The Tenth Population Health & Disease Management Colloquium

February 28 – March 2, 2010
Philadelphia, PA

www.DMConferences.com
800-503-7439

Sponsored by:

Jefferson School of Population Health

SILVER GRANTOR:
Wellness & Prevention, Inc., a Johnson & Johnson Company

BRONZE GRANTORS:

Health Leaders Media
Health Sciences Institute
Health Technology Center
International Disease Management Alliance
Journal of Clinical Outcomes Management
Journal of Health & Productivity
National Institute for Quality Improvement and Education
Scrip World Pharmaceutical News

Featuring Special Pre Conferences:
• Continuous Performance Improvement in Health Care
• Critical Outcomes Report Analysis: Learn How to Write and Read Outcomes Reports Like the Experts
• CCP Certification Preconference
For information please visit: www.DMConferences.com

Co-located with the Second National Medical Home Summit
www.MedicalHomeSummit.com
and the National Retail Clinic Summit
www.RetailClinicSummit.com

A Hybrid Conference & Internet Event
See Website
As we prepare for our 10th Population Health and Disease Management Colloquium, let’s take a moment to reflect on how far we’ve come — and how far we still have to go — to create meaningful change in the American health care system.

Since 2008, health care reform has been the primary topic of discussion, with health insurance reform at the heart of the debate. Everything from single-payer universal coverage to health insurance exchanges has been discussed in an effort to expand the number of Americans who have access to affordable health care.

From a population health perspective, that is simply the starting point for a more detailed conversation. In order to create appropriate solutions to the health care crisis in America, we need to understand what changes must be made in order to see real improvements in the health of Americans. We will need to move on multiple fronts – educating current and future health care leaders on ways to make system-wide changes that will improve the quality and safety of health care; teaching patients how to become better consumers of health care services; making health information accessible and useful while still retaining individual privacy; and learning how to motivate Americans to change their diet and behaviors. Prevention and wellness are at the heart of population health, and will help to bolster efforts to better manage chronic conditions and illnesses (diabetes, asthma, heart disease, cancer) that do arise.

The Colloquium is proud to continue its tradition of forward thinking by providing health care professionals with meaningful continuing education regarding the issues and challenges in improving health care.

The structure and delivery of health care is changing. New models of care, such as the medical home and retail medicine, will help to make care more accessible and patient-centered. How will changes in health care delivery affect primary care physicians? How will the growth of retail medicine affect the concept of the medical home? How can we use technology to improve the quality of care and its delivery? What programs and initiatives are working?

The Population Health and Disease Management Colloquium, with its innovative sessions and prominent faculty, will address these issues. This year, by co-locating our event with the National Retail Clinic Summit and the Medical Home Summit, we will bring together a diverse group of individuals who share the goal of transforming the health care system.

We hope you will join us for this exciting program!

Population health is a key component of meaningful health care reform. Our conference will provide new insights related to wellness and prevention, health promotion, consumerism, chronic care management, and access to care. We are proud to bring together an expert faculty who are helping to shape the future of health care in America. We look forward to seeing you in Philadelphia!

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

Who Should Attend:
- Presidents/CEOs/CFOs/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, Disease Management
- Physicians and Physician’s Assistants
- Psychologists
- Social Workers
- Alternative Medicine Providers
- Pharmacy Managers
- Pharmacists (retail, chain and convenient care)
- Community/Independent Pharmacists

Issues Addressed
- Key issues regarding health care reform and the need for preventive medicine
- Why fixing the health care system is a national priority
- The role the economic environment plays in transforming the health care system
- National health promotion and disease prevention initiatives
- The complexity of managing chronic conditions
- Exploring models of care delivery within the current system and beyond
- The financial burden of chronic illness and how care is affected by the economy
- The increasing demand for Palliative medicine and its role in chronic care management
- Managing chronic illness in special populations
- Understanding comparative effectiveness and its impact on health care
- The importance of educating current and future leaders in quality and safety initiatives
- Connecting with consumers, how to get the public on board with managing disease prevention and screening
- The implementation of EHR’s and how physicians are being incentivized
MANY DIFFERENT FORCES—the nation’s economic crisis, costly and difficult air travel, the mandate for cost efficiency in healthcare, the proliferation of greater Internet bandwidth, the emergence of the popularity of online video via YouTube, and the explosion of online training in the health sector—have come together to create both a dramatic need and an extraordinary opportunity for innovative approaches to sharing new ideas and best practices. This Colloquium offers not only traditional conference attendance, but also the opportunity to attend the event live and archived online.

