

THE SIXTEENTH

Population Health Colloquium

The Leading Forum on Innovations in Population Health

ACADEMIC PARTNER:



Thomas Jefferson University
Jefferson College of Population Health

PLENARY SESSIONS:

- The Healthcare Landscape
- Innovation and Convergence in Health Care
- Info and Tech to Improve Health Care for Older Adults
- Innovation in Value-Based Payment, Care Delivery and Beneficiary Engagement
- The Case for a New Population Health Protection Agenda
- Innovative Provider Collaborations and Enablement Strategies
- Accelerating Change Towards A Better Healthcare System
- Population Health in the Era of Cognitive Computing
- The Critical Role of Community in the Health Crisis
- Perspectives from an ACO
- Annual Health Leaders Panel

MINI SUMMITS:

- Achieving the Promise of Data Exchange: The Right Care for the Right Population
- Delivering Value through Integrating Acute Care: Shortening the ROI in Population Health
- Population Health as Service: Driving Results in the Accountable Care Era
- Creating a Platform for Care Transformation in Value-Based Care Environments

AND CONCURRENT SESSIONS:

- The Patient-Centered Medical Home
- Innovative Population Health Programs
- Engaging and Empowering Communities
- Solutions for Managing and Improving Health

CONTINUING EDUCATION CREDITS: Accounting Professionals: Approved for up to 20.85 NASBA CPE credits.

www.PopulationHealthColloquium.com



TUITION SCHOLARSHIP PROGRAM: The Colloquium is pleased to offer full and partial tuition scholarships to qualifying representatives of local, state and federal government, consumer advocate organizations, safety net providers, academics, students, and health services research organizations. Consult the web site for details.

GHC HEALTH CARE
Global Health Care, LLC



March 7 – 9, 2016

Philadelphia Loews Philadelphia Hotel

CHAIR:



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

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Everyone in health care is talking about population health. These two simple words — Population Health — describe a systematic approach to promote wellness and prevention, manage chronic diseases, and generally improve the health and wellbeing of our citizens. Because of the complex interplay of social, behavioral and economic factors that influence health, practicing population health requires lots of teamwork across groups that may not typically talk to one another, let alone attempt to work together.

Many population health programs and initiatives are underway, frequently by organizations trying to figure out “what population health is” along the way! One thing is clear — population health is changing the landscape of health and healthcare delivery. Unprecedented provider collaborations and public-private partnerships, with the help of robust analytics and information sharing networks, are creating a new foundation that can transform care delivery and promote greater engagement and interaction.

The push toward providing consumers with on demand, seamlessly coordinated high quality services is paving the way for a disruptive, exciting and eventful time in the industry. The Sixteenth National Population Health Colloquium has assembled a stellar lineup including some of the foremost thought leaders who are helping us navigate through this revolutionary transition.

This 3-day conference will bring together healthcare providers, payers, the pharmaceutical industry, leading technology and solutions companies, academia and government to share best practices, case studies, expert insights and industry trends.

The Sixteenth National Population Health Colloquium will feature:

- Announcement of the inaugural winner of the *Hearst Health Prize for Excellence in Population Health*
- Population Health Training Program Certificate
- Preconference session, Best Practices for Population Health Management, with success stories from the field
- Two special dinner programs
- Four concurrent sessions: Engaging and Empowering Communities, Solutions for Managing and Improving Health, The Patient-Centered Medical Home, and Innovative Population Health Programs
- Multiple opportunities for networking with peers, including an opening night reception in the exhibit hall

The Jefferson College of Population Health is proud to serve as the Academic Partner for the Colloquium. Population health is critical to establishing better health outcomes. We are greatly encouraged by the new partnerships and collaborations whose ultimate goal is to improve the health of our population.

We hope you will join us for this exciting program!



