

THE FOURTEENTH

Population Health Colloquium

SPONSORED BY:



FEATURING:

- Authors & Experts — A Sunday Night Book Club
- Population Health Training Program
- 3 Preconference Sessions
- Opening Joint Session with the Medical Home Summit

MINI SUMMITS:

- Shared Accountability: How Informatics and Data for Clinical Decision Workflow Engages Consumers on the Quality/Cost Equation
- Genome Management for Life: Reality or Vision
- Ambulatory Strategies: The Core of Population Health Management

AND TRACKS:

- Technology-Supported Patient Engagement
- The Power of a Connected System: Innovative Programs
- The Power of a Connected System: Organizational Models

www.PopulationHealthColloquium.com

Co-located with the Sixth National Medical Home Summit

The Leading Forum on Innovations in Population Health

SPECIAL CLOSING DAY DEDICATED TO SUPER-UTILIZERS (including a post conference session)

***Attendees may register for this 1-day program separately if not attending the entire Population Health Colloquium*



CONTINUING EDUCATION CREDITS:

Accounting Professionals:
Approved for up to 20 NASBA CPE credits



March 17 – 19, 2014

Philadelphia Loews Philadelphia Hotel

COLLOQUIUM CO CHAIRS:



Jeffrey Brenner, MD, Founder and Executive Director, Camden Coalition of Healthcare Providers, MacArthur Genius Award Winner



David B. Nash, MD, MBA, FACP Dean, Jefferson School of Population Health, Thomas Jefferson University



Marci Nielsen, PhD, MPH Executive Director, Patient-Centered Primary Care Collaborative

DIAMOND GRANTOR:



GOLD GRANTORS:



INVITAE

BRONZE GRANTORS:



Prevention Begins with US



ADDITIONAL GRANTORS:



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Population Health Management



Population Health and patient-centered care are at the heart of the Affordable Care Act (ACA). All of the stakeholders across the health care ecosystem must be prepared to collaborate and integrate at an unprecedented level to achieve meaningful changes that will improve patient outcomes. Population-based medicine and wellness and prevention are squarely at the forefront of health care. We are pleased to once again co-locate our event with the Medical Home Summit, to bring together a diverse group of individuals who share the goal — and responsibility — of transforming health care.

Now more than ever, professionals working in health care need the type of forward thinking, meaningful continuing education provided at the National Population Health Colloquium. This year's 3-day program has a very practical focus, with an emphasis on **implementing** and **practicing** population-based health care. It will feature nationally prominent experts and showcase some of the most innovative initiatives, programs and solutions being implemented around the country and abroad.

The closing day of the Colloquium will be dedicated to the topic of Super-Utilizers, the small group of patients whose complex medical issues tend to consume a high proportion of health care resources. The Colloquium will feature a special Post Conference Session, chaired by Dr. Jeffrey Brenner, Executive Director of the Camden Coalition of Healthcare Providers, a nationally acknowledged expert and winner of a 2013 MacArthur Foundation award for his work in this area. Special 1-day registrations are available for this session (includes post conference; details inside).

Additional program highlights include our **Annual Authors and Experts Book Dinner**, the evening prior to the start of the conference, 3 preconference sessions, a half day joint Plenary session with the Medical Home Summit, concurrent sessions, a shared exhibit hall with the Medical Home Summit and networking opportunities.

We know that Population Health is critical to establishing better health outcomes and are encouraged by the current focus on forging collaborative relationships across the spectrum of stakeholders. These new partnerships will help pave the way to meaningful changes that will ultimately improve the health of our country's population.

We hope you will join us for this exciting program!

— **David B. Nash, MD, MBA, FACP**
Dean

*Dr. Raymond C. and Doris N. Grandon Professor of Health Policy
Jefferson School of Population Health
Thomas Jefferson University
Philadelphia, PA*



**Special Benefits for
Population Health
Training Program Participants**

Participants who successfully complete the Population Health Training Program offered in conjunction with the Fourteenth Population Health Colloquium are eligible to receive a 15% tuition discount for courses taken as part of the Master of Science degree programs offered through Thomas Jefferson University's School of Population Health. To be eligible for this discount, Population Health Colloquium attendees must meet all admissions requirements for the program and must enroll by July 1, 2015. (This offer is only available for matriculated students). This offer is for new students only. For more information about Jefferson's master's programs in public health, health policy, healthcare quality and safety, and applied health economics/outcomes research, as well as the PhD in Population Health Sciences, visit www.Jefferson.edu/population_health.

WHO SHOULD ATTEND:

- Presidents/CEOs/COOs/COOs
- Medical Directors
- Medicare/Medicaid Directors
- Pharmaceutical, Biotechnology and Medical Device Manufacturers
- Managed Care Executives (Medical Directors, Pharmacy Managers)
- Directors and Deputy Directors, State Departments of Public Health
- CIOs, CTOs, Vice Presidents and Directors of Information Systems
- Directors of Programs in Asthma, Diabetes, Cardiovascular, Oncology, Women's Health
- Quality Assurance and Improvement Managers
- Case Managers
- Nurses and Nurse Practitioners
- Directors and Managers of Health and Wellness Plans
- Directors of Disease Management
- Physicians and Physician's Assistants
- Psychologists
- Social Workers
- Alternative Medicine Providers
- Pharmacists (retail, chain and convenient care)

PROGRAM OBJECTIVES

- Build an understanding regarding the policies the US Government has implemented pertaining to health care reform
- Identify new strategies for the design and implementation of population health programs by hospitals, health plans, and medical groups
- Discuss current and future education initiatives for healthcare leaders, clinicians, boards of governors and others within an organization
- Explain specific successful population health programs and share best practices
- Provide an overview of challenges facing healthcare today
- Discuss how evidence-based medicine can be used to improve the health care system
- Critically assess current and proposed models of care to improve standardization, transition of care and accountability and to reduce costs

PARTICIPATION OPTIONS

TRADITIONAL ONSITE ATTENDANCE

Simply register, travel to the conference city and attend in person.

