*  
**Michael F. Cannon, MA, JM**, *Cato Institute*  
**Nicole Comeaux, JD, MPH**, *Deputy ED, Kentucky Health Benefit Exchange*  
**Kevin J. Counihan, CEO**, *Center for Consumer and Information and Insurance Oversight, CMS*  
**Amy Dowd, CEO**, *New Mexico Health Insurance Exchange*  
**Alain C. Enthoven, PhD**, *Stanford University*  
**Anne Filipic**, *President, Enroll America*  
**Steve Fitton**, *Michigan Department of Community Health*

**Timothy S. Jost, Esq.**, *Washington and Lee University School of Law*  
**Patrick Kelly, ED**, *Idaho Health Insurance Exchange*  
**Mila Kofman, JD, ED**, *Washington, DC Health Benefit Exchange*  
**Peter V. Lee, JD, ED**, *California Health Benefit Exchange*  
**Brian S. Neale, MBS, JD**, *Office of the Governor of Indiana*  
**Carolyn A. Quattrocki, JD, ED**, *Maryland Health Benefit Exchange*  
**Uwe E. Reinhardt, PhD**, *Princeton University*  
**Cheryl S. Smith, MPP, ED**, *Arkansas Health Insurance Marketplace*  
**Victoria Wachino, MPP**, *Center for Medicaid and CHIP Services, CMS*  
**James Wadleigh, MS**, *Acting CEO, Access Health CT*  
**Anya Rader Wallack, PhD, ED**, *HealthSource Rhode Island*

## CO CHAIRS



**Joel Ario, M.Div., JD**, *Managing Director, Manatt Health Solutions; Former Director, Office of Health Insurance Exchanges, HHS; Former Pennsylvania Insurance Commissioner*



**Susan Dentzer**, *Senior Policy Adviser, Robert Wood Johnson Foundation; Health Policy Analyst, The PBS News Hour*



**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*

## FEATURING SESSIONS ON

- Federal Health Policy: Impact on Coverage and the Healthcare Market
- Federal Guidance on the Development of Public Exchanges
- The ACA in Context: A Dialogue with Alain C. Enthoven, PhD
- King vs. Burwell: What will the Supreme Court Do?
- The World after the King Decision: Considering the Alternatives
- Medicaid Expansions and Waivers: What's Next?
- The Confluence of Public and Private Exchanges/Marketplaces
- Roundtable on the Federally Facilitated Exchange/Marketplace
- Should States Outsource Operating Their Public Exchanges/Marketplaces?
- Challenges and Opportunities for State-based Marketplaces (SBMs): What to Expect Next?
- Marketing, Outreach and Enrollment
- Exchange/Marketplace Financial Sustainability
- Group Market Private Exchanges: Serving Small, Mid-Sized and Large Employers
- Web Broker Entities and Private Exchanges Serving the Individual Market
- Empowering Consumer Decision-Making within the Exchange Context
- Small Business Health Options Program (SHOP) Update
- Exchange/Marketplace Technology Issues and Innovations
- Provider Strategic Response Roundtable
- Plan Strategic Response Roundtable
- Should Congress Repeal, Replace or Improve the ACA?

## CONTINUING EDUCATION CREDITS:

**NASBA Credit Statement:** A recommended maximum of 16.0 credits based on a 50-minute hour will be granted for the entire learning activity for the National Association of State Boards of Accountancy (NASBA). See page 6.

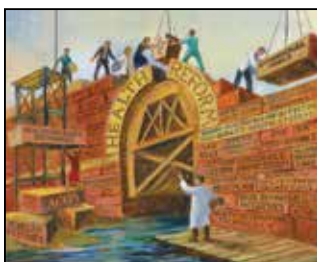
A Hybrid  
Conference  
& Internet  
Event

See page 2

MEDIA  
PARTNERS:

HARVARD  
health policy  
REVIEW

HealthAffairs



The Leading Forum on Public and Private Health Insurance Exchanges  
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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. As we count down to the Supreme Court's next life-or-death sentence for Obamacare (King Vs. Burwell), and watch the partisans consider how to respond if tax credits are eliminated on the federally-facilitated Marketplace, 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. Millions of the uninsured have enrolled, but reaching the millions more who are eligible remains a major challenge. Success is far from certain, yet many of the initial signs have been encouraging. By the time we gather in Washington DC, we should have enough experience with the first two open enrollment seasons, the expansion of Medicaid, and survey data on the number of Americans still uninsured to begin to make some judgments based on 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 Marketplaces 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 and on the developing capacity of private health insurance exchanges to complement or compete with public ones.