How can we be expected to reform the nation’s health system if we cannot reform the way we do our own business?

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 over the Internet and at your convenience at any time 24/7 for six months immediately following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.

PROS: Live digital feed and 24/7 Internet access for next six months; accessible in office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.

Special Benefit for Medical Home Training Program Certificate Holders:
Participants who successfully complete the Medical Home Training Program offered in conjunction with the Second National Medical Home Summit are eligible to receive a 15% tuition discount for courses taken as part of the Master of Science in Healthcare Quality and Safety (MS-HQS) degree program offered through Thomas Jefferson University’s School of Population Health. To be eligible for this discount, Medical Home Summit attendees must meet all admissions requirements for the program and must enroll by July 1, 2012.
For more information about Jefferson’s MS-HQS see www.jefferson.edu/population_health.

Participate in All Three of These Co-located Events on Transforming the Health Care System!

All Three are Hybrid Conferences/Internet Events — Our Three-Conference Registration Package Allows You to Attend All Three Onsite or Online! — See registration page for details. Sunday evening banquet not available as an online event.

The SECOND NATIONAL MEDICAL HOME SUMMIT
The Leading Forum on the Development and Implementation of the Patient-centered Medical Home
www.MedicalHomeSummit.com

The TENTH ANNUAL Population Health & Disease Management Colloquium
www.DMConferences.com

The National Retail Clinic Summit
The Leading Forum on Retail and Employer-based Clinics, Including Pharmacy, Provider and Other Sponsored Models
www.RetailClinicSummit.com
Sunday, February 28, 2010

**PRECONFERENCE SYMPOSIUM** (Optional, choose only one. Register for Preconference I on this brochure’s registration page; Preconferences II and III have separate registrations through the presenting organizations.)

11:00 am  Registration Commences

**PRECONFERENCE I: CRITICAL OUTCOMES REPORT ANALYSIS: LEARN HOW TO WRITE AND READ OUTCOMES REPORTS LIKE THE EXPERTS**

**Overview:** Whether for medical homes, disease management or employer-based clinics, outcomes report-writing and report-reading are skills which few have mastered. 14 years after the invention of care management outcomes reporting, roughly 70% of outcomes 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 to do so. 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.

Attendees will also receive the “key” to deconstructing these cases, to apply to any other reports, as well as the tools needed to produce valid reconciliations. In addition, attendees will receive the DMPC White Paper on Care Management Outcomes Measurement.

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 their credibility.

1:00 pm  Certification Training

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

3:00 pm  Break

3:30 pm  Certification Examination (Optional)

5:30 pm  Adjournment

**PRECONFERENCE II: CONTINUOUS PERFORMANCE IMPROVEMENT IN HEALTH CARE**

This session will include the first three modules for the new Certificate in Performance Improvement offered by the National Institute for Quality Improvement and Education (NIQIE) and the Jefferson School of Population Health (JSPH).

You may attend this session without being enrolled in the full Certificate program. There are additional requirements for those interested in pursuing the Certificate. For further information and to register, visit www.niqie.org. Fee: $249

**Who Should Attend:**

Professionals working in Quality Management, CME, and healthcare professional assessment who are striving to integrate quality improvement, continuing education and assessment to improve healthcare delivery and patient care.

1:00 pm  Preconference Commences

**Introduction to Healthcare Quality Improvement**

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

A pragmatic approach to healthcare quality improvement tools and processes, with applications in practice. (For those without formal training in quality improvement or who wish a refresher.)

**MEASUREMENT AND ASSESSMENT OF HEALTHCARE PROFESSIONALS**

Robert Galbraith, MD, MBA, Executive Director, Center for Innovation, National Board of Medical Examiners

An overview of measurement and assessment methods, outcomes and integration of measurement and assessment into practice.

