



New Health Insurance Business Models for a Post-Reform World

October 4-5, 2012 • Marriott Wardman Park Hotel • Washington D.C.



Dear Health Care Manager,

Health insurers and their partners and competitors have never faced a period of greater change, uncertainty and potential turmoil.

When you attend *New Health Insurance Business Models*, you'll gain a deep understanding of today's compelling bottom-line issues for health executives, from exchanges to dual eligibles to new benefit designs to ACOs and medical homes ... to what health reform would look like in 2013 under President Romney.

This ambitious event features seven *Health Business Roundtables* that will permit a deep dive into challenges and solutions that will energize the health care industry in 2013 and beyond.

New Health Insurance Business Models will be state-of-the-art in terms of comfort, convenience and technology, in a luxury destination that has hosted many of the nation's most important events for the past century.

Sign up today to interact with your peers and engage industry experts in an exhilarating, conversational setting ... and take home innovative business strategies you can install in your operation. Reserve your place today!

Sincerely,

Richard Biehl
Publisher

Who Should Attend?

CEOs, CFOs, CIOs and business, financial and marketing leaders with...

- Health plans
- Hospitals and health systems
- Pharmaceutical and device manufacturers
- Large health care purchasers
- Technology and solutions providers
- Legal and consulting advisors to the health industry

What to Expect

- ✓ A laser-like focus on today's most compelling health business issues
- ✓ A stimulating, entertaining learning environment
- ✓ A great opportunity to network with your peers
- ✓ Innovative business tools and strategies for 2014 and beyond
- ✓ Comfort and elegance in a convenient, historic setting

3



1. Call AIS Customer Service at 800-521-4323



2. Complete and mail the attached form to:
AIS, 1100 17th Street, NW, Suite 300, Wash., DC 20036



3. Go to www.aishealth.com/roundtable/october2012

Easy Ways
to Register

Join us October 4-5 for a deep dive into today's biggest

Thursday, October 4

8:30 AM

Keynote Address

Getting It Done: What's Next for Health Care Reform?

Hear a provocative examination of what lies ahead for reform by one of the nation's most distinguished analysts of health care policy and politics. A member of the Bipartisan Policy Center — with former Majority Leaders George Mitchell, Bob Dole, and Howard Baker — and author of the widely acclaimed book, *Critical: What We Can Do About the Health-Care Crisis*, Senator Daschle will open the conference with an insightful bipartisan view of where the U.S. health care industry is heading.



SENATOR TOM DASCHLE,
Senior Policy Advisor, DLA Piper;
Former Majority Leader, U.S. Senate



JOEL ARIO,
Managing Director, Manatt Health
Solutions; former Director of HHS's
Office of Health Insurance Exchanges



VINCE ASHTON,
President and CEO,
HealthPass New York



KEVIN KICKHAEFER,
Head, Sales & Market Development,
Bloom Health



KENNETH L. SPERLING,
National Health Exchange Strategy
Leader, Aon Hewitt



JEFF WELCH,
Divisional Vice President of Consumer
and Emerging Markets, Health Care
Service Corporation

9:30 AM

Insurance Exchange Roundtable

The Rise of Exchanges: How to Succeed in the New State-Based and Private Marketplaces

Insurance exchanges are the centerpiece of the reform law and will soon revolutionize the health insurance marketplace. This session features the chief architect of the federal exchange program and four industry leaders who are spearheading efforts to design and launch private insurance exchanges. Gain valuable insights into strategies your organization should consider to take advantage of the new opportunities that federal, state and private insurance exchanges will soon create.

11:00 AM

ACO/Medical Home Roundtable

Succeeding with New Payment Models: ACOs, Medical Homes and Bundled Payments

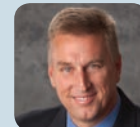
The momentum is now irreversible for value-based purchasing and a commitment to measuring care delivery based on the quality, not quantity, of services. This roundtable discussion features an experienced adviser to provider groups and payers and three chief medical officers — two from major insurers and one who leads a provider group — who are in the forefront of delivery system reform. Hear the lessons these industry leaders have learned in pioneering accountable care programs.