PROS: subject matter immersion; professional networking opportunities; faculty interaction.



Onsite

**LIVE AND ARCHIVED
INTERNET ATTENDANCE**

Watch the conference in live streaming video of plenary sessions and listen to audio of preconference and concurrent sessions over the Internet and at your convenience at any time 24/7 for six months following the event.

The archived conference includes speaker video and audio 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

SUNDAY, MARCH 16, 2014

**AUTHORS & EXPERTS —
The Sunday Night Book Club**

We invite you to join us for an evening of dinner and lively discussion with some of the leading figures in health reform and system change. David B. Nash, MD, MBA, Dean of the Jefferson School of Population Health, will serve as your host and moderator for the event. The authors will discuss their works and be available to autograph their books, which will be available for sale onsite.

Register soon — seating is limited for this special event!

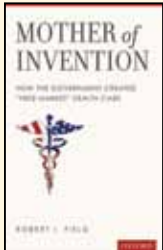
EVENT LOCATION: *This event will be held on the campus of Thomas Jefferson University.*

- 5:00 pm** Registration and Cocktail Reception
- 6:00 pm** Dinner
- 7:30 pm** Presentations and Book Signing
- 8:30 pm** Adjournment

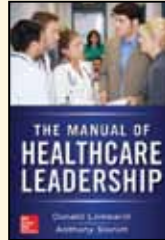
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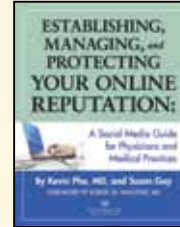
FEATURED BOOKS AND AUTHORS INCLUDE:



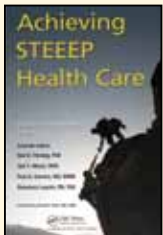
**MOTHER OF INVENTION:
HOW THE GOVERNMENT
CREATED “FREE-MARKET”
HEALTH CARE**
by Robert I Field, PhD, JD, MPH



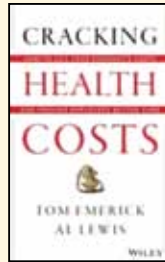
**MANUAL OF
HEALTHCARE
LEADERSHIP:
ESSENTIAL STRATEGIES
FOR PHYSICIAN AND
ADMINISTRATIVE LEADERS**
by Anthony Slonim, MD, DrPH



**ESTABLISHING, MANAGING,
AND PROTECTING YOUR
ONLINE REPUTATION:
A SOCIAL MEDIA GUIDE
FOR PHYSICIANS AND
MEDICAL PRACTITIONERS**
by Susan Gay



**ACHIEVING STEEP
HEALTH CARE**
by David J. Ballard, MD, PhD



**CRACKING
HEALTH COSTS**
by Al Lewis



**A FRAMEWORK FOR
APPLYING ANALYTICS
IN HEALTHCARE:
WHAT CAN BE LEARNED FROM
THE BEST PRACTICES IN RETAIL,
BANKING, POLITICS, AND SPORTS**
by Dwight McNeill, PhD, MPH

ANNOUNCING
THE LAUNCH OF



Accountable Care News, Health Insurance Marketplace News, Medical Home News, Predictive Modeling News, Readmissions News — **and the new Population Health News** — represent a family of publications dedicated to providing the most in-depth and up-to-date news and analysis in their respective fields. They are now pleased to offer attendees of the Population Health Colloquium a very special discounted subscription offer.

All six publications offer 12 pages of outstanding content each month regarding their specialties. Every issue includes three in-depth feature articles, brief updates on late-breaking industry news and resources, a Thought Leader segment featuring national opinion leaders commenting on an important issue of the day, and an interview with a key figure in the field.

**Welcome Population Health News to Health Policy
Publishing, LLC’s portfolio of newsletters:**



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Al Lewis, President, Disease Management Purchasing Consortium International, Inc.; Founder and Past President, Disease Management Association of America, Wellesley, MA

David B. Nash, MD, MBA, Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA

Jaen E. Sidorov, MD, FACP, Principal, Sidorov Health Solutions; Author, Disease Management Care Blog, Harrisburg, PA

SPECIAL COLLOQUIUM ATTENDEE SUBSCRIPTION OFFER

Save \$173 off the annual subscription rate for your first year, plus you can cancel at any time and receive a pro rata refund.

SPECIAL ANNUAL SUBSCRIPTION RATE — pay just \$295 instead of the regular \$468. Use the Colloquium Registration Form in this brochure and complete the respective newsletter subscription information.

