Healthcare Education Associates and RISE present

The 7th Annual HEDIS® & Quality Improvement Summit

Get a new outlook on quality improvement.

October 16-17, 2017  Hyatt Regency Miami  •  Miami, FL

This year’s summit has been engineered to provide a fresh perspective with cutting-edge topics presented in informative new ways. Start with one of the free workshops and sit tight for an intensive two-day update on the latest strategies for boosting your quality ratings.

Sessions at a Glance

• SPECIAL WORKSHOP: Improving quality by better understanding your member base’s social determinants of health
• SPECIAL WORKSHOP: HEDIS 101—Reinforce your skills with a review of the fundamentals underlying HEDIS
• An intensive examination of the latest HEDIS measure changes and what is on the horizon
• Staying ahead of the curve in the digital transformation of population health for quality improvement
• Optimizing data interoperability with providers
• Implementing an organization-wide strategy to improve CAHPS scores
• Exploring telehealth strategies as a frontier for quality improvement and cost savings
• Health plan member focus group reveals how members really feel about your quality improvement efforts
• Energizing frontline clinicians for quality improvement
• Driving quality improvement by personalizing member communications and services

To Register: Call 866-676-7689 or visit us at events.healthcare-conferences.com/H450?dvce-1
GET A NEW PERSPECTIVE ON QUALITY IMPROVEMENT FOR 2018!

For good reason, the annual HEDIS & Quality Improvement Summit has become the must-attend event where leading quality improvement professionals return year after year for up-to-the-minute strategies to boost their quality scores. This year’s edition has been engineered to provide a fresh perspective—with cutting-edge topics presented in informative new ways.

Start off with one of two intensive, complimentary workshops: reinforce your skills with a review of the fundamentals underlying HEDIS, or learn how to boost quality improvement throughout your organization by better understanding your membership’s social determinants of health.

Other innovative topics on the agenda include: strategies for increasing data interoperability; integrating telehealth technologies to boost quality and save money; and staying ahead of the curve in the digital transformation of population health for quality improvement.

Sessions are designed to increase audience interaction and facilitate exchange of information. Speakers have been chosen from the most innovative plans and providers to share concrete, how-to information that you can put to use to boost quality in your own context. Come away with a fresh view of the steps you can take to drive quality scores at your organization.

Don’t miss this opportunity to:

- Hear the latest information on the new and evolving HEDIS measures for 2018
- Get guidance from industry innovators on the latest analytics strategies behind the transformation of population health
- Come away with secrets to success from top-rated plans
- Learn how to optimize scores by more effectively relating to the populations you serve
- Get information on increasing data interoperability with providers
- Understand how to improve quality by developing a cohesive plan for physician engagement
- Hear effective new ways to integrate telehealth strategies to boost quality
- Understand how members really react to your quality improvement initiatives
- Learn how to better engage members by personalizing member communications
- Find out how others are resolving the same quality improvement issues you face

Register today and ensure your organization is in the best position to optimize your HEDIS and quality scores for 2018 and beyond. Call (866) 676-7689 or sign up online at www.healthcare-conferences.com.

Sincerely,

Lance Lysinger, Conference Director
HEALTHCARE EDUCATION ASSOCIATES

Our Distinguished Speaking Faculty

Sheila Owens-Collins, MD, MPH, MBA, former Medical Director, Health Equity Strategies, Innovations, and Outcomes Research
JOHNS HOPKINS HEALTHCARE

Heidi Balog, Director, Quality Improvement
UPMC HEALTH PLAN

Amy Lung, Vice President of Quality Improvement
MERIDIAN HEALTH PLAN

Jatin Dave, MD, MPH, Chief Medical Officer
NEW ENGLAND QUALITY CARE ALLIANCE

Carol Thompson, Manager Quality Management
BLUE CROSS BLUE SHIELD OF NORTH CAROLINA

Sunil Budhrani, MD, MPH, MBA, Chief Medical Officer/Chief Medical Informatics Officer
INNOVATION HEALTH