Some national health plans participated in 2014 wholeheartedly, while others dipped their toes in these roiling waters. They all seem to have overcome their initial hesitancy and are developing varied strategies to participate in the exchange movement. Healthcare providers, too, seek to integrate exchange participation strategies into their ACO and medical home programs and value-based payment reform initiatives.

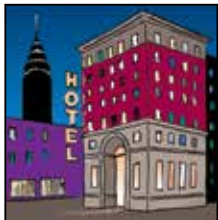
We will also discuss the important role played by private exchanges, both in the private sector and in providing the technology necessary to operate public exchanges.

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.

**OTHER MEDIA PARTNERS:**



**PARTICIPATION OPTIONS**



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**TRADITIONAL ONSITE ATTENDANCE**  
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PROS: subject matter immersion; professional networking opportunities; faculty interaction.

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... or home

**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

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MONDAY, MAY 11, 2015

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

1:00 pm

### Welcome and Introduction and Keynote Overview of the Political and Policy Context for Health Insurance Exchanges



**Susan Dentzer**, Senior Policy Adviser, Robert Wood Johnson Foundation; Health Policy Analyst, The PBS News Hour, Washington, DC (Co-chair)

1:15 pm

### Keynote: Federal Guidance on the Development of Public Exchanges



**Kevin J. Counihan**, Director and Marketplace Chief Executive Officer, Center for Consumer and Information and Insurance Oversight, Centers for Medicare and Medicaid Services; Former Chief Executive Officer, Connecticut Health Insurance Exchange; Former President, Choice Administrators Exchange Solutions, Hartford, CT

1:45 pm

### Keynote: The ACA in Context: A Dialogue with Alain C. Enthoven, PhD



**Alain C. Enthoven, PhD**, Marriner S. Eccles Professor of Public and Private Management (Emeritus), Stanford University, Palo Alto, CA



**Susan Dentzer**, Senior Policy Adviser, Robert Wood Johnson Foundation; Health Policy Analyst, The PBS News Hour, Washington, DC (Moderator)

2:15 pm

### Keynote Address



**Uwe E. Reinhardt, PhD**, James Madison Professor of Political Economy, Princeton University, Princeton, NJ

2:45 pm

### Break

## IMPLICATIONS OF KING VS. BURWELL

3:15 pm

### King vs. Burwell: What will the Supreme Court Do? What are the Implications?



**Michael F. Cannon, MA, JM**, Director of Health Policy Studies, Cato Institute; Former Domestic Policy Analyst, Republican Policy Committee, US Senate, Washington, DC



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



**Jennifer Haberkorn**, Health Care Reporter, POLITICO Pro, Washington DC (Moderator)

4:00 pm

### The World after the King Decision: Considering the Alternatives



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



**Stuart M. Butler, PhD**, Senior Fellow, Economic Studies, Brookings Institution; Adjunct Professor, McCourt School of Public Policy, Georgetown University; Former Director, Center for Policy Innovation, The Heritage Foundation, Washington, DC



**Christopher E. Condeluci, Esq.**, Founder and President, CC Law & Policy; Former Tax and Benefits Counsel, Finance Committee, US Senate, Washington, DC



**Amy Dowd**, Chief Executive Officer, New Mexico Health Insurance Exchange; Former Executive Director, Idaho Health Insurance Exchange, Albuquerque, NM



**Yvette Fontenot, MA**, Partner, Avenue Solutions; Former Deputy Director, Office of Health Reform, Department of Health and Human Services; Former Professional Staff, US Senate Finance Committee, Washington, DC



**Chini Krishnan, MS**, Chief Executive Officer and Co-founder, GetInsured; Former Chairman and Chief Technology Officer, Valicert Inc., Palo Alto, CA