**INTRODUCTION TO CONTINUOUS PERFORMANCE IMPROVEMENT**

Nancy Davis, PhD, Executive Director, National Institute for Quality Improvement and Education

A review of the new skill sets and infrastructures necessary to creating a culture of continuous performance improvement in healthcare.

**Optional Introduction to Certificate Program**

Participants are invited to learn more about the NIQIE/JSPH Certificate in Continuous Performance Improvement in Healthcare including eligibility, course and activity requirements and schedules.

5:30 pm  Adjournment

---

**Special Certification Preconference and CCP Online Training Program and Examination**

Please register directly with HealthSciences Institute for this session. The CCP program is offered at a 25% discounted fee of $971.25 which includes the CCP boot camp, 40-hour web-based program, manual, examination, certification, and continuing education credit for nurses, physicians and pharmacists. For more information, and to register, visit: www.healthsciences.org/events.

**PRECONFERENCE III: CCP CERTIFICATION PRECONFERENCE**

1:00 pm  Chronic Care Professional (CCP) Certification Training

**Topics Covered:**

- Health care performance improvement strategies and solutions
- Models and foundations of population health improvement (wellness, disease management, and case management)
- Chronic diseases and age-related conditions overview and evidence-based guidelines update
- Application of the WISE model of patient self-management support
- New strategies for building professional-consumer partnerships
- Applications of behavioral medicine and health psychology
to disease self-management, medication adherence, and health support
- Management of co-morbid physical and psychological issues
- Health behavior change models, applications, and interventions
- Foundations of health promotion and health coaching

**Overview:** Both the World Health Organization (WHO) and the Institute of Medicine (IOM) agree that preventing and improving care for patients with chronic conditions requires a new interdisciplinary practice model for which few health care professionals are adequately prepared. Grounded in the WHO and IOM interdisciplinary competency models for a 21st century health care workforce, Chronic Care Professional (CCP) certification is the only nationally recognized program for nurses, physicians, pharmacists, and other professionals, working in health system and primary care medical home teams, health disease and case management teams, and regional chronic care collaboratives. The award-winning CCP program is offered with DMAA: The Care Continuum Alliance.

5:00 pm  Adjournment
Sunday, February 28, 2010

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, which will be held on the campus of Thomas Jefferson University — just a few blocks from the conference hotel. 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!

5:30 pm  Registration
6:00 pm  Cocktails
6:30 pm  Dinner
7:30 pm  Coffee, Dessert, Book Signings and Presentations
8:30 pm  Adjournment

Featured Books and Authors include:

Driving Results Through Social Networks: How Top Organizations Leverage Networks for Performance and Growth
Co authored by Robert L. Cross, PhD, Associate Professor, Department of Management, McIntire School of Commerce, University of Virginia; Research Director, The Network Roundtable, Charlottesville, VA

The Edge of Medicine: New Medical Technologies in Evolution
C. William Hanson, III, MD, Professor of Anesthesiology and Critical Care, Hospital of the University of Pennsylvania, Philadelphia, PA

The Innovator's Prescription: A Disruptive Solution for Health Care
Co authored by Jason Hwang, MD, MBA, Co Founder and Executive Director, Healthcare, Innosight Institute, Cambridge, MA

A Life Worth Living: A Doctor's Reflections on Illness in a High-Tech Era
Robert L. Martensen, MD, PhD, Director, Office of History, National Institutes of Health, Bethesda, MD

This event is sponsored by
Fox Rehabilitation
Monday, March 1, 2010

DAY I: TENTH POPULATION HEALTH AND DISEASE MANAGEMENT COLLOQUIUM OPENING PLENARY SESSION

8:00 am Welcome and Introduction to Day I
David B. Nash, MD, MBA, FACP, Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA
(Co Chair)

8:30 am Keynote: The Importance of Care Coordination to Population Health
Richard C. Wender, MD, Chairman, Department of Family and Community Medicine, Jefferson Medical College, Philadelphia, PA

9:00 am Transitions of Care
Thomas W. Wilson, PhD, DrPH, Epidemiologist, Trajectory® Healthcare, LLC; Founder and Board Chair, Population Health Impact Institute, Loveland, OH