WHO SHOULD ATTEND:

- Presidents/Chief Executive Officers/Chief Financial Officers/Chief Operating Officers
- 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 and Managers of Programs in Wellness, Prevention and Chronic Disease
- Quality Assurance and Improvement Managers
- Case Managers, Social Workers and Psychologists
- Nurses and Nurse Practitioners
- Directors and Managers of Health and Wellness Plans
- Directors of Disease Management
- Physicians and Physician’s Assistants
- Alternative Medicine Providers
- Pharmacists (retail, chain and convenient care)
- Industry Analysts and Consultants
- Healthcare Sales, Marketing and Development Directors and Managers
- Human and Community Resource Managers

PROGRAM OBJECTIVES

- Identify 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 management 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, facilitate transitions of care and accountability, and to reduce costs
- Examine the impact of innovative business models on the changing landscape
- Examine the role of analytics, data and technology



Thomas Jefferson University
Jefferson College of Population Health

Special Benefits for Population Health Training Program Participants

Participants who successfully complete the Population Health Training Program offered in conjunction with the Sixteenth 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 College 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, 2017. (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, applied health economics/outcomes research, and population health, as well as the PhD in Population Health Sciences, visit www.Jefferson.edu/population_health.

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.

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.

SUNDAY, MARCH 6, 2016

**SPECIAL PRECONFERENCE DINNER:
IMPLEMENTING SYSTEM CHANGES AND
THE FUTURE OF HEALTHCARE INNOVATION**



Featuring Dr. Stephen Klasko, President and Chief Executive Officer of Thomas Jefferson University and Jefferson Health and a special guest

Sponsored by



Dinner event will be held on the Campus of Thomas Jefferson University

Fee: \$49 — Includes reception, dinner and presentation/discussion; does not require full conference registration.

Dramatic changes are occurring in the system every day. Relationships between healthcare entities are evolving, patients are becoming savvy consumers of health and wellness services, and technology is facilitating the flow of information across the continuum.

Implementing new technologies and transforming care delivery are huge undertakings, for a small physician practice or a large academic medical center.

Back by popular demand, Jefferson's Dr. Stephen Klasko will engage in an extended conversation where he can share his unique vision regarding innovation and transformation.

This interactive session, moderated by Dr. Nash, will feature Dr. Klasko and a special guest as they discuss how a traditional academic medical institution is transforming to reimagine health care, health education and discovery. Dr. Klasko will share details of Jefferson's journey towards its transition into a consumer-centric healthcare enterprise.

Join us for an intimate and interactive session!

- 5:00 PM Registration and Cocktails**
- 6:00 PM DINNER**
- 7:15 PM PRESENTATIONS AND DISCUSSION**
- 8:30 PM Adjourn**

MONDAY, MARCH 7, 2016

7:00 AM REGISTRATION OPENS

PRECONFERENCE

**8:00 AM POPULATION HEALTH MANAGEMENT PROJECTS:
BEST PRACTICES FROM ACROSS THE USA**

(Registration optional; Required for Population Health Training Program)

Integrated delivery systems and large medical groups are struggling to adapt to the evolving focus on population health management. This preconference session will share how 3 very different entities are making it work: a Midwest academic medical center that implemented a \$12 million Medicare/Medicaid Innovation grant to improve rural cardiovascular health; a state medical society that developed cutting-edge antibiotic stewardship programs; and a West Coast community's program to combat childhood obesity.



Kent Bottles, MD, Chief Medical Officer, PYA Analytics; Lecturer, Jefferson College of Population Health, Narberth, PA



James Michael Keegan, MD, Principal, PYA, Knoxville, TN



Martie Ross, JD, Principal, PYA, Overland, KS

12:00 PM ADJOURNMENT

MONDAY, MARCH 7, 2016

**12:00 PM EXHIBITOR WELCOME BREAK
IN THE EXHIBIT HALL**

DAY I: OPENING PLENARY SESSION

1:00 PM Welcome and Overview

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

**1:15 PM Keynote Presentation and Discussion:
The Healthcare Landscape**



Peter Orszag, Vice Chairman, Corporate and Investment Banking, Chairman, Financial Strategy and Solutions Group, Citigroup; Former Director, OMB (Obama); Former Senior Economist, Council of Economic Advisers (Clinton), New York, NY