MONDAY, MARCH 17, 2014

7:00 am Registration Opens

PRECONFERENCE SYMPOSIA *(Registration optional)*

8:00 am

PRECONFERENCE I: POPULATION HEALTH TRAINING — UNDERSTANDING AND PREPARING FOR IMPLEMENTATION OF THE AFFORDABLE CARE ACT

(Registration optional; Required for Population Health Training Program)

This interactive session will explore the issues and challenges surrounding the first year of implementation of the Affordable Care Act. Given the difficult rollout, this session will explore the following: What changes will need to be made to the Health Insurance Exchanges (HIEs)? How will the actual enrollment demographics impact healthcare delivery, the cost of care, and future premiums? What innovative practices can help patients become better consumers of health care? A panel of experts (including faculty from the Jefferson School of Population Health and contributors to the Philadelphia Inquirer's Field Clinic blog) will provide their insights on how the key stakeholders (patients, employers, health plans, care providers and policy makers) can prepare for and shape the changing environment.

12:00 pm Adjournment

8:00 am

PRECONFERENCE II: OUTCOMES/ROI MEASUREMENT FOR DUMMIES ... AND SMARTIES — LEARN THE SECRETS TO WRITING AND READING OUTCOMES REPORTS

Whether for medical homes, disease management or employer-based clinics, outcomes report-writing and report-reading are skills which few have mastered. Eighteen years after the invention of care management outcomes reporting, roughly 80% of outcomes and ROI reports still contain fundamental errors invalidating their results...right in the reports themselves, requiring no extra confirming analysis to invalidate. Increasingly though, people are finding these flaws in outcomes reporting, using the Critical Outcomes Report Analysis (CORA) skills developed in these sessions. Learning how to find these flaws is the agenda for this highly interactive case-based CORA seminar.

If you write these reports, it is critical to spot these errors before the customer does. If you read these reports, it is imperative to spot these errors before you accept the findings.

8:00 am Session Introduction, Presentation and Q&A

Al Lewis, President, Disease Management Purchasing Consortium International, Inc.; Founder and Past President, Disease Management Association of America, Wellesley, MA

9:45 am Adjournment

10:00 am

PRECONFERENCE II EXAMINATION: CRITICAL OUTCOMES REPORT ANALYSIS CERTIFICATION TEST

The optional CORA certification examination is provided following this session, either on a practice basis or to achieve certification. Individual certification is valid for life and does not need renewal when one changes jobs. Corporate CORA certification allows the organization which produces outcomes reports to claim certification right in the report, thus adding immensely to credibility.

CORA certification is the only professional credential validating expertise in outcomes reporting. Join the hundreds who have achieved certification, and see firsthand why the reviews are so enthusiastic...and why people say "I will never look at data the same way again."

Note: If you would like to take the test and also attend Preconference III you may defer the test and complete it on a take-home basis. However, to get the Colloquium-discounted CORA Certification rate (\$390) you must sign up for the test now.

10:00 am Critical Outcomes Report Analysis (CORA) Certification Examination

Noon Exam Complete

10:00 am

PRECONFERENCE III: WHY POPULATION HEALTH IMPROVEMENT PROGRAMS HAVE FAILED ... AND HOW YOURS CAN AVOID A SIMILAR FATE

It became clear in 2013 that conventional population health programs have failed. While no negative article ever appeared in the lay media before 2012, no positive article has appeared since. Further, the media is right: wellness programs have failed on every level — cost savings, engagement and even health improvement itself. Yet the overall success of new care models depends to a large degree on keeping people out of the hospital, so learning how to do that is key.

This session will cover:

- Why programs as currently configured don't — and can't even theoretically — save money ... and will probably increase costs instead
- How and why these programs may harm participants
- Why people refuse to engage, for very good reasons

Then, attendees will learn how to avoid these fates...and create programs often called "Wellness 2.0", programs that will engage patients, improve health, and save money — basically by doing the opposite of what programs currently do.

All attendees of Preconference III will receive an electronic pre-publication copy of *How to Survive Workplace Wellness—with Your Dignity, Finances and Organs Intact*.

10:00 am Session Introduction, Presentation and Q&A

Al Lewis, President, Disease Management Purchasing Consortium International, Inc.; Founder and Past President, Disease Management Association of America, Wellesley, MA

Noon Adjournment

HOTEL INFORMATION/RESERVATIONS

The LOEWS Philadelphia Hotel is the official hotel for the 14th Population Health Colloquium co-located with Medical Home Summit. A special group-rate of **\$189.00 single/\$214.00** double per night (plus tax) has been arranged for Colloquium attendees. For your convenience, we are pleased to provide you with a dedicated website so you are able to make and modify your hotel reservations online.

WEBSITE: Please go to www.populationhealthcolloquium.com/travel.html for instructions on how to make your reservation and obtain the group rate.

You may also make a phone reservation by calling the Loews Reservation Center at 1-888-575-6397. When making your reservation, please refer to "**Population Health_Medical Home 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 **Monday, February 24, 2014**. After this date, reservations will be accepted on a space-available basis at the prevailing rate.

LOEWS Philadelphia Hotel

1200 Market Street • Philadelphia PA 19107 • Phone: 1-888-575-6397



Philadelphia Convention & Visitors Bureau Photo by Edward Savaria, Jr.