Neal Sofian, MPH, MSPH, Director, Member Engagement
PREMERA BLUE CROSS

Traci E. Powell, MD, CPE, FAPA, Behavioral Health Medical Director
HARMONY HEALTH PLAN

Janine Sala, Associate Director Clinical Quality—HEDIS Operations
UNIVERSALHEALTHCARE

Michael Blumental, President
HEALTH DATA DECISIONS

Keith Bell, MPH, Director, Quality Management and Improvement
HEALTH DATA DECISIONS

Ellen Harrison, Senior Vice President, Market Strategy & Consulting
ELIZA CORPORATION

Avishek Kumar, Quality Programs
EPISOURCE

Jordan Mauer, Executive Vice President of Marketing and Member Engagement
NOVU

Jessica Assefa, Medicare Stars Program Manager
UCARE

Alvonice Spencer, MSHA, Director of Quality
PURSUANT HEALTH

Melissa Smith, Vice President, Stars & Quality Innovations
GORMAN HEALTH GROUP

Anita McCreavy, Senior Consultant
GORMAN HEALTH GROUP

Kent Holdcroft, Chief Revenue Officer
PHARMMD

Lauren Easton, Director of Behavioral Health
COMMONWEALTH CARE ALLIANCE

Clive Wu, Ph.D., Chief Technology Officer
HEALTHCROWD

Seth Paradis, Product Manager
HEALOW
WORKSHOP B — Improving Quality by Better Understanding Your Member Base’s Social Determinants of Health

The World Health Organization defines social determinants of health as “the conditions in which people are born, grow, live, work and age”. Learn how to maximize the effectiveness of your quality improvement efforts by gaining a deeper insight into who your members are and how they live.

9:00 – 10:00 Getting a Sharper Picture of the Populations You Serve

- Obtaining available information on membership’s income, race, ethnicity, home ownership rate, language; best practices for data collection, tracking, and reporting
- Commissioning a study of your membership; strategies for effectively conducting your own research
- Understanding the factors that motivate healthcare decision-making for your primary member groups

10:00 - 10:15 Morning Break

10:15 – 11:15 Developing Quality Improvement Plans Based on Membership Data

- Utilizing data to identify and stratify health-care disparities among population groups
- Identifying priority groups where disparity reduction efforts will make the greatest impact, and smaller groups where a targeted intervention can make a big difference
- Pinpointing primary drivers and developing appropriate interventions to improve performance on targeted HEDIS measures

11:15– 12:00 Boosting Effectiveness of Quality Improvement Efforts Across the Board through Increased Awareness of Your Membership’s Cultural and Financial Perspectives

- Ensuring quality improvement strategies are tailored for maximum impact across the social spectrum you serve
- Improving your entire quality improvement team’s understanding of member populations
- How health-plan connectedness in the communities you serve can augment the success of quality improvement strategies (surveys, focus groups and community input meetings)

Speaking Faculty:
Sheila Owens-Collins, MD, MPH, MBA, former Medical Director, Health Equity Strategies, Innovations, and Outcomes Research
JOHNS HOPKINS HEALTHCARE

Jessica Assefa, Medicare Stars Program Manager
UCARE

Alvonice Spencer, MSHA, Director of Quality
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Melissa Smith, Vice President, Stars & Quality Innovations
GORMAN HEALTH GROUP

Anita McCreavy, Senior Consultant
GORMAN HEALTH GROUP
DAY TWO: Tuesday, October 17, 2017

7:30 – 8:15  Continental Breakfast
8:15 – 8:30  Chair’s Recap of Day One
8:30 – 9:30  FEATURED PRESENTATION: Staying Ahead of the Curve in the Digital Transformation of Population Health—Innovative Analytics Strategies that Drive Quality Improvement
  • Ensuring you have the necessary data for the most effective population health analysis
  • The latest strategies for analyzing data to understand overall morbidity patterns
  • Effectively identifying members where care-management interventions can avoid costly future treatment
Moderator:
  Kent Holdcroft, Chief Revenue Officer
  PHARMMD