2:15 PM Innovation and Convergence in Health Care



William Copeland, Jr, Vice Chairman, US Life Sciences and Health Care Industry Leader, Deloitte LLP, Philadelphia, PA

3:00 PM NETWORKING BREAK IN THE EXHIBIT HALL

**3:30 PM Using Information and Technology to Improve
Health Care for Older Adults**



Jaewon Ryu, MD, JD, Segment Vice President and President of Integrated Care Delivery, Humana Inc., Louisville, KY

**4:15 PM Transforming Medicare for America's Seniors:
Medicare Advantage Innovations in Value-Based
Payment, Delivery of Care, and Beneficiary
Engagement**



Allyson Y. Schwartz, Chief Executive Officer, Better Medicare Alliance; Former Member (D/PA), US House of Representatives, 2005-2015, Washington, DC

5:30 PM Closing Remarks

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

**5:30 PM NETWORKING RECEPTION
AND POSTER SESSION —
HEARST HEALTH PRIZE FINALISTS**

TUESDAY, MARCH 8, 2016

7:00 AM REGISTRATION OPENS

7:00 AM NETWORKING BREAKFAST IN EXHIBIT HALL

DAY II: MORNING PLENARY SESSION

ENGAGING STAKEHOLDERS IN POPULATION HEALTH

8:00 AM Welcome and Introduction

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

8:05 AM Award Presentation: Hearst Health Prize for Excellence in Population Health



Gregory Dorn, MD, MPH, President, Hearst Health, South San Francisco, CA



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

8:30 AM How to Drive Down Healthcare Costs: The Case for a New Population Health Protection Agenda



Julie Gerberding, MD, MPH, Executive Vice President, Strategic Communications, Global Public Policy, and Population Health, Merck; Former Director, US Centers for Disease Control and Prevention (CDC), North Wales, PA

9:15 AM Innovative Provider Collaborations and Enablement Strategies



Harold L. Paz, MD, MS, Executive Vice President and Chief Medical Officer, Aetna, Hartford, CT

10:00 AM NETWORKING BREAK IN EXHIBIT HALL

10:30 AM A Broader View of Total Population Health: Accelerating Change Towards A Better Healthcare System



Sean Slovenski, President, Population Health Services, Healthways, Inc., Roseville, CA

11:00 AM Population Health in the Era of Cognitive Computing



Paul Grundy, MD, Global Director of Healthcare Transformation, IBM; President, Patient-Centered Primary Care Collaborative, Hopewell Junction, NY



Russell Olsen, Vice President of Innovation and Product Management, IBM Watson Health, Dallas, TX

12:00 PM LUNCH IN EXHIBIT HALL

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.

SPONSORED MINI SUMMITS

1:00 – 2:45 PM SPONSORED MINI SUMMITS

Mini Summit I: Achieving the Promise of Data Exchange: The Right Care for the Right Population

Sponsored by  **accenture**

This session will discuss the use of interoperability to enable data analytics that identifies key sub-populations: the well, at-risk, and most vulnerable. Including:

- Developing strategies and tactics to reach these sub-populations
- Developing an integrated care plan
- Metrics for success in managing populations holistically
- New strategies and tactics to engage those most at-risk (uninsured and Medicaid)
- How to engage and integrate multiple stakeholder groups—beyond the bounds of traditional medicine

Gerry Meklaus, MHSA, Practice Lead, Value-Based Care, Accenture, Philadelphia, PA

Harvinder Sareen, PhD, Senior Manager, Accenture, El Segundo, CA

Andy Truscott, Practice Lead, Health Information Exchange, Accenture, Houston, TX

Mini Summit II: Delivering Value through Integrating Acute Care: Shortening the ROI in Population Health

Sponsored by  **Evolution HEALTH**

This session will discuss one organization's path to integrating a fragmented acute care system, including focusing on value through incentives, behavioral economics. Participants will learn how to shorten the ROI in Population Health Initiatives.