MONDAY, MARCH 17, 2014

DAY I: POPULATION HEALTH COLLOQUIUM — OPENING JOINT PLENARY SESSION WITH THE SIXTH NATIONAL MEDICAL HOME SUMMIT

1:00 pm Welcome and Conference Overview



David B. Nash, MD, MBA, FACP, Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA (Co Chair)



Marci Nielsen, PhD, MPH, Executive Director, Patient-Centered Primary Care Collaborative, Washington, DC (Co Chair)

1:30 pm NYS and the Patient-Centered Medical Home: A Glimpse into the Future of Health Care



Nirav Shah, MD, MPH, Health Commissioner, New York State, New York, NY

2:10 pm Building New Plan and Provider Partnerships for Better Health



Bill Copeland (Invited), US Life Sciences and Health Care Leader, Deloitte LLP, Philadelphia, PA

2:50 pm



Managing Populations: The Role of a Large Health System

P. Terrence O'Rourke, MD, Executive Vice President, Clinical Transformation, CHE-Trinity, Inc.; Unified Clinical Organization (UCO), Livonia, MI

3:30 pm

Networking Break in the Exhibit Hall

4:00 pm



Managing Patient Populations at the Practice Level — The Geisinger Model

Thomas R. Graf, MD, Chief Medical Officer, Population Health and Longitudinal Care Service Lines, Geisinger Health System, Danville, PA

4:40 pm



Beyond the Medical Neighborhood — Collaboration for Healthier Communities

Martin J. Sepulveda, MD, MPH, FACP, IBM Fellow and Vice President, Health Systems and Policy Research, IBM Corporation, Southbury, CT

5:20 pm

Closing Remarks

5:30 pm

Networking Reception

TUESDAY, MARCH 18, 2014

7:00 am Registration Open; Networking Breakfast

DAY II: MORNING: PLENARY SESSION OF THE FOURTEENTH NATIONAL POPULATION HEALTH COLLOQUIUM — IMPLEMENTING POPULATION HEALTH

8:00 am Welcome and Introduction



David B. Nash, MD, MBA, Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA (Co Chair)

8:10 am What We Forgot To Teach in Medical School... and Why It Matters



Stephen K. Klasko, MD, MBA, President and Chief Executive Officer, Thomas Jefferson University, TJUH System, Philadelphia, PA

8:50 am Implementing Population Health: A Case Study from the Private Sector



Bruce Broussard, President and Chief Executive Officer, Humana, Inc., Louisville, KY

9:30 am



Programming Population Health — The Next Generation Solutions Enabling the Nation's Largest ACO

Bharat Sutariya, MD, Vice President and Chief Medical Officer, Population Health, Cerner Corporation, Overland Park, KS

10:10 am

NETWORKING BREAK IN EXHIBIT HALL

10:30 am



Innovative Solutions and Critical Success Factors on Your Journey to Population Health Management

Kevin Carr, MD, Managing Director, Provider Health Management Lead, Accenture, New York, NY



Sudhakar N. Kosaraju, Managing Director, Global Health Management Lead, Accenture, New York, NY

11:10 am



Bringing Comprehensive Genetic Testing into Routine Medical Practice

Randy Scott, PhD, Chairman and Chief Executive Officer, InVita Corporation, San Francisco, CA

11:50 am

LUNCH IN EXHIBIT HALL

1:00 – 2:45 pm SPONSORED MINI SUMMITS

Sponsored Mini Summit I: Shared Accountability: How Informatics and Data for Clinical Decision Workflow Engages Consumers on the Quality/Cost Equation

Sponsored by  

Sanjay Udoshi, MD, Physician Architect, Clinical Analytics, Product Strategy, Oracle, Ft. Lauderdale, FL

Lesli Adams, MPA, Director, Oracle Healthcare Business Intelligence, Perficient, Inc., Houston, TX

Sponsored Mini Summit II: Genome Management for Life: Reality or Vision

Sponsored by  INVITAE

Randy Scott, PhD, Chairman and Chief Executive Officer, Invitae Corporation, San Francisco, CA

Stan Skrzypczak, MS, MBA, Vice President, Business Development, Invitae Corporation, San Francisco, CA

Patrick F. Terry, Chief Executive Officer, Grey Group Ventures, Inc., Chevy Chase, MD

Steven Tucker, MD, FACP, FAMS, Internal Medicine and Medical Oncology, Novena Specialist Center, Singapore

Sponsored Mini Summit III: Ambulatory Strategies: The Core of Population Health Management

Sponsored by 

Christopher T. Olivia, MD, President, Continuum Health Alliance, LLC, Marlton, NJ

Michael Renzi, DO, FACP, Chief Medical Officer, Continuum Health Alliance, LLC, Marlton, NJ

2:45 pm BREAK

3:15 – 5:30 pm BREAKOUT SESSIONS

Concurrent Session I: The Power of a Connected System — Technology-Supported Patient Engagement

3:15 pm Introductions

Karen Thomas, Senior Vice President and Chief Information Officer, Main Line Health, Bryn Mawr, PA (Track Chair)

3:30 pm Risk Reduction in Population Health Management Programs: How Technology Impacts the Process and Improved the Outcomes

Diane Weiner, Business Development Partner, Healarium Inc., Birmingham, AL

4:00 pm The Importance of Population Health Management and Care/Care Management Applications

Tom Boosinger, Chief Executive Officer, Synaptic Advisory Partners, Stuart, FL

4:30 pm Putting the Pieces Together: The Strategy Behind Population Health Improvement

Scott Dahl, MBA, Director of Business Development, East Region, Healthy Community Institute, Berkeley, CA

5:00 pm Speaker Panel

5:30 pm Adjourn

Concurrent Session II: The Power of a Connected System — Innovative Programs

3:15 pm Introductions

Harry L. Leider, MD, MBA, Chief Medical Officer, Walgreens, Deerfield, IL (Track Chair)