Amy Lung, Vice President of Quality Improvement
  MERIDIAN HEALTH PLAN

10:00 – 10:30  Reporting and Analytics to Identify Target Population and Improve Patient and Provider Engagement Programs
  • Using data effectively to identify target measures and populations/subpopulations likely to accept interventions
  • Making reports and data usable for practitioners and provider groups
  • Ensuring member and practitioner/provider engagement programs work synergistically
Avishek Kumar, Quality Programs
  EPISOURCE

10:00 – 10:15  Morning Break

10:15 - 11:00  Energizing Frontline Clinicians for Quality Improvement
  • Analyzing the growing importance of front-line clinician engagement for quality improvement programs
  • Effective clinician engagement strategies, including actionable data with acceptable comparative data, clearly defined best practices with user-friendly yet evidence-based tools, and aligned incentives
  • Balancing administrative burden with measuring what really matters
Jatin Dave, MD, MPH, Chief Medical Officer
  NEW ENGLAND QUALITY CARE ALLIANCE

Kristine Ziegler, RN, Staff Vice President, Product Development & Management
  ENVOLVE

11:00 – 12:00  CASE STUDY: Driving Quality Improvement by Personalizing Member Communications and Services
This special presentation will explore the latest strategies for improving member engagement by tailoring communication to the member’s individual characteristics, including a look at methods that have been effective at Premera Blue Cross.
Neal Sofian, MPH, MSPH, Director Member Engagement
  PREMERA BLUE CROSS

Jordan Mauer, Executive Vice President of Marketing and Member Engagement
  NOVU

5:15 – 6:15  Cocktail Reception
For more information about our sponsorship opportunities contact Jennifer Clemence at (704) 341-2438 or jclemence@healthcare-conferences.com
12:00 – 12:30  Decoding Data from Your Outreach -- Insights from Case Studies that Get a Desirable Outcome

Clive Wu, Ph.D., Chief Technology Officer
HEALTCROWD

12:30 – 1:30  Luncheon for all attendees & speakers

1:30 – 2:30  Strategies for Optimizing New Measures Related to Opioid and Other Substance Abuse

• Deep-dive examination of the new and evolving measures related to substance abuse
• Practical tools for monitoring quality performance and prioritizing these measures
• Developing a behavioral health toolkit with measure-specific resources for more efficient provider outreach

Traci E. Powell, MD, CPE, FAPA, Behavioral Health Medical Director
HARMONY HEALTH PLAN

Lauren Easton, Director of Behavioral Health
COMMONWEALTH CARE ALLIANCE

2:30  Summit Concludes

Platinum Sponsors

Change Healthcare is a key catalyst of a value-based healthcare system – working alongside our customers and partners to accelerate the journey towards improved lives and healthier communities. While the point of care delivery is the most visible measure of quality and value, we are a healthcare technology solutions company that uniquely champions the improvement of all the points before, after, and in-between care episodes. With our customers and partners, we are creating a stronger, better coordinated, increasingly collaborative, and more efficient healthcare system that enables better patient care, choice, and outcomes at scale. Through our unique perspective and interconnected position at the center of healthcare, we are a collaborative catalyst to accelerating your path to value-based care and more relevant engagement with consumers. We are an inseparable part of today’s healthcare ecosystem - playing a vital role in helping the system not only function, but also work smarter. Our engrained technology solutions and connected insights reflect our unique knowledge of the system’s many intricacies and the critical paths to better healthcare.

Health Data Decisions provides strategic and analytic consulting related to quality, efficiency and population health. We help health plans, at-risk provider groups and analytics vendors to maximize the use of their data for predictive and retrospective measurement and modeling.

Our team brings decades of experience with measurements including HEDIS, Stars, QRS, AHRQ and P4P in management, analytics, and programming. We can manage your team, your vendors and your data to improve your HEDIS 2017 project. Talk to us about improving the value of your data and your overall measure rates.

Gold Sponsors

Eliza Corporations  Health Engagement Management solution motivates modern healthcare consumers to act by engaging them in personalized conversations - at enterprise scale. It integrates a scalable multi-channel technology platform, proprietary data assets, industry-leading analytics, and experience-driven program design services to deliver outcomes that make a difference. To learn more visit us online at elizacorp.com.