William K. Atkinson II, PhD, MPH, MPA, Raleigh, NC

Eric Beck, DO, MPH, Chief Operating Officer and President, Evolution Health - Envision Healthcare, Inc., Dallas, TX

Daniel Castillo, MD, MBA, Chief Strategy Officer, Chief Quality Officer, Executive Vice President, Population Health & System Effectiveness, Evolution Health, Dallas, TX

J. Brent Myers, MD, MPH, Chief Medical Officer, Evolution Health; Associate Chief Medical Officer, American Medical Response, Raleigh, NC

Mini Summit III: Population Health as Service: Driving Results in the Accountable Care Era

Sponsored by  **athenahealth**
we connect care™

Stephen Kahane, MD, President, Client Organization, athenahealth, Inc., Watertown, MA

Jonathan Porter, Vice President of Product Strategy, athenahealth, Inc., Watertown, MA

Bill Winkenwerder, Jr, MD, MBA, Chairman, Winkenwerder Strategies, LLC; Former President and Chief Executive Officer, Highmark Inc., Locust Valley, NY

Mini Summit IV: Creating a Platform for Care Transformation in Value-Based Care Environments

Sponsored by  **SAGE GROWTH PARTNERS**  **wellcentive**

During this session, leaders of some of the nation's most high performing organizations will explore how platform technology offers the ideal solution for providers responding to the accelerated transition to value-based care. A platform enables providers to establish a data-driven technology infrastructure that facilitates smaller-scale value-based care programs—but then also delivers the ability to scale to larger and more complex programs. Revenue generated from participation in the initial value-based care programs funds the expanded infrastructure required for more complex programs.

Don McDaniel, President and Chief Executive Officer, Sage Growth Partners, Baltimore, MD (Moderator)

Tom Zajac, Chief Executive Officer, Wellcentive, Alpharetta, GA

2:45 PM AFTERNOON BREAK IN EXHIBIT HALL

CONCURRENT SESSIONS

3:15 – 5:30 PM CONCURRENT SESSIONS

Concurrent Session I: The Patient-Centered Medical Home

- 3:15 PM Introductions and Overview**
Jordan R. Asher, MD, MS, Chief Clinical Officer and Chief Innovation Officer, Mission Point Health Partners, Nashville, TN (Session Chair)
- 3:30 PM Patient-Centeredness in Design and Practice**
Susan B. Frampton, PhD, President, Planetree, Derby, CT
- 4:00 PM Population Health: From the Medical Home to the Medical Neighborhood**
Emily Brower, MBA, Vice President, Population Health, Atrius Health System, Newton, MA
- 4:30 PM Ensuring Accountable Care through a Patient-Focused Primary Care Foundation**
Jordan R. Asher, MD, MS, Chief Clinical Officer and Chief Innovation Officer, Mission Point Health Partners, Nashville, TN
- 5:00 PM Faculty Panel and Audience Q&A**

Concurrent Session II: Innovative Population Health Programs

- 3:15 PM Introductions and Overview**
Rita Numerof, PhD, President, Numerof & Associates, Inc., St. Louis, MO (Session Chair)
- 3:30 PM Population Health Management: Expanding from Clinical to Whole Patient Insight**
Adrian Zai, MD, PhD, MPH, Chief Medical Informatics Officer, SRG Technology; Clinical Director, Population Informatics, Laboratory of Computer Science, Massachusetts General Hospital, Boston, MA
- 4:00 PM Turning the Tide on Credibility in the Healthcare Ecosystem**
Linda K. Riddell, MS, Population Health Scientist, Principal, Health Economy, LLC, Cape Elizabeth, ME (Moderator)
Ronald Loeppke, MD, MPH, FACOEM, FACPM, President and Vice Chairman, US Preventive Medicine, Brentwood, TN
- 4:30 PM The Socioeconomic Impact of Lower Back Pain and the Role of Predictive Analytics**
Gregg P. Allen, MD, FAFAP, Executive Vice President and Chief Medical Officer, EviCore, Franklin, TN
- 5:00 PM Faculty Panel and Audience Q&A**