3:30 pm Implementing Community Level Interventions

Tamara Calise, DrPH, MEd, Senior Consultant, John Snow, Inc., Boston, MA

4:00 pm The Philadelphia Health Initiative: A Community Collaborative to Reduce Obesity

Alexis Skoufalos, EdD, Associate Dean, Professional Development, Jefferson School of Population Health, Philadelphia, PA

Neil I. Goldfarb, Executive Director, Greater Philadelphia Business Coalition on Health, Philadelphia, PA

Christine Juday, Director, Chronic Disease Prevention and Wellness, Sanofi, Bridgewater, NJ

4:30 pm Walgreens: A Community-based Population Health Partner

Harry L. Leider, MD, MBA, Chief Medical Officer, Walgreens, Deerfield, IL

5:00 pm Speaker Panel

5:30 pm Adjourn

Concurrent Session III: The Power of a Connected System — Organizational Models

3:15 pm Introductions

Lisa Bielamowicz, MD, Executive Director and Chief Medical Officer, The Advisory Board, Washington, DC (Track Chair)

3:30 pm Reengineering Primary Care — Join the Team

Neal Gold, MD, MBA, FACP, Director, Sg2, Skokie, IL

Joan Moss, RN, Chief Nursing Officer, Sg2, Skokie, IL

4:00 pm Getting to Population Health: Changing Your Business Model

Rita E. Numerof, PhD, President, Numerof & Associates, Inc., St. Louis, IL

4:30 pm The Triple Role in Triple Aim for Hospitals/Health Systems: Population Health Management as Employer, ACO and Provider

Ron Loeppke, MD, MPH, Vice-Chairman, US Preventive Medicine, Jacksonville, FL

Stephanie S. McCutcheon, Principal, McCutcheon & Co., Pasadena, MD

5:00 pm Speaker Panel

5:30 pm Adjourn



Philadelphia Convention & Visitors Bureau Photo by Anthony Sinigaglia

JOIN US FOR A FULL DAY DEDICATED TO SUPER-UTILIZERS!

The last morning of the Colloquium will focus on Super-Utilizers, the small group of patients whose complex medical issues consume a high proportion of health care resources.

Population Health Colloquium attendees will enjoy a morning session dedicated to Super-Utilizers, with a special Post Conference option.

Additionally, the Colloquium is offering a SPECIAL 1-DAY Registration for Wednesday, March 19th, for those who wish to attend this portion of the program only.

See registration page for rates.

WEDNESDAY, MARCH 19, 2014

DAY III: POPULATION HEALTH COLLOQUIUM — CLOSING PLENARY SESSION – SUPER-UTILIZERS

7:00 am Registration Opens

7:00 am BREAKFAST IN THE EXHIBIT HALL



8:00 am Introductions

Jeffrey Brenner, MD, *Founder and Executive Director, Camden Coalition of Healthcare Providers, Camden, NJ (Co Chair)*



8:30 am Closing Keynote

Kenneth Coburn, MD, *Chief Executive Officer and Medical Director, Health Quality Partners, Doylestown, PA*



9:15 am Managing Care for the Super-Utilizer: Proven Strategies

Steve Nelson, *Chief Executive Officer, UnitedHealthcare Community & State, Minnetonka, MN*

10:00 am BREAK



10:30 am Integrating a Comprehensive Medical History into Everyday Practice

Vincent J. Felitti, MD, *Director and Founder, California Institutes of Preventive Medicine, La Jolla, CA*



11:15 am Health Leaders Panel — What Does the Future Hold?

Bill Fera, MD, *Principal, Advisory Health Care Practice, Ernst & Young, Pittsburgh, PA*



Frederic S. Goldstein, *Interim Executive Director, Care Continuum Alliance, Washington, DC*



Christopher T. Olivia, MD, *President, Continuum Health Alliance, LLC, Marlton, NJ*



David B. Pryor, MD, *Executive Vice President, Ascension; President and Chief Executive Officer, Clinical Holdings, Clayton, MO*



Miles Snowden, MD, MPH, *Chief Medical Officer, OptumHealth, Atlanta, GA*

David B. Nash, MD, MBA, *Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA (Moderator)*

12:00 pm Adjournment of Population Health Colloquium

12:00 pm POST CONFERENCE LUNCHEON

For participants registered for Afternoon Post Conference Session

POST CONFERENCE: TECHNICAL ASSISTANCE FOR DEVELOPING SUPER-UTILIZER PROGRAMS

2 Tracks, Basic and Advanced (Select One)

The afternoon Post Conference is dedicated to providing technical assistance for super-utilizers has been divided into two tracks — a basic and advanced.

The basic track is targeted at sites in the initial stages of planning and establishing a super-utilizer intervention. These sessions will focus on how to utilize the resources at your disposal to form an intervention that suits your community's needs.

The advanced track is for sites with existing programs. These sessions will explore strategies for refining and evaluating your intervention, and building long-term sustainability.

Track 1: Basic

1:00 pm Screening and Targeting Patients for Interventions

2:00 pm Selecting, Hiring and, Training Staff

3:00 pm Networking Break

3:30 pm Building Community Partnerships: Accessing the Resources in your Community

4:00 pm Working with Local Media/Building a Narrative: Making a Case for Your Program by Developing Patient Stories/Data Visualization

5:00 pm Networking Reception and Poster Presentations

Track 2: Advanced

1:00 pm Clinical Team Structure and Workflow

2:00 pm Using Data: Patient Enrollment, Segmentation, Outcomes and Program Evaluation

3:00 pm Networking Break

3:30 pm Getting and Negotiating Contracts: Building Sustainability for your Program

4:00 pm Working with Local Media/Building a Narrative: Making a Case for Your Program by Developing Patient Stories/Data Visualization

5:00 pm Networking Reception and Poster Presentations

POPULATION HEALTH TRAINING PROGRAM OVERVIEW

The National Population Health Colloquium is offering a Training Program, sponsored by the Jefferson School of Population Health, in the form of an optional continuing professional education course within the conference for attendees wishing to take a deeper dive into the Colloquium's subject matter.