9:30 am Managing and Maintaining Health Information
Steve Aylward, General Manager, Health & Life Sciences, Microsoft Corporation, Malvern, PA

10:00 am BREAK

10:30 am Coordinating Care to Improve Health Care Outcomes and Defray Costs
Gordon K. Norman, MD, MBA, Chief Innovation Officer, Health Improvement Division, Alere, Irvine, CA

11:00 am Prevention and Wellness Savings
Frederic Goldstein, MS, President and Chief Operating Officer, US Preventive Medicine, Jacksonville, FL

11:30 am The Role of Data in Population Health Research
Cary Sennett, MD, PhD, FACP, Chief Medical Officer, MedAssurant, Inc., Bowie, MD

12:00 pm Networking Luncheon

JOINT HEALTH REFORM PLENARY SESSION OF TENTH POPULATION HEALTH AND DISEASE MANAGEMENT COLLOQUIUM, SECOND NATIONAL MEDICAL HOME SUMMIT, AND NATIONAL RETAIL CLINIC SUMMIT

1:00 pm Welcome and Introduction to Day I Afternoon Plenary Session
David B. Nash, MD, MBA, FACP, Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA
(Co Chair)

1:15 pm Overview of Health System Change
Susan Dentzer, Editor-in-Chief, Health Affairs; Health Policy Analyst, The News Hour with Jim Lehrer, Washington, DC

1:45 pm Initiatives to Bend the Health Care Cost Curve
Robert Kocher, MD (Invited), Special Assistant to the President; National Economic Council, The White House, Former Partner and Director, Healthcare Economic Research Team, McKinsey & Company, Washington, DC

2:15 pm Comparative Effectiveness Update
Carolyn M. Clancy, MD, Director, Agency for Healthcare Research and Quality (AHRQ), Department of Health and Human Services, Washington, DC

2:45 pm Transition Break

JOINT PLENARY SESSION OF TENTH POPULATION HEALTH AND DISEASE MANAGEMENT COLLOQUIUM AND NATIONAL MEDICAL HOME SUMMIT

3:00 pm Panel Discussion of Opportunities for Synergy between Population Health/Disease Management and Patient-centered Medical Homes
Allan L. Crimm, MD, Managing Partner, Ninth Street Internal Medicine; Section Chief, General Medicine, Pennsylvania Hospital; Clinical Assistant Professor, School of Medicine, University of Pennsylvania, Philadelphia, PA
Rhonda Kotelchuck, MRP, Executive Director, Primary Care Development Corporation Foundation, New York, NY
Lance Lang, MD, Medical Director, Health Dialog, Boston, MA
Lynda McMillin, Vice President, Implementation Services and PCMH, WellCentive, LLC, Atlanta, GA
Gordon K. Norman, MD, MBA, Chief Innovation Officer, Health Improvement Division, Alere, Irvine, CA
Paul Wallace, MD, Medical Director for Health and Productivity Management Programs and Senior Advisor, The Care Management Institute and Aviva Health, The Permanente Federation, Kaiser Permanente, Oakland, CA
David B. Nash, MD, MBA, FACP, Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA (Moderator)

4:00 pm Transition Break

PLENARY SESSION OF THE TENTH POPULATION HEALTH AND DISEASE MANAGEMENT COLLOQUIUM

4:15 pm Promoting Workforce Health and Productivity
Sean Sullivan, President and Chief Executive Officer, Institute for Health and Productivity Management, Scottsdale, AZ

4:45 pm Developing a Public/Private Community Health Partnership: A Case Study
John Miller, Executive Director, MidAtlantic Business Group on Health, Greenbelt, MD

5:15 pm Health Communication and Social Networking
Jaan Sidorov, MD, MHSA, Medical Director, Medical Informatics Center of Excellence, HP Enterprise Services, Danville, PA