**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)

## MEDICAID EXPANSION/WAIVER UPDATE

### 5:00 pm Medicaid Expansions and Waivers: What's Next?

#### Opening Comments



**Victoria Wachino, MPP**, Acting Director, Center for Medicaid and CHIP Services, Centers for Medicare and Medicaid Services; Former Director, Children and Adults Health Programs Group, CMS, Washington, DC

#### Panel Discussion



**Steve Fitton**, Michigan Medicaid Director, Michigan Department of Community Health, Lansing, MI



**Brian S. Neale, MBS, JD**, Health Policy Director for Indiana Governor Mike Pence, Indianapolis, IN



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

6:00 pm

### ADJOURNMENT AND NETWORKING RECEPTION

TUESDAY, MAY 12, 2015

## NATIONAL HEALTH INSURANCE EXCHANGE SUMMIT DAY II: MORNING PLENARY SESSION

8:00 am

### Welcome and Introduction to Day II Morning Plenary Session and Keynote Address: The Confluence of Public and Private Exchanges/ Marketplaces



**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)

## PUBLIC EXCHANGES/MARKETPLACES

8:30 am

### Roundtable on the Federally Facilitated Exchange/ Marketplace and How it can Support States Opening Comments



**Kevin J. Counihan**, Director and Marketplace Chief Executive Officer, Center for Consumer and Information and Insurance Oversight, Centers for Medicare and Medicaid Services; Former Chief Executive Officer, Connecticut Health Insurance Exchange; Former President, Choice Administrators Exchange Solutions, Hartford, CT

Session Continued Next Page



**Panel Discussion**

**Gary Cohen, Esq.**, Principal, Gary M Cohen Consulting; Former Director, Center for Consumer Information and Insurance Oversight, US Department of Health and Human Services; Former General Counsel, Covered California, San Francisco, CA



**Amy Dowd**, Chief Executive Officer, New Mexico Health Insurance Exchange; Former Executive Director, Idaho Health Insurance Exchange, Albuquerque, MN



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

**SHARED PUBLIC/PRIVATE EXCHANGE TECHNOLOGY ISSUES**



**9:30 am Exchange/Marketplace Technology Issues and Innovations**

**Don Garlitz**, Leader, Exchange Solutions, bswift; Former Vice President and Partner, FirstWest Benefit Solutions, Salt Lake City, UT



**Kevin P. Kelly**, Principal and Leader, Public Sector Practice, Deloitte Consulting LLP, Portland, OR



**Chini Krishnan, MS**, Chief Executive Officer and Co-founder, GetInsured; Former Chairman and Chief Technology Officer, Valicert Inc., Joliet, IL



**Peter McCann, MBA**, Chief Business Development Officer, hCentive, Reston, VA



**Philip Poley, MA**, Managing Director, Accenture; Chief Operating Officer, Medicaid, Commonwealth of Massachusetts, Charlotte, NC



**Daniel J. 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)

**10:30 am Break**



**11:00 am Debating the Proposition that States Should Outsource Operating Their Public Marketplaces**

**Patrick Kelly**, Executive Director, Idaho Health Insurance Exchange, Boise, ID



**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



**Carolyn A. Quattrocki, JD**, Executive Director, Maryland Health Benefit Exchange; Former Executive Director, Maryland Governor's Office of Health Care Reform, Annapolis, MD



**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)

**12:00 pm NETWORKING LUNCHEON**

**AFTERNOON PLENARY SESSION**

**1:00 pm**



**Exchange/Marketplace Financial Sustainability**

**Nicole Comeaux, JD, MPH**, Deputy Executive Director, Kentucky Health Benefit Exchange; Former Deputy Director (Acting), State Operations Division, Center for Consumer Information & Insurance Oversight, CMS, Frankfort, KY



**Patrick Kelly**, Executive Director, Idaho Health Insurance Exchange, Boise, ID



**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



**Anya Rader Wallack, PhD**, Executive Director, HealthSource Rhode Island; Former Special Assistant to the Governor for Health Reform, State of Vermont; Former Executive Director, Massachusetts Medicaid Policy Institute, Providence, RI



**Daniel J. 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)

**PRIVATE EXCHANGES/WEB BROKERS**

**2:00 pm**

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



**Alan Cohen, MBA**, Chief Strategy Officer and Co-Founder, Liazon Corporation; Former Chief Executive Officer and Co-Founder, Online Benefits, New York, NY