The Program requirements are:

- Completion of pre-course readings. (6 hours)
- Attend Preconference I, either in person or online
- Attend Colloquium either in person or online
- Successful completion of the post-conference exam online. Exam questions will be pulled from pre course readings and conference sessions.
- Attendees who successfully complete Program requirements will receive a certificate of completion.

Who Should Attend?

Those who are interested in developing a greater understanding of the field and working successfully in the area of population health management and care coordination. This may include individuals working in or with government agencies, consumer groups, patient quality organizations, health plans, hospitals, nursing homes, physicians and physician organizations, home health agencies, other providers of Medicare services (ambulance, DME, lab), nurses and other clinicians, medical coding and billing staff, health care financial and auditing personnel, and many others.

Learning Objectives and Course Description

The purpose of the Population Health Training Program is to give participants an understanding of the systems and tools necessary to work successfully with population health models, processes, staffing, training, patient engagement, and reporting.

Course participants will have 90 days to complete the related online examination.

Course Completion

In order to earn a certificate of completion, participants must complete the course requirements as outlined in steps 1 through 5 above, including pre-course readings, and achieve a minimum score of seventy percent (70%) on the online post-conference examination.

Special Benefit for Population Health Training Program Participants

Participants who successfully complete this Training Course are eligible to receive a 15% tuition discount for courses taken as part of the Master of Science degree programs offered through the School of Population Health. *Please see page 2 for additional details.*

FREQUENTLY ASKED QUESTIONS

1. Is the Population Health Training Program a professional certification program?

It is not. The program constitutes an attempt to organize a focused curriculum around implementation strategies and issues pertaining to population health, while giving evidence of successful completion of that body of knowledge through the issuance of a certificate of completion.

2. Please describe the post meeting online examination.

The post meeting online examination is a multi-question examination based upon the information made available in the preconference reading, preconference training, and the Colloquium agenda. Participants may take this examination at any time during the ninety (90) days following the Colloquium. They will be given a web link to the examination and a unique username and password to access the examination. Candidates will have one hour to complete the examination once begun. The examination may be taken up to three (3) times. New questions will rotate through the examination. Candidates must score seventy percent (70%) or more to successfully complete this requirement.

3. Have any other conferences offered a comparable training program?

Yes, the following events offer similar programs: the National Medical Home Summit, www.MedicalHomeSummit.com, offers the Medical Home Training Program, www.MedicalHomeSummit.com/training.html the National RAC Summit, www.RACSummit.com, offers the RAC Training Program, www.RACSummit.com/training.html; and the National Quality Colloquium, www.QualityColloquium.com, offers the Patient Safety Training Program, <http://www.qualitycolloquium.com/certificate.html>.

SAVE THE DATES FOR GHC-LIFESCIENCES AND GHC-HEALTHCARE 2014 CONFERENCES

TWENTY SECOND NATIONAL HIPAA SUMMIT

The Leading Forum on Healthcare EDI, Privacy, Breach Notification, Confidentiality, Data Security and HIPAA Compliance

Co-located with First National Life Sciences Privacy and Security Summit and Sixth Disclosure Summit

MEDIA PARTNERS: *Harvard Health Policy Review and Health Affairs*

February 5 - 7 • Washington, DC • www.HIPAAsummit.com

NINTH NATIONAL PAY FOR PERFORMANCE SUMMIT

The Leading Forum on Pay for Performance, Transparency and Value-Driven Healthcare

Sponsored by the Integrated Healthcare Association

MEDIA PARTNERS: *Harvard Health Policy Review and Health Affairs*

March 24 - 26 • San Francisco, CA • www.PFPsummit.com

SECOND NATIONAL HEALTH INSURANCE EXCHANGE SUMMIT

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

MEDIA PARTNERS: *Harvard Health Policy Review and Health Affairs*

**May 2014 • Washington, DC
www.HealthInsuranceExchangeSummit.com**

FOURTH NATIONAL BUNDLED PAYMENT SUMMIT

The Leading Forum on the Role of Healthcare Payment Reforms with Special Focus on Bundled Payment Approaches

MEDIA PARTNERS: *Harvard Health Policy Review, Health Affairs, Accountable Care News, and Medical Home News*

**June 2014 • Washington, DC
www.BundledPaymentSummit.com**

FIFTH NATIONAL ACCOUNTABLE CARE ORGANIZATION (ACO) SUMMIT

The Leading Forum on the Accountable Care Organizations (ACOs) and Related Delivery System and Payment Reform

Sponsored by Engelberg Center for Health Reform at the Brookings Institution and Dartmouth Institute for Health Policy and Clinical Practice

MEDIA PARTNERS: *Harvard Health Policy Review and Health Affairs*

**June 16 - 18 • Washington, DC
www.ACOSummit.com**



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THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

REGARDING INTERNET REGISTRATIONS

1. Individuals or groups may register for Internet access. Conference plenary sessions are broadcast in video. Conference preconference and concurrent sessions are broadcast in audio only. 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. Internet 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 Internet 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 Internet 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 Webcast registrants there will be no refunds for cancellations. Please call the Conference Office at 800-503-7439 or 206-452-5203 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 Webcast option. Please call the Conference Office at 800-503-7439 or 206-452-5203 for further information.