PHILIP GAZIANO, M.D.,
President & Chief Executive Officer,
Accountable Care Associates



ERIK JOHNSON,
Senior Vice President,
Avalere Health



THOMAS G. LUNDQUIST, M.D.,
Vice President, Performance
Measurement and Improvement of
Health Care Services, BlueCross
BlueShield of Tennessee



RICHARD L. SNYDER, M.D.,
Senior Vice President and Chief
Medical Officer, Independence Blue
Cross

challenges and creative solutions for health care leaders.

1:00 PM

Luncheon Address

What Would Health Reform Look Like Under President Romney?

Few if any Washington insiders are better qualified than Tom Scully to outline what will happen to health reform if Republicans win the White House and Senate on November 6. Hear the details of what the impact would be on the individual mandate and guaranteed issue, exchanges, Medicare ACOs, Medicaid expansion and host of other reform initiatives ... from the CMS chief under President George W. Bush and former head of the Federation of American Hospitals.



THOMAS A. SCULLY,
Senior Counsel, Alston & Bird, LLP;
General Partner, Welsh, Carson,
Anderson & Stowe; former CMS
Administrator



DEBORAH BACHRACH,
Special Counsel, Healthcare
Transaction & Policy, Manatt, Phelps &
Phillips, LLP



ROBB A. COHEN, M.B.A.,
Chief Government Affairs Officer,
XLHealth, a UnitedHealthcare
Company



JOHN GORMAN,
Founder & Chairman, Gorman Health
Group



PAMELA MORRIS,
President and CEO, CareSource

2:00 PM

Dual Eligible/Medicaid Roundtable

Medicaid Expansion, Dual Eligibles and Basic Health Plans: New Populations, New Programs, New Opportunities

No reform initiative will have a bigger impact on the U.S. budget and state treasuries, and the bottom line of health insurers, than efforts to expand Medicaid, control the exploding cost of Medicare/Medicaid dual eligibles and provide coverage for the uninsured. Hear two Medicare/Medicaid CEOs and two leading industry counselors in a roundtable discussion of strategies for designing and launching programs that will work. Discover how the Supreme Court's decision will impact Medicaid expansion, what pitfalls your organization should avoid, and how to take advantage of the huge opportunities ahead.

3:30 PM

State Regulatory Roundtable

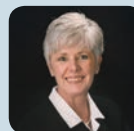
Staying Competitive in the Changing State Regulatory Environment

Insurance commissioners have become the key players in making sure local insurance markets remain vibrant, as they enforce key reform regulations and transition insurance sales to the exchanges. This roundtable provides a unique chance to interact with a top federal official and state insurance commissioners who have great insights into the compelling drama unfolding at the state level. Hear a lively discussion of how to foster healthy competition in state insurance markets while working with CCIO to enforce premium rate review and other aspects of reform.

5:00 PM *Cocktail Reception*



ANNE MELISSA DOWLING, CFA,
Deputy Commissioner, Connecticut
Insurance Department



SANDY PRAEGER,
Commissioner of Insurance, State of
Kansas



JOSEPH G. MURPHY,
Commissioner, Massachusetts
Division of Insurance

STEVE LARSEN, Executive Vice President,
OptumHealth; former Director of CMS's Center for
Consumer Information and Insurance Oversight
(invited)

Friday, October 5

8:30 AM

November Elections Roundtable

How the 2012 Election Will Reshape Health Reform Law and Regulation: Three Scenarios

One month before the November 6 elections, hear a lively, entertaining roundtable debate by four veteran health policy analysts who will dissect what is likely to happen to exchanges, subsidies, guaranteed issue, accountable care, Medicare changes, Medicaid expansion and other major reform initiatives if (a) Republicans win the White House and Senate in November, (b) Democrats hold the White House and Senate and gain control of the House, or (c) the current power mix continues, with a Democratic President, Republican-controlled House and neither party having a filibuster-proof edge in the Senate.