**Shan Fowler**, Director of Product Management, Marketplaces, Benefitfocus; Former Senior Program Manager, Social Media Strategy & Operations, AOL, Charleston, SC



**Karen Frost, MBA** (Invited), Vice President of Health Solutions and Strategies, Aon Hewitt, Chicago, IL



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



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

**3:00 pm**

**Break**

**3:15 pm**

**Web Broker Entities and Private Exchanges Serving the Individual Market**



**John Barkett, MBA**, Director of Policy Affairs, Extend Health, San Francisco, CA



**Shane Cruz**, Chief Technology Officer, GoHealth; President, Association of Web-Based Health Insurance Brokers, Chicago, IL



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



**Chini Krishnan, MS**, Chief Executive Officer and Co-founder, GetInsured; Former Chairman and Chief Technology Officer, Valicert Inc., Joliet, IL



**Pete Nakahata**, Principal and Founder, PTN Consulting Group, LLC; Former Senior Advisor, Exchange Program and Operations Group, Center for Consumer Information and Insurance Oversight, CMS, Huntington Beach, CA



**Christopher E. Condeluci, Esq.**, Founder and President, CC Law & Policy; Former Tax and Benefits Counsel, Finance Committee, US Senate, Washington, DC (Moderator)

**4:15 pm**

**Empowering Consumer Decision-Making within the Exchange Context**



**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



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



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

**SMALL BUSINESS HEALTH OPTIONS PROGRAM (SHOP)**

**5:15 pm Small Business Health Options Program (SHOP) Update**



**Amy Dowd**, Chief Executive Officer, New Mexico Health Insurance Exchange; Former Executive Director, Idaho Health Insurance Exchange, Albuquerque, NM



**Patrick Kelly**, Executive Director, Idaho Health Insurance Exchange, Boise, ID



**Anya Rader Wallack, PhD**, Executive Director, HealthSource Rhode Island; Former Special Assistant to the Governor for Health Reform, State of Vermont; Former Executive Director, Massachusetts Medicaid Policy Institute, Providence, RI



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

**6:15 pm ADJOURNMENT**

**WEDNESDAY, MAY 13, 2015**

**NATIONAL HEALTH INSURANCE EXCHANGE SUMMIT DAY III**

**8:00 am Welcome and Introductions**



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

**8:15 am Keynote: Marketing, Outreach and Enrollment**



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



**8:45 am Challenges and Opportunities for State-based Marketplaces (SBMs): What to Expect Next?**

**Nicole Comeaux, JD, MPH**, Deputy Executive Director, Kentucky Health Benefit Exchange; Former Deputy Director (Acting), State Operations Division, Center for Consumer Information & Insurance Oversight, CMS, Frankfort, KY



**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



**Cheryl S. Smith, MPP**, Executive Director, Arkansas Health Insurance Marketplace; Former Executive Director, Utah Health Insurance Exchange, Little Rock, AR



**James Wadleigh, MS**, Acting Chief Executive Officer, Access Health CT; Former Vice President, Contact Center, Program Management, CIGNA Corporation, Hartford, CT



**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)

**PROVIDER AND PLAN STRATEGIC RESPONSES**

**9:45 am Provider Strategic Responses**



**Kevin A. Lewis, MPP** (Invited), Chief Executive Officer, Maine Community Health Options; Former Chief Executive Officer, Maine Primary Care Association, Lewiston, ME



**Christina Severin, MPH**, President and Chief Executive Officer, Beth Israel Deaconess Care Organization; Former President, Network Health, a Tufts Health Plan subsidiary, Boston, MA



**Jon M. Kingsdale, PhD**, Managing Director, Wakely Consulting Group, Boston, MA (Moderator)

**10:30 am Break**

**10:45 am Health Plan Strategic Response Roundtable**



**Martin Hickey, MD**, Chief Executive Officer, New Mexico Health Connections; Chair, National Alliance of State Health CO-OPs (NASHCO); Former Senior Vice President, Health Affairs, Excellus Blue Cross Blue Shield; Former Chief Executive Officer, Lovelace Health System, Albuquerque, NM