METHOD OF PAYMENT FOR TUITION

Make payment to Health Care Conference Administrators LLC by check, MasterCard, Visa or American Express. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A \$30 fee will be charged on any returned checks.

REGISTRATION OPTIONS

Registration may be made online or via mail, fax or scan.

You may register through either of the following:

- Online at www.PopulationHealthColloquium.com.
- Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 206-319-5303, or scan and email the completed form to registration@hconferences.com. Checks or money orders should be made payable to Health Care Conference Administrators LLC.

The following credit cards are accepted: American Express, Visa or MasterCard. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

For registrants awaiting company check or money order, a credit card number must be given to hold registration. If payment is not received by seven days prior to the Colloquium, 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.

CONTINUING EDUCATION UNITS (CEUs)

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.

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.

POSTCONFERENCE APPLICATION FOR CREDIT

ABQAURP

ABQAURP Diplomates who would like to utilize CE credits received from an accredited provider other than ABQAURP must complete and return this form with the required documentation and fees: www.abqaurp.org/pdf/recert-app.pdf. The Colloquium will issue a certificate of attendance to be submitted in conjunction with the ABQAURP form.

CERTIFICATE OF ATTENDANCE

Onsite attendees can also request a Certificate of Attendance which they can file with appropriate entities for credit, and webcast attendees can request a Webcast Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

HOW TO REGISTER:

Fully complete the form on page 11 (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.PopulationHealthColloquium.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: 800-503-7439 (Continental US, Alaska and Hawaii only) or 206-452-5203, Monday-Friday, 7 AM - 5 PM PST

E-MAIL: registration@hconferences.com

CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for "no-shows" or for cancellations of either Webcast or onsite registrations. You may send a substitute or transfer your onsite registration to a Webcast registration. For more information, please call the Conference Office at 800-503-7439 or 206-452-5203.

INTELLECTUAL PROPERTY POLICY

Unauthorized sharing of Colloquium content via Internet 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 Colloquium aggressively pursues copyright infringers. If a registrant needs the ability to share Colloquium content within his or her organization, multiple Colloquium registrations are available at discounted rates.

The Colloquium will pay a reward for information regarding unauthorized sharing of Colloquium 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 Colloquium content sharing, contact the Colloquium 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 Colloquium will be to refund the registration fee paid. The Colloquium shall have no liability regarding travel or other costs. Registration form submitted via fax, mail, email or online constitutes binding agreement between the parties.

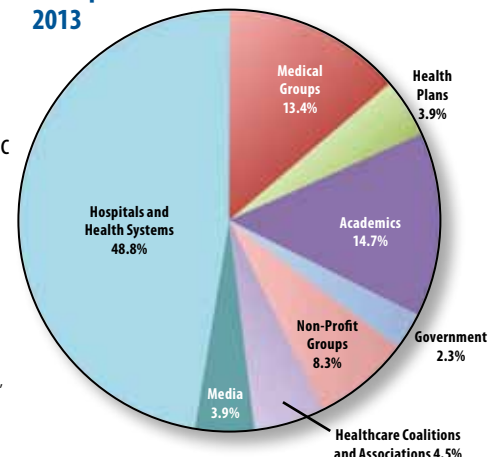
FOR FURTHER INFORMATION

Call 800-503-7439 (Continental US, Alaska and Hawaii only) or 206-452-5203, send e-mail to registration@hconferences.com, or visit our website at www.PopulationHealthColloquium.com.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Take advantage of this unique opportunity to expand your reach! The Colloquium is attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader. For more information call 206-673-4815 or email exhibits@hconferences.com.

Thirteenth National Population Health Colloquium: Breakdown of Attendees — 2013



Not-For-Profit includes consumer advocacy groups, foundations, and non-profit service agencies.

POPULATION HEALTH COLLOQUIUM

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

- SUNDAY BOOK CLUB BANQUET** (Capacity is limited) \$ 145
- PRECONFERENCES** (Preconference I is required for Population Health Training Program):
- PRECON I: POPULATION HEALTH TRAINING \$ 495
- PRECON II: OUTCOMES/ROI MEASUREMENT FOR DUMMIES... AND SMARTIES: LEARN THE SECRETS TO WRITING AND READING OUTCOMES REPORTS \$ 245
- PRECON II EXAMINATION: CRITICAL OUTCOMES REPORT ANALYSIS CERTIFICATION TEST \$ 245
- PRECON III: WHY POPULATION HEALTH IMPROVEMENT PROGRAMS HAVE FAILED... AND HOW YOURS CAN AVOID A SIMILAR FATE \$ 245
- PACKAGE OF PRECON II, PRECON II EXAM AND PRECON III \$ 595
- CONFERENCE – STANDARD RATE** (Does not include Preconference):
- Through Friday, January 10, 2014* \$1,195
- Through Friday, February 7, 2014** \$1,595
- After Friday, February 7, 2014 \$1,995

- SPECIAL PROVIDER RATE***** (Does not include Preconference):
- Through Friday, January 10, 2014* \$ 995
- Through Friday, February 7, 2014** \$1,295
- After Friday, February 7, 2014 \$1,595