Episource provides US health plans and other risk adjusting organizations with powerful data analytics, tools, and insights to drive interventions, benefiting patients and providers alike. Solutions offered include risk adjustment and quality data analytics, medical coding, encounter data submission, and medical chart retrieval.

As a healthcare business services and technology company, Episource is constantly striving to help its clients simplify the complex challenges of the healthcare industry with specialized services, and innovative technology. Headquartered in Los Angeles, the Company has over 1,500 professionals with extensive experience in risk adjustment.

HealthCrowd is the creator of the first truly unified, end-to-end mobile messaging platform that increases patient engagement for healthcare providers in a wide range of markets. HealthCrowd is dedicated to helping healthcare organizations optimize and scale the delivery of personalized communications across multiple modes. The company’s expertise in the healthcare industry, online advertising and analytics allows it to help healthcare organizations be more strategic – connecting with patients in a consistent and meaningful way. HealthCrowd’s DH*RMA platform optimizes multimodal communications by allowing health plans to engage their members through text, interactive text response (ITR), online chat, mobile web, email, voice (IVR) and mail while also generating highly personalized, compliant and scalable messaging through their unique Dynamic Persuasion Engine™. HealthCrowd continuously measures the success of individual messages and infuses fresh, creative content into the platform to help organizations keep the attention of their members.

Matrix Medical Network is the leader in supporting care in the home through our national network of Nurse Practitioners. From in home assessments to chronic care support, Matrix helps health plans engage members and their physicians to ensure members receive needed care, improving their health and overall outcomes.
**Silver Sponsors**

**Envolve** is a family of health solutions, working together to make healthcare simpler, more effective and more accessible for everyone. As an agent for change in healthcare, we’re committed to transforming the health of the community, one person at a time. Envolve represents a family of companies with three main focus areas: Envolve PeopleCare, Pharmacy Solutions, and Benefit Options. Our family of companies provide capabilities and resources tailored to our partner’s specific needs. We can consolidate your healthcare solutions for efficiency from day one and help you obtain the quality results you need.

**Healow Insights** is an innovative, cloud-based solution, with service offerings, designed to automate the bi-directional exchange of actionable data between health plans and providers. Through on-demand Medical Record Retrieval, EHR Data Aggregation and Point-of-Care Alerts, health plans may reduce overhead costs, improve compliance, and boost ratings on key quality measures.

**Gorman Health Group, LLC (GHG)** is a leading consulting and software solutions firm specializing in government health programs, including Medicare managed care, Medicaid and Health Insurance Exchange opportunities. For nearly 20 years, our unparalleled teams of subject-matter experts, former health plan executives and seasoned healthcare regulators have provided strategic, operational, financial, and clinical services to the industry, across a full spectrum of business needs. Further, our software solutions have continued to place efficient and compliant operations within our client’s reach. Find out more at www.gormanhealthgroup.com.

Since 1985, **Medical Data Exchange (MDX)** has been serving the Healthcare Industry by creating systems that process healthcare fiscal and clinical data. MDX provides a suite of products consisting of MAX II (hospital claims system), AXIS Physician Practice Management, VChart (EHR), AXIS IPA Management (IPA/MSO/TPA management system), HCC Manager (risk adjustment), P4P, and Integrated Case Management systems to support hospitals, health plans and physician organizations. Our systematic applications assist healthcare organizations to move toward integrated healthcare data management in order to optimize quality of care and cost-effective models of care management. For more information call MDX Business Development at (562) 256-3800.

For Health Plans or Self-Insured Employers that want to measurably improve member and employee health, **PharmMD** is the proven choice for pharmacy quality solutions. Founded by healthcare and pharmacy innovators, PharmMD’s outcomes-driven reporting, priority on personal touch, and scalable clinical network are backed by performance-based pricing that guarantees fast results for Part D Star Ratings improvement, the most effective Medication Therapy Management, and improved overall health outcomes. For more information visit www.PharmMD.com.