Concurrent Session III: Engaging and Empowering Communities

- 3:15 PM Introductions and Overview**
Robert J. Laskowski, MD, MBA, Professor of Clinical Medicine, Thomas Jefferson University, Adjunct Professor of Health Sciences, University of Delaware; Principal, Laskowski Advisors, Oak Bluffs, MA (Session Chair)
- 3:30 PM Engage Consumers in Wellness-based Population Health and Thrive Financially**
Laura Kukral, Director of Strategy, Planning and Market Research, Akron General Medical Center - a Cleveland Clinic affiliate, Akron, OH
David J. Peter, MD, MBA, FACEP, FABC, Senior Vice President and Chief Medical Officer, Akron General Health System, Medical Director, Akron General Post-Acute Services and Hospice of VNS, Akron General Medical Center, Akron, OH
- 4:00 PM Leveraging the Power of Care Management to Connect the Dots in Community Services**
Helen Dunkle, MSN, RN-BC, Clinical Practice Lead, InterComponentWare Inc., Conshohocken, PA
- 4:30 PM Disruptive Innovation in Patient Engagement: Pharma's Role in Producing Improved Population Health**
Kalahn Taylor-Clark, PhD, MPH, Associate Vice President and Global Head, Patient Engagement Strategy, Center of Excellence for Patient Centricity, Sanofi, Washington, DC
- 5:00 PM Understanding and Alleviating Patient Fear**
Lisa Herms, Research Analyst, Sodexo, Washington, DC
Rachel S. Permut, PhD, MSPH, Director of Research, North America, Sodexo, Potomac, MD

Concurrent Session IV: Solutions for Managing and Improving Health

- 3:15 PM Introductions and Overview**
Scott D. Hayworth, MD, FACOG, President and Chief Executive Officer, Mount Kisco Medical Group, PC; Associate Dean, Icahn School of Medicine at Mount Sinai, Mount Kisco, NY (Session Chair)
- 3:30 PM From Bundles to Global Capitation, Aligning Care Models to Payment Models**
Roy Smythe, MD, Chief Medical Officer, Valence Health, Chicago, IL
- 4:00 PM Provider Based Population Health: No Need to Reinvent the Wheel (An Introduction to The Population Health Alliance Framework, Outcomes Measures and Primary Care Toolkits)**
Frederic S. Goldstein, Founder and President, Accountable Health, LLC, Jacksonville, FL
- 4:30 PM How Data Helped Jack Up the Hill**
Christopher Coloian, MHA, Senior Vice President, CafeWell Insights, Welltok, Inc., Burlington, MA
- 5:00 PM Faculty Panel and Audience Q&A**

5:30 PM CONCURRENT SESSION ADJOURNMENT

HOTEL INFORMATION/ RESERVATIONS

The Population Health Colloquium does not contract with any third party organization to make hotel reservations for attendees of the Colloquium. All attendees should make their hotel reservations directly with the hotel and not with a third party vendor.

The LOEWS Philadelphia Hotel is the official hotel for The 16th Population Health Colloquium. A special group-rate of **\$199.00 single/\$224.00 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 book your hotel reservations.

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

To make your reservation by phone, call **888-575-6397** and reference Population Health 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 15, 2016**. 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

TUESDAY, MARCH 8, 2016

SPECIAL EVENING DINNER PROGRAM: WHAT'S INSIDE THE DATA?

Optional Event; Additional Registration Required
6:15 – 8:45 PM

6:15 PM Reception

6:45 PM Dinner

7:15 PM Presentations and Discussion

As healthcare shifts to a value-based system, organizations must be able to get the most from the data they collect. Accurate, timely data is important for performance measures and for improved care delivery. The ability to access and interpret the data in real time can help to optimize and coordinate care across the spectrum, avoiding gaps.

Today's cutting-edge technology companies offer a full array of patient and physician engagement tools which are able to capture the correct data, sift through it and provide actionable information to providers and patients in a timely fashion. This is paramount for an organization's future success.

