

Fall Managed Care Forum

Thursday, November 12, 2009

- 7:00 am – 7:45 am **Breakfast and Networking in Exhibit Hall**
- 7:45 am – 9:00 am **Opening Remarks & Keynote**
Doug Chaet, Founder, Chairman Emeritus, AAIHDS, Senior Vice President Contracting & Provider Networks, Independence Blue Cross
- Keynote: Comparative Effectiveness: The View from AHRQ**
Jean Slutsky, Director, Center for Outcomes and Evidence, Agency for Healthcare Research and Quality
- 9:00 am – 9:30 am **Break and Networking in Exhibit Hall**
- 9:30 am – 10:30 am **Proactive Quality Management: Using Technology to improve HEDIS Scores and Quality Outcomes**
Robert London, MD, General Manager, ikaSystems, Inc
- History, Injury & Blood Flow: The Keys to Detection of Venous Thromboembolism (VTE)**
Darrell Harrington, MD, Associate Professor of Medicine, David Geffen School of Medicine
- 10:30 am – 11:30 am **Achieving Contracting Excellence**
Stephen Forney, CPA, FACHE, FHFMA, Vice President Margin Development, Ardent Health Services
- What's New in Hypertension since JNC7 Guidelines?**
Jan Basile, MD, Professor of Medicine, Medical University of South Carolina
- 11:30 am – 12:30 pm **Lunch and Networking in Exhibit Hall**
- 12:30 pm – 1:30 pm **Physician Integration Strategies That Work: Case Study of a Successful Practice**
Max Reiboldt, President, CEO, The Coker Group
- Practical Application of Insulin Pump Therapy for Type 2 Diabetes**
Wendy Lane, MD, Director, Clinical Research, Mountain Diabetes & Endocrine Center
- 1:30 pm – 2:30 pm **Hospital and Physician Collaboration in Quality Initiatives**
Neil Pressman, President, Presscott Associates Ltd.
- Managing Fibromyalgia: Advances in Treatment and the Implications in Managed Care**
Stuart Silverman, MD, FACP, FACR, Medical Director, OMC Clinical Research Center, Prof Medicine & Rheumatology, UCLA
- 2:30 pm - 3:00 pm **Break and Networking in Exhibit Hall**
- 3:00 pm - 4:00 pm **Effectively Using the PHO Structure to Develop, Implement and Manage a Health Information Exchange**
Charles Vargo, Executive Director, Denise Abraham, Director, Medical Management, Washington Physician Hospital Organization

Developing a Cost Effective Disease Management Program for the Bipolar Disorder Patient Population

Jay Faber, MD, Market Medical Director, Lifesynch

4:00 pm – 5:00 pm

Health Reform: The Impact on Provide-Payer Relationships

John Harris, Principal, DGA Partners

How to Utilize a Medical Home to Integrate Lifestyle Changes

Dexter Shurney, MD, MBA, MPH, Medical Director, Employee Healthcare Plan, Vanderbilt University and Medical Center, Benefits Administration, Assistant Professor Vanderbilt School of Medicine

5:00 pm - 6:00 pm

Reception and Networking in Exhibit Hall

Friday, November 13, 2009

7:00 am – 7:45 am

Breakfast and Networking in Exhibit Hall

7:45 am – 9:00 am

Housekeeping Remarks

Bill Williams, MD, Executive Vice President, NAMCP

Keynote: Managed The Transformation of American Healthcare System

Jacque Sokolov, MD, CEO, SSB Solutions

9:00 am – 9:30 am

Break and Networking in Exhibit Hall

9:30 am - 10:30 am

The Patient Centered Medical Home - Promoting Primary Care in Health Care Reform

Richard Snyder, MD, Senior Vice President Health Services, Independence Blue Cross

Alzheimer's Disease: Early Diagnosis & Treatment

Franco Sicuro, MD, Assistant Professor of Medicine, University Health Sciences

Oncology Trends Report 2009 (Non CME/CEU)

Thomas Morrow, MD, Medical Director, Value Based Health, Genentech

10:30 am - 11:30 am

The Current State of Payor/Provider Relations: Health Reform Contract Terminations and the Murky Future

Brandon Edwards, President, Revive Public Relations

Managing Multiple Sclerosis: Advance in Treatments and How They Improve Patient Outcomes

Ron Murray, MD, Director, MS Clinic of Colorado

Multiple Myeloma: What Managed Care Needs to Know

Laura Raftery, MD, Fellow, Division of Hematology/Oncology, University of NC

11:30 am – 12:30 pm

Lunch, Networking and Drawing of Door Prizes in the Exhibit Hall

12:30 pm – 1:30 pm

Personalized Medicine: Managing Care for the Individual

Lon Castle, MD, Medco Health Solutions

Depression: The Physical & Fiscal Impact on Patients, Society & Managed Care

Roueen Rafeyan, MD, Medical Director, Behavior Health Psychiatric and Substance Abuse Program, Assistant Professor, Department of Psychiatry, Rush University

Innovations in the Treatment of Prostate Cancer

E. David Crawford, MD, Professor of Surgery/Urology/Radiation Oncology, University of Colorado, Denver

1:30 pm - 2:30 pm

Managing Specialty Biologicals: Will Follow-on Biologics Be Different (NON CME/CEU)

HIV: Controlling the Virus and Improving Patient Outcomes

William A. O'Brien MD, MS, Emory University School of Medicine

Management and Treatment of Cancer Patients with Chemotherapy Induced Nausea and Vomiting

Susan Urba, MD, Professor, Dept of Internal Medicine, University of Michigan Comprehensive Cancer Center

2:30 pm - 2:45 pm

Refreshment Break

2:45 pm – 3:45 pm

Evolving Therapeutic Treatments in Advance Renal Cell Carcinoma

Wolfram Samlowski, MD, Professor & Chair, Section of Melanoma, Renal Cancer and Immunotherapy, Nevada Cancer Institute

Inattention, Hyperactivity and Impulsivity: The Diagnosis, Management and Treatment of Behavioral Deficits Attributed to ADHD Diagnosis

Mark Rosenberg, MD, PhD, President, Behavioral Health Management

Navigating the Treatment Options in Breast Cancer

Elizabeth Reed, MD, Associate Professor, Hematology & Oncology, University of Nebraska

3:45 pm - 4:45 pm

Osteoporosis: Decreasing Cost by Improving Prevention, Early Diagnosis and Patient Outcomes

Andrew Laster, MD, FACR, CCD, President, International Society of Clinical Densitometry, Assistant Consulting Professor of Medicine at Duke University, Arthritis & Osteoporosis Consultants of the Carolinas

Effective Diagnosis & Treatment of Early Parkinson's Disease

Larry Elmer, MD, PhD, Director, Parkinson's Disease & Movement Program, University of Toledo

Update on Targeted Therapies in the Treatment of Advanced Non Small-Cell Lung Cancer

Ramaswamy Govindan, MD, Associate Professor, Department of Medicine, Oncology Division, Washington University School of Medicine