- SPECIAL ACADEMIC/GOVERNMENT/CLINIC RATE****** (Does not include Preconference):
- Through Friday, January 10, 2014* \$ 595
- Through Friday, February 7, 2014** \$ 795
- After Friday, February 7, 2014 \$ 995

- POST CONFERENCE** (Choose one only):
- Basic Advanced \$ 495

- SPECIAL DAY RATE TO ATTEND SUPER-UTILIZERS CLOSING PLENARY SESSION AND POST CONFERENCE** (Wednesday March 19)
- Standard Rate \$995 Academic/Government/Clinic Rate \$595
- Provider Rate \$795

- POPULATION HEALTH TRAINING PROGRAM** (Includes preconference readings and questions, online course and post-conference online examination. Requires preconference and conference registration.) \$ 395

- GROUP REGISTRATION DISCOUNT** (Does not include Preconference):
 Three or more registrations submitted from the same organization at the same time receive the following discounted rates for conference registration only. To qualify, all registrations must be submitted simultaneously:
- Through Friday, January 10, 2014* \$ 795
- Through Friday, February 7, 2014** \$1,095
- After Friday, February 7, 2014 \$1,395

- CONFERENCE ELECTRONIC MEDIA:**
 Onsite Attendees — Following the Summit, the video/audio and presentations are made available in the following formats. To take advantage of the discounted prices below, you must reserve media WITH your Colloquium registration:
- Flash Drive (\$129 + \$15 shipping) \$ 144 6 months' access on Web \$ 129

SPECIAL SUBSCRIPTION OFFER FOR NEW POPULATION HEALTH NEWS — FOR BOTH ONSITE AND WEBCAST ATTENDEES:

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

- POPULATION HEALTH NEWS** \$ 295 Accountable Care News \$ 295
- Medical Home News \$ 295 Health Insurance Marketplace News \$ 295
- Readmissions News \$ 295 Predictive Modeling News \$ 295

SELECT YOUR MINI SUMMIT

- Tuesday, March 18, 1:00 pm (Choose one):
- MS I: Shared Accountability ...
- MS II: Genome Management for Life: Reality or Vision
- MS III: Ambulatory Strategies ...

SELECT YOUR CONCURRENT SESSION

- Tuesday, March 18, 3:15 pm (Choose one):
- I: Technology-Supported Patient Engagement
- II: Innovative Programs
- III: Organizational Models

CO-LOCATED CONFERENCE REGISTRATION: Includes full conference (excluding preconferences), either online or onsite, for two co-located events (Population Health Colloquium and Medical Home Summit). Sunday evening dinner is not available as an online event; **those attending onsite must register separately for the dinner (see above).**

- Through Friday, January 10, 2014* \$1,795
- Through Friday, February 7, 2014** \$2,195
- After Friday, February 7, 2014 \$2,595

WEBCAST CONFERENCE ATTENDANCE

All webcast registrants are automatically registered for the preconference, conference and the Training Program (does not include the banquet dinner).
 Webcast conference registration includes the live Internet feed from the Colloquium, plus six months of continued archived Internet access, available 24/7.

INDIVIDUAL REGISTRATION:

- Through Friday, January 10, 2014* \$ 795
- Through Friday, February 7, 2014** \$1,095
- After Friday, February 7, 2014 \$1,395

SPECIAL ACADEMIC/GOVERNMENT/CLINIC RATE****:

- Through Friday, January 10, 2014* \$ 495
- Through Friday, February 7, 2014** \$ 595
- After Friday, February 7, 2014 \$ 695

GROUP REGISTRATION:

Group registration offers the substantial volume discounts set forth below. All group registrants are enrolled in the preconference, conference and Training Program. Group registration offers the possibility of implementing a webcast training program. Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track employee conference participation. Certificate of successful completion of online post conference examination evidences mastery of conference body of knowledge.

- Conference Access: 5 or more \$595 each 20 or more \$395 each
- 10 or more \$495 each 40 or more \$295 each

See INTELLECTUAL PROPERTY POLICY, page 10.

CONFERENCE ELECTRONIC MEDIA:

Webcast attendees — Following the Colloquium, the video/audio and presentations are made available on a flash drive. To take advantage of the discounted price below, you must reserve media WITH your Colloquium registration: Flash Drive (\$129 + \$15 shipping) \$ 144 (All webcast attendees automatically receive 6 months access on web.)

* This price reflects a discount for registration and payment received through Friday, January 10, 2014.

** This price reflects a discount for registration and payment received through Friday, February 7, 2014.

*** Provider is a hospital, Long Term Care, home health, physician, or hospice organization or its association.

**** For the purpose of qualifying for a discounted rate: (1) "academic" shall apply to individuals who are full time teaching staff or full time students at an academic institution (i.e., a faculty member at a medical school or hospital residency program who also sees patients is a provider, not an academic); (2) "government" shall apply to individuals who are full time employees of federal, state or local regulatory agencies (i.e., a State university health system or local public hospital is a provider, not government); and (3) "clinic" shall apply to individuals who are full time employees of a Federally Qualified Health Center or safety net clinic. This rate does not include the Preconference for onsite attendees.

PAYMENT

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

Discount Code: _____

TOTAL FOR ALL OPTIONS, ONSITE OR WEBCAST:

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

You may also register online at www.PopulationHealthColloquium.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 Colloquium, the credit card payment will be processed. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

REGISTRATION BINDING AGREEMENT

Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute. For Webcast 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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