Join us as our panelists share expert insights using case studies to illustrate how healthcare organizations are currently using analytics tools to support and implement successful population health management programs. Learn what is needed for an effective population health platform, how to optimize the data for meaningful outcomes and how to engage patients in the process.



Gregory G. Kile, *President and Chief Executive Officer, Populytics; Senior Vice President for Insurance and Payer Strategies, Lehigh Valley Health Network, Allentown, PA*



Sally Okun, RN, MMHS, *Vice President, Advocacy, Policy and Patient Safety, PatientsLikeMe, Cambridge, MA*



Nathan Gunn, MD, *President of Population Health, Valence Health, Chicago, IL*



Jonathan Ware, MD, *Medical Director, Population Health Management, Phytel, An IBM Company, Dallas, TX*



Adrian Zai, MD, PhD, MPH, *Chief Medical Informatics Officer, SRG Technology; Clinical Director, Population Informatics, Laboratory of Computer Science, Massachusetts General Hospital, Boston, MA*

Fee: \$99 — Includes reception, dinner and presentation/discussion.

WEDNESDAY, MARCH 9, 2016

DAY III: CLOSING PLENARY SESSION

7:00 AM REGISTRATION OPENS

7:00 AM BREAKFAST IN THE EXHIBIT HALL

8:00 AM Introductions



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

**8:15 AM Health Cannot Happen Inside Our Walls:
The Critical Role of Community**



Jandel Allen-Davis, MD, *Vice President Government, External Relations and Research, Kaiser Permanente, Denver, CO*

9:00 AM Controlling the Rising Costs of Specialty Drugs



Troyen Brennan, MD, MPH, JD, *Executive Vice President and Chief Medical Officer, CVS Health Corporation; Former Chief Medical Officer, Aetna Inc., Woonsocket, RI*

9:45 AM BREAK

10:15 AM Perspectives from an ACO — Part 1



Katherine A. Schneider, MD, MPhil, FFAFP, *President and Chief Executive Officer, Delaware Valley Accountable Care Organization, Radnor, PA*

10:45 AM Perspectives from an ACO — Part 2



Jeffrey Brenner, MD, *Founder and Executive Director, Camden Coalition of Healthcare Providers, 2013 MacArthur Fellow, Camden, NJ*

11:15 AM

Perspectives from an ACO — Moderated Discussion



Katherine A. Schneider, MD, MPhil, FFAFP, *President and Chief Executive Officer, Delaware Valley Accountable Care Organization, Radnor, PA*



Jeffrey Brenner, MD, *Founder and Executive Director, Camden Coalition of Healthcare Providers, 2013 MacArthur Fellow, Camden, NJ*

11:30 AM

Health Leaders Panel

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



Arthur Lazarus, MD, MBA, *Medical Director, Transcend, Ormond Beach, FL*



Stephen A. Martin, Jr, PhD, MPH, *President and Chief Executive Officer, The Accreditation Association, Skokie, IL*



Karen Murphy, PhD, RN, *Secretary of Health, Pennsylvania Department of Health, Harrisburg, PA*



Rita Numerof, PhD, *President, Numerof & Associates, Inc., St. Louis, MO*



Bill Winkenwerder, Jr, MD, MBA, *Chairman, Winkenwerder Strategies, LLC; Former President and Chief Executive Officer, Highmark Inc., Locust Valley, NY*

12:30 PM COLLOQUIUM ADJOURNMENT



Learn from a National Leader in Population Health

Jefferson College of Population Health is the first and only college of its kind, providing graduate education supported by evidence-based research, scholarship and publications. All programs have been designed to meet the needs of experienced healthcare professionals.