6:00 pm Adjournment and Joint Networking Reception
Tuesday, March 2, 2010

DAY II: POPULATION HEALTH AND DISEASE MANAGEMENT COLLOQUIUM PLENARY SESSION

7:00 am Registration and Continental Breakfast
8:00 am Introduction to the Morning Day II
JoAnne Reifsnyder, PhD, ACHPN, Assistant Professor, Program Director, Chronic Care Management, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA (Co Chair)
8:15 am Population Health Management for Medicare
Robert Stone, MBA, Executive Vice President, Healthways, Inc., Nashville, TN
8:45 am Using Technology to Coordinate Care for the Elderly
Calvin Knowlton, BSPharm, MDiv, PhD, (Invited), Chairman and CEO, Revolution Care, Moorestown, NJ
9:15 am Transition Break

POPULATION HEALTH AND DISEASE MANAGEMENT COLLOQUIUM TRACK SESSIONS

Track I: Successful Communication Strategies that Encourage Behavior Change

9:30 am Introduction
9:45 am Building Bridges within a Workforce to Successfully Develop a Chronic Care Model
Brooke Salzman, MD, Assistant Professor, Division of Geriatrics, Department of Family and Community Medicine, Jefferson Medical College, Philadelphia, PA

10:15 am Technology-enabled Models of Care Delivery
Sean Khozin, MD, MPH, Practicing Physician; Founding Member, Hello Health; Vice President, Medical Affairs, Myca Health Inc., New York, NY

10:45 am The Evolution of Web-based Member Communications at UPMC Health Plan
Michael J. Culyba, MD, Vice President, Medical Affairs, UPMC Health Plan, Pittsburgh, PA
Michael Parkinson, MD, MPH, Senior Consultant, Health and Productivity, UPMC Health Plan; Past President, American College of Preventive Medicine, Pittsburgh, PA
Bob Tavares, Vice President, Care Management, Enmi Solutions, Chicago, IL

11:15 am Using Physician-led Communication to Improve Patient Health
Ashok Rai, MD, President and Chief Executive Officer, Prevea, Greenbay, WI
Richard Hodach, MD, PhD, MPH, Chief Medical Officer, Phytel, Dallas, TX

11:45 am Motivating Employees to Develop Healthy Behaviors
Brad Wolfsen, Vice President, Safeway Strategic Initiatives, Health Initiatives and Reengineering, Safeway Health, Pleasanton, CA

12:15 pm Networking Luncheon

Track II: Using Data and Technology to Improve Quality Patient Care

9:30 am Introduction
9:45 am Automated Quality Reporting Using Electronic Health Record Data
Michael Lieberman, MD, MS, Director, Medical Quality Improvement Consortium, GE Healthcare Information Technology, Hillsboro, OR

10:15 am Screenings are Not a Product and Health Fairs Don’t Work
Chris Behling, President, Hooper Holmes Health & Wellness, Basking Ridge, NJ

10:45 am Using Patient Data to Improve Patient Care
Jeremy Coote (Invited), Chief Executive Officer, InterComponentWare, Inc. Malvern, PA

11:15 am Quality Cycle Management
Douglas Gentile, MD, MBA, Chief Medical Officer, Allscripts Healthcare Solutions, South Burlington, VT

11:45 am Making Sense of Disparate Data to Paint a Complete Picture
Paul Bleicher, MD, PhD, Chief Medical Officer, Humedica, Boston, MA

12:15 pm Networking Luncheon

JOINT PLENARY SESSION OF POPULATION HEALTH AND DISEASE MANAGEMENT COLLOQUIUM AND NATIONAL RETAIL CLINIC SUMMIT

1:00 pm Panel: How Population Health, Disease Management and Retail Clinics Relate
Vince Kuraitis, JD, MBA, Principal and Founder, Better Health Technologies, LLC; Manager, e-CareManagement Blog, Boise, ID
Peter Miller, MA, Co-Founder, President and CEO, Take Care Health SystemsSM, Conshohocken, PA
Thomas A. Rasmussen, CEO and Publisher, Athena Forum, LLC, Chronic Care Management for Case Managers, Rockville, MD
Jan Towers, PhD (Invited), Director of Health Policy, American Academy of Nurse Practitioners, Washington, DC
David B. Nash, MD, MBA, FACP, Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA (Moderator)