HENRY AARON, Ph.D.,
Senior Fellow, Economic Studies,
The Brookings Institution



EDMUND F. HAISLMAIER,
Senior Research Fellow, Health Policy
Studies, The Heritage Foundation



ROBERT LASZEWSKI,
President, Health Policy and Strategy
Associates



THOMAS P. MILLER, J.D.,
Resident Fellow, American Enterprise
Institute



JOHN HICKMAN,
Partner and Head, Health Benefits
Practice, Alston & Bird



HENRY C. EICKELBERG,
Vice President, Human Resources &
Shared Services, General Dynamics
Corporation



MARISA MILTON,
Vice President, HR Policy, Strategy &
Compliance, Marriott International,
Inc.



CHANTEL SHEAKS,
Principal, Government Affairs,
Buck Consultants

10:00

Benefit Design Roundtable

**Implementing Next-Generation
Benefit Designs: Defined Contribution,
Self-Funding, Narrow Networks**

Employers are adopting limited and tiered provider networks, self-funding and defined-contribution options in an effort to keep coverage affordable and incentivize higher-quality care. This roundtable features two employee benefits experts and two top human resource executives who have their finger on the pulse of the changing needs and demands of purchasers. Hear them debate how plan sponsors' changing priorities will affect benefit designs, purchasing strategies and coverage for active employees and retirees.

11:15 AM

Wall Street Roundtable

**Forecast from Wall Street: Health Plan
Growth Strategies for the Future**

Health insurers have enjoyed record earnings over the past few years, but their fortunes may change soon as more reform-law provisions are implemented, including exchanges, medical loss ratio rebates, Medicare rate reductions and insurer fees. This roundtable includes three leading health care securities analysts and a health care-focused venture capitalist, who will identify 2013's best bottom-line opportunities and project which plans are positioned to grow amid the massive market changes ahead.



CHARLES BOORADY,
Managing Director, Credit Suisse
Investment Research



MATTHEW COFFINA,
Senior Equity Analyst, Morningstar



BRAD FLUEGEL,
Executive in Residence, Health
Evolution Partners



STEVE ZAHARUK,
Senior Vice President, Moody's
Investors Service

About AIS

AIS has been a national leader in health care business news and information for more than 25 years. The firm currently has more than 40,000 readers of *Health Plan Week*, *AIS's Health Reform Week*, *Medicare Advantage News*, *Inside Health Insurance Exchanges*, *ACO Business News*, *Report on Medicare Compliance*, *Drug Benefit News*, *Specialty Pharmacy News*, *AIS's Directory of Health Plans*, *Health Business Daily* and a variety of other print and electronic newsletters, websites, looseleaves, books and reports, databases and webinars. Its information-packed website at AISHealth.com is a destination for thousands of health care managers each day.



Register Today!

New Health Insurance Business Models for a Post-Reform World

October 4-5, 2012 • Marriott Wardman Park Hotel • Washington D.C.



Please reserve my place at the October 4-5, 2012, *New Health Insurance Business*

Models for a Post-Reform World conference in Washington D.C.

I understand that my registration fee for on-site attendance includes all sessions of the conference, two continental breakfasts, refreshment breaks, and Thursday's luncheon and cocktail reception.

Method of payment

My check is enclosed \$ _____

Payable to Atlantic Information Services, Inc.

Charge my credit card \$ _____

Charges will appear as Atlantic Information Services, Inc.

AMEX MasterCard VISA

Card # _____

Signature _____ Exp. date _____

Registration Information

Name _____

Title _____

Organization _____

Address _____

City/State/Zip _____

Phone _____

Email* _____

*(*Email required for communications with conference details)*

3 Easy Ways to Register

1. Call AIS Customer Service at 800-521-4323
2. Complete and mail this form to: AIS, 1100 17th Street, NW, Suite 300, Washington, DC 20036
3. Go to www.aishealth.com/roundtable/october2012

****On-Demand Recordings:** The full conference will be recorded and available online after the meeting for six months.

IMPORTANT NOTE: If you are registering within two weeks of the conference, please call customer service at 800-521-4323.

CANCELLATIONS & SUBSTITUTIONS: If your plans change and you can't make the conference, let us know by September 6 and you will receive a full and prompt refund. Between September 6 and October 3 there will be a \$250 reservation charge and prompt refund of the balance. Sorry, no refunds on or after October 4. Substitutions to another individual from the same organization are permitted at any time.