On-campus programs

- Master of Public Health (MPH) or Graduate Certificate – CEPH accredited
- PhD in Population Health Sciences

Online programs

- Master of Science in Population Health (MS-PopH)
- Master of Science in Health Policy (MS-HP)
- Master of Science in Healthcare Quality & Safety (MS-HQS)
- Master of Science in Healthcare Quality & Safety Management (MS-HQSM)
- Master of Science in Applied Health Economics and Outcomes Research (MS-AHEOR)
- Certificates in Population Health, Health Policy, Healthcare Quality & Safety, Applied Health Economics and Outcomes Research (AHEOR), Operational Excellence

Population health – putting health and health care together



Thomas Jefferson University
Jefferson College of Population Health

Jefferson.edu/population-health

215-503-5305

POPULATION HEALTH TRAINING PROGRAM OVERVIEW

The National Population Health Colloquium is offering a Training Program, sponsored by the Jefferson College 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:

1. Completion of pre-course readings (3 hours)
2. Attend Preconference, either in person or online
3. Attend Colloquium, either in person or online
4. Successful completion of the post-conference exam online. Exam questions will be pulled from pre-course readings and conference sessions.
5. 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 eighty percent (80%) 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 Graduate Certificate and Master of Science degree programs offered through the College 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 eighty percent (80%) 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, and the National RAC Summit, www.RACSummit.com, offers the RAC Training Program, www.RACSummit.com/training.html.



SAVE THE DATE FOR HEALTHCARE PAYMENT AND DELIVERY REFORM WEEK

JUNE 6 – 10, 2016 at the
GRAND HYATT, WASHINGTON, DC

FEATURING:

EIGHTH NATIONAL MEDICAL HOME SUMMIT

Advanced Medical Home Strategies for Hospitals and Health Systems in a Value-Based World

Offered in Sequence with the Sixth National Bundled Payment Summit, the Seventh National ACO Summit and the Pharmaceutical Summit on Business and Compliance Issues in Managed Markets

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

June 6 – 7 • www.MedicalHomeSummit.com

SIXTH NATIONAL BUNDLED PAYMENT SUMMIT

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

Offered in Sequence with the with the Eighth National Medical Home Summit, the Seventh National ACO Summit and the Pharmaceutical Summit on Business and Compliance Issues in Managed Markets

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

June 7 – 9 • www.BundledPaymentSummit.com

PHARMACEUTICAL SUMMIT ON BUSINESS AND COMPLIANCE ISSUES IN MANAGED MARKETS

The Leading Forum on Pharmaceutical Market Access, Reimbursement, Pricing, and Contracting with Commercial and Government Payers

Co-located with Eighth National Medical Home, Sixth Bundled Payment Summit and Seventh National ACO Summit

MEDIA PARTNERS: *Harvard Health Policy Review, Health Affairs and Life Sciences Compliance Update*

June 8 – 9 • www.PharmaManagedMarketsSummit.com

SEVENTH NATIONAL ACCOUNTABLE CARE ORGANIZATION (ACO) SUMMIT

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

Offered in Sequence with the Eighth National Medical Home Summit, the Sixth National Bundled Payment Summit and the Pharmaceutical Summit on Business and Compliance Issues in Managed Markets

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

June 9 – 10 • www.ACOSummit.com



THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

REGARDING WEBCAST 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@hcconferences.com. Checks or money orders should be made payable to Health Care Conference Administrators LLC.

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

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

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.

TUITION SCHOLARSHIPS

The Population Health Colloquium is now offering a limited number of partial and full Tuition Scholarships to qualifying representatives of consumer advocate organizations, safety net providers, academics, students and health services research organizations. The Tuition Scholarship application form can be downloaded from the Colloquium website.

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@hcconferences.com

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 20.85 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 206-757-8053 or petergrant@dwt.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.abqaup.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.

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@hcconferences.com, or visit our website at www.PopulationHealthColloquium.com.

SPECIAL SUBSCRIPTION OFFER FOR COLLOQUIUM ATTENDEES



WITH 12 PAGES OF OUTSTANDING CONTENT EACH MONTH — 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 of population health.

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 on page 11 and complete the newsletter subscription information.**



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

Onsite conference registration includes onsite attendance, professional networking, and live interaction with the faculty, plus a conference materials Data-DVD.