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



**Joel Ario, M.Div., JD**, Managing Director, Manatt Health Solutions, Washington, DC (Moderator)

**HEALTH POLICY: WHAT WILL HAPPEN NEXT?**

**11:30 am Should Congress Repeal, Replace or Improve the ACA?**



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



**Stuart M. Butler, PhD**, Senior Fellow, Economic Studies, Brookings Institution; Adjunct Professor, McCourt School of Public Policy, Georgetown University; Former Director, Center for Policy Innovation, The Heritage Foundation, Washington, DC



**Joel Ario, M.Div., JD**, Managing Director, Manatt Health Solutions, Washington, DC (Co-chair)



**Jon M. Kingsdale, PhD**, Managing Director, Wakely Consulting Group, Boston, MA (Co-chair)

**12:15 pm ADJOURNMENT**

## THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

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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.

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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.

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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](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@hccconferences.com](mailto:registration@hccconferences.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.

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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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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.

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The Grand Hyatt Washington is the official hotel for the Third National Health Insurance Exchange Summit. A special group-rate of \$329.00 single/ double per night (plus tax) has been arranged for Summit Attendees. For your convenience, we are pleased to provide you with a dedicated website so you are able to book your hotel rooms online. 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 reservation by calling Central Reservations at 1-888-421-1442. Please refer to "Third National Health Insurance Exchange Summit" 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 **Friday, April 17, 2015**. After this date, reservations will be accepted on a space-available basis at the prevailing rate.

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This program addresses topics that are of a current concern in the healthcare quality and patient safety environment. This is an update, group-live activity. For more information regarding administrative policies such as complaints or refunds, call 206-757-8053 or email [petergrant@ehcca.com](mailto:petergrant@ehcca.com).

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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@hccconferences.com](mailto:registration@hccconferences.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

Onsite conference registration includes onsite attendance, professional networking, and live interaction with the faculty.

### CONFERENCE:

#### Standard Rate:

- Through Friday, March 20, 2015\* \$1,195
- Through Friday, April 17, 2015\*\* \$1,595
- After Friday, April 17, 2015 \$1,995

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

- Through Friday, March 20, 2015\* \$ 995
- Through Friday, April 17, 2015\*\* \$1,295
- After Friday, April 17, 2015 \$1,595

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

- Through Friday, March 20, 2015\* \$ 595
- Through Friday, April 17, 2015\*\* \$ 795
- After Friday, April 17, 2015 \$ 995

### GROUP REGISTRATION DISCOUNT (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 20, 2015\* \$ 795
- Through Friday, April 17, 2015\*\* \$1,095
- After Friday, April 17, 2015 \$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*, *Healthcare Innovation News*, *Health Insurance Marketplace News*, *Medical Home 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>Healthcare Innovation News</i> \$295        | <input type="checkbox"/> <i>Predictive Modeling News</i> \$295 |
| <input type="checkbox"/> <i>Health Insurance Marketplace News</i> \$295 | <input type="checkbox"/> <i>Readmissions News</i> \$295        |
| <input type="checkbox"/> <i>Medical Home 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: \_\_\_\_\_

## WEBCAST CONFERENCE ATTENDANCE

All webcast registrants are automatically registered for the Summit, and receive six months of continued archived webcast access, available 24/7.

### CONFERENCE:

#### Standard Rate:

- Through Friday, March 20, 2015\* \$ 795
- Through Friday, April 17, 2015\*\* \$1,095
- After Friday, April 17, 2015 \$1,395

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

- Through Friday, March 20, 2015\* \$ 495
- Through Friday, April 17, 2015\*\* \$ 595
- After Friday, April 17, 2015 \$ 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

All online attendees automatically receive 6 months access on web.

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

\* This price reflects a discount for registration and payment received through March 20, 2015.

\*\* This price reflects a discount for registration and payment received through Friday, April 17, 2015.

\*\*\* 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.

## 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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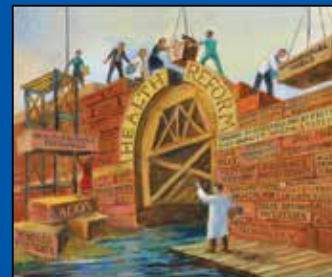
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