2:00 pm Transition Break

POPULATION HEALTH AND DISEASE MANAGEMENT COLLOQUIUM CLOSING PLENARY SESSION

2:15 pm Population Health — Innovation, Strategy and Practice: Roundtable Discussion
Alan Lyles, ScD, MPH, RPh, Professor, Public, Private and Non-Profit Partnerships, University of Baltimore, Bel Air, MD
JoAnne Reifsnyder, PhD, ACHPN, Assistant Professor, Program Director, Chronic Care Management, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA
Jaan Sidorov, MD, MHSA, Medical Director, Medical Informatics Center of Excellence, HP Enterprise Services, Danville, PA
Matthew Stiefel, MPA, Senior Director, Department of Care and Service Quality, Kaiser Permanente; Fellow, Institute for Healthcare Improvement, Oakland, CA
Tracey Moorhead, President and Chief Executive Officer, DMAA: The Care Continuum Alliance, Washington, DC (Moderator)

7
AGENDA AT A GLANCE

POPULATION HEALTH & DISEASE MANAGEMENT COLLOQUIUM
SUNDAY FEBRUARY 28, 2010

1 pm – 5:30 pm Preconference
5:30 pm – 8:30 pm Health Policy Dinner (optional)

MONDAY MARCH 1, 2010

8 am – 12 pm Opening Plenary Session
• 8:00 am Welcome and Introduction to Day I
• 8:30 am The Importance of Care Coordination to Population Health
• 9:00 am Transitions of Care
• 9:30 am Managing and Maintaining Health Information
• 10:00 am Break
• 10:30 am Coordinating Care to Improve Health Care Outcomes and Defray Costs
• 11:00 am Prevention and Wellness Savings
• 11:30 am The Role of Data in Population Health Research

12 pm – 1 pm Networking Luncheon
1 pm – 2:45 pm Joint Plenary Session
• 1:00 pm Welcome and Introduction
• 1:15 pm Overview of Health System Change
• 1:45 pm Initiatives to Bend the Health Care Cost Curve
• 2:15 pm Comparative Effectiveness Update
• 2:45 pm Transition Break

3 pm – 4 pm Joint PH/DM and Medical Home Plenary Session
• 3:00 pm Panel Discussion of Opportunities for Synergy between PH/DM & Medical Homes
• 4:00 pm Transition Break

4:15 pm – 6 pm Plenary Session
• 4:15 pm Promoting Workforce Health and Productivity
• 4:45 pm Developing a Public/Private Community Health Partnership: A Case Study
• 5:15 pm Health Communication and Social Networking
• 6:00 pm Adjournment

6 pm Joint Networking Reception

TUESDAY MARCH 2, 2010

8 am – 9:15 am Plenary Session
• 8:00 am Introduction to the Morning Day II
• 8:15 am Population Health Management for Medicare
• 8:45 am Using Technology to Coordinate Care for the Elderly
• 9:15 am Transition Break

9:30 am – 12:15 pm Track Sessions
• Track I: Successful Communication Strategies that Encourage Behavior Change
• Track II: Using Data and Technology to Improve Quality Patient Care

12:15 pm – 1 pm Networking Lunch
1 pm – 2 pm Joint PH/DM and Retail Clinic Plenary Session
• 1:00 pm Panel: How Population Health, Disease Management and Retail Clinics Relate
• 2:00 pm Transition Break

2:15 pm – 4:15 pm Closing Plenary Session
• 2:15 pm Population Health — Innovation, Strategy and Practice: Roundtable Discussion
• 3:15 pm CEO Roundtable

4:15 pm Adjournment

3:15 pm Health Care Leaders Roundtable
Matias Klein, Vice President, General Manager, Portico Systems, Inc., Blue Bell, PA
Emad Rizk, MD (Invited), President, McKesson Health Solutions, Broomfield, CO
Calvin Schmidt (Invited), President, Wellness & Prevention, Inc., a Johnson & Johnson company, Fort Washington, PA
Paul T. Sheils (Invited), Chief Executive Officer, DocSite, Raleigh, NC
David Wennberg, MD, MPH, Chief Science Officer, Health Dialog, Boston, MA
David B. Nash, MD, MBA, FACP, Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA (Moderator)

4:15 pm Adjournment
NATIONAL RETAIL CLINIC SUMMIT

SUNDAY FEBRUARY 28, 2010

5:30 pm – 8:30 pm Health Policy Dinner (optional)