**RelayHealth Pharmacy Solutions** (RHPS) connects health plans with more than 50,000 retail pharmacies enabling them to utilize a pharmacy’s accessibility to drive member engagement, medication adherence and an overall improvement in quality measures. To learn more, visit relayhealth.com/interventionmessagingrx, call 800.868.1309 or email pharmacy.connections@relayhealth.com.

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**Bronze Sponsors**

**BeamMed**

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Venue Details

Hyatt Regency Miami
400 SE 2nd Ave, Miami, FL 33131
(305) 358-1234

We have a limited number of hotel rooms reserved for the conference. The negotiated room rate of $159 per night will expire on October 1st, 2017, although we expect the block to sell out prior to this date. To ensure you receive a room at the negotiated rate book well before the expiration date. Upon sell-out of the room block, availability will be at the hotel’s discretion. Please call (305) 358-1234 to book your room, and mention the “HEDIS Summit” to receive the negotiated rate.

Team Discounts

• Three people will receive 10% off
• Four people will receive 15% off
• Five people or more will receive 20% off

In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. For more information, please contact Whitney Betts at (704) 341-2445 or wbetts@healthcare-conferences.com

Refunds & Cancellations

For information regarding refund, complaint and/or program cancellation policies, please visit our website: https://www.healthcare-conferences.com/thefineprint.aspx

Sponsorship and Exhibit Opportunities

Enhance your marketing efforts through sponsoring a special event or exhibiting your product at this event. We can design custom sponsorship packages tailored to your marketing needs, such as a cocktail reception or a custom-designed networking event.

To learn more about sponsorship opportunities, please contact Jennifer Clemence at (704) 341-2438 or jclewss@healthcare-conferences.com

The Conference Organizers

Healthcare Education Associates is a division of Financial Research Associates, LLC. HEA is a resource for the healthcare and pharmaceutical communities to improve their businesses by providing access to timely and focused business information and networking opportunities in topical areas. Offering highly targeted conferences, Healthcare Education Associates positions itself as a preferred resource for executives and managers seeking cutting-edge information on the next wave of business opportunities. Backed with over 26 years of combined conference industry experience, the producers of HEA conferences assist healthcare professionals, actuaries, attorneys, consultants, researchers and government representatives in their professional endeavors. For more information on upcoming events, visit us online: www.healthcare-conferences.com

RISE (Resource Initiative & Society for Education)

Vision:
To build a community and an educational system that promotes successful careers for professionals who aim to advance the quality, cost and availability of health care.

RISE provides:
• A forum to build professional identity and a network of colleagues
• A platform to capture and share knowledge and insights
• A venue to develop and share benchmarks and document best practices
• Career track development support
• A channel for building alliances, partnerships and affiliations that fulfill the vision

RISE Mission:
RISE is the first national association totally dedicated to enabling healthcare professionals working in organizations and aspiring to meet the challenges of the emerging landscape of accountable care and health care reform. We strive to serve our members on four fronts: Education, Industry Intelligence, Networking and Career Development. To learn more about RISE and to join, visit us online: www.risehealth.org

CPE CRED

Financial Research Associates 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.nasbaregistry.org.

The recommended CPE credit for this course is 13.5 credits in the following field(s) of study: Specialized Knowledge
For more information, visit our website: https://www.healthcare-conferences.com/thefineprint.aspx

Upcoming Events

The Risk Adjustment Integration & Compliance Forum
November 16-17, 2017
The Cosmopolitan, Las Vegas, NV

RISE Risk Adjustment Academy: CMS & HHS Risk Adjustment 101 and HCC Coding Accuracy
December 4-6, 2017
Hotel Colonnade, Coral Gables, FL

8th Annual Star Rating Masterclass
December 12-13, 2017
Fairmont Grand Del Mar Hotel, San Diego, CA

Rise Risk Adjustment Academy: Leading and Implementing HCC Coding & Documentation Programs
December 4-6, 2017
Hotel Colonnade, Coral Gables, FL

RISE Nashville 2018
March 11-13, 2018
Omni Nashville Hotel, Nashville, TN

To Register: Call 866-676-7689 or visit us at events.healthcare-conferences.com/H450?dvce-1
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