- SPECIAL PRECONFERENCE DINNER** Sunday, March 6, 5 pm (Optional):
- IMPLEMENTING SYSTEM CHANGES AND THE FUTURE OF HEALTHCARE INNOVATION **\$ 49**
- PRECONFERENCE** (Optional; required for Population Health Training Program):
- POPULATION HEALTH MANAGEMENT PROJECTS: BEST PRACTICES FROM ACROSS THE USA **\$ 495**
- CONFERENCE – STANDARD RATE** (Does not include Preconference):
- Through Friday, January 8, 2016* **\$1,195**
 - Through Friday, February 5, 2016** **\$1,595**
 - After Friday, February 5, 2016 **\$1,995**

- SPECIAL PROVIDER RATE***** (Does not include Preconference):
- Through Friday, January 8, 2016* **\$ 995**
 - Through Friday, February 5, 2016** **\$1,295**
 - After Friday, February 5, 2016 **\$1,595**

- SPECIAL ACADEMIC/GOVERNMENT/CLINIC RATE****** (Does not include Preconference):
- Through Friday, January 8, 2016* **\$ 595**
 - Through Friday, February 5, 2016** **\$ 795**
 - After Friday, February 5, 2016 **\$ 995**

- SPECIAL EVENING DINNER PROGRAM** Tuesday, March 8, 6:15 pm (Optional):
- WHAT'S INSIDE THE DATA? **\$ 99**
- 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 FOR CONFERENCE ONLY** (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 8, 2016* **\$ 895**
 - Through Friday, February 5, 2016** **\$1,195**
 - After Friday, February 5, 2016 **\$1,495**

CONFERENCE ELECTRONIC MEDIA:
 Onsite Attendees — Following the Colloquium, 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**

Note that conference electronic media may be used by the individual purchaser only. Terms and Conditions apply (See page 10).

- SELECT YOUR MINI SUMMIT** Tuesday, March 8, 1 pm (Choose one):
- MS I: Achieving the Promise of Data Exchange . . . *Sponsored by accenture*
 - MS II: Delivering Value through Integrating Acute Care . . . *Sponsored by Evolution Health*
 - MS III: Population Health as Service . . . *Sponsored by athenahealth*
 - MS IV: Creating a Platform for Care *Sponsored by Sage Growth Partners and WellCentive*

- SELECT YOUR CONCURRENT SESSION** Tuesday, March 8, 3:15 pm (Choose one):
- Concurrent Session I: The Patient-Centered Medical Home
 - Concurrent Session II: Innovative Population Health Programs
 - Concurrent Session III: Engaging and Empowering Communities
 - Concurrent Session IV: Solutions for Managing and Improving Health

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*, *Medical Home News*, *Predictive Modeling News* and *Readmissions News*. You can also purchase an annual subscription to *Health Insurance Marketplace News* or *Healthcare Innovation News*, for only \$195 (regular rate \$295) when ordered with your conference registration.

- Accountable Care News* \$ 295
- Medical Home News* \$ 295
- Population Health News* \$ 295
- Predictive Modeling News* \$ 295
- Readmissions News* \$ 295
- Health Insurance Marketplace News* \$ 195
- Healthcare Innovation News* \$ 195

WEBCAST CONFERENCE ATTENDANCE

All webcast registrants are automatically registered for the preconference, conference and the Training Program (does not include the optional dinner programs).
 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 8, 2016* **\$ 795**
 - Through Friday, February 5, 2016** **\$1,095**
 - After Friday, February 5, 2016 **\$1,395**
- SPECIAL ACADEMIC/GOVERNMENT/CLINIC RATE****:**
- Through Friday, January 8, 2016* **\$ 495**
 - Through Friday, February 5, 2016** **\$ 595**
 - After Friday, February 5, 2016 **\$ 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. Rates are per person.

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 8, 2016.
 ** This price reflects a discount for registration and payment received through Friday, February 5, 2016.
 *** 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 teach full time or are 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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The Leading Forum on Innovations in Population Health



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