Choose your registration option:

On-Site Attendance:

AIS Subscriber* \$795 _____
(Save \$250)

Non-subscriber \$1,045 _____

On-Demand Recording:**

Live Meeting Attendee ADD \$50 _____
(Add an On-Demand Recording)

AIS Subscriber* On-Demand Only \$695 _____

Non-Subscriber On-Demand Only \$945 _____

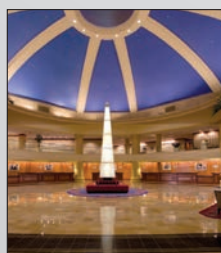
TOTAL _____

YYY02

* Subscribers to the following paid AIS newsletters are eligible for the "AIS Subscriber" rate:

- ACO Business News
- AIS's Health Reform Week
- Drug Benefit News
- Health Plan Week
- Inside Health Insurance Exchanges
- Medicare Advantage News
- Report on Medicare Compliance
- Report on Patient Privacy
- Specialty Pharmacy News
- The AIS Report on Blue Cross and Blue Shield Plans

Not sure if you are a subscriber? Or you'd like to start a subscription and take advantage of the subscriber discount? Just give us a call at 800-521-4323, and our customer service representatives will be happy to help you.



Washington Marriott Wardman Park

2660 Woodley Road, NW
Washington, DC 20008
www.WardmanParkMarriott.com

✓ RESERVATIONS: 800-228-9290 or 202-328-2000

✓ Special Group Rate: \$269, be sure to mention "AIS Conference"

✓ Reservation Cut-off Date: September 12, 2012

AIS has reserved a block of hotel rooms for attendees at a discounted rate of \$269. This rate is available until September 12, 2012 or until our reserved block of rooms has been filled. Any room booked after the fulfillment of our hotel block or after September 12, 2012, is subject to hotel availability and rate. Please mention "AIS Conference" to receive the discounted rate.

The Washington Marriott Wardman Park Hotel is nestled on a private 16-acre landmark estate situated in the prestigious Woodley Park neighborhood of Northwest Washington. The hotel is walking distance to the National Zoo and National Cathedral and just minutes from the National Mall, White House, Smithsonian Museums and iconic monuments in downtown D.C. The hotel is conveniently metro accessible to D.C. attractions and hundreds of restaurants, nightclubs and shopping venues.

Take home scores of tips and tactics to help with today's biggest challenges for health care leaders:

- ✓ What health reform would look like under President Romney
- ✓ What's next for health reform?
- ✓ State-based and private health insurance exchanges
- ✓ ACOs, medical homes and bundled payments
- ✓ Medicaid expansion, dual eligibles and basic health plans
- ✓ Changing state regulatory environments
- ✓ Implementing next-generation benefit designs
- ✓ Health plan growth strategies for the future
- ✓ How the November elections will impact reform

Atlantic Information Services, Inc.
1100 17th Street, NW • Suite 300
Washington, DC 20036

PRSTD FIRST CLASS
U.S. POSTAGE
PAID
PERMIT No. 4205
SOUTHERN, MD



New Health Insurance Business Models for a Post-Reform World

October 4-5, 2012 • Marriott Wardman Park Hotel • Washington D.C.



Gain valuable insights and business tools to help your organization thrive in the tumultuous days ahead

- **Getting It Done: What's Next for Health Care Reform?**
- **The Rise of Exchanges: How to Succeed in the New State-Based and Private Marketplaces**
- **Succeeding with New Payment Models: ACOs, Medical Homes and Bundled Payments**
- **Staying Competitive in the Changing State Regulatory Environment**
- **What Would Health Reform Look Like Under President Romney?**
- **Medicaid Expansion, Dual Eligibles and Basic Health Plans: New Populations, New Programs, New Opportunities**
- **How the 2012 Election Will Reshape Health Reform Law and Regulation: Three Scenarios**
- **Implementing Next-Generation Benefit Designs: Defined Contribution, Self-Funding, Narrow Networks**
- **Forecast from Wall Street: Health Plan Growth Strategies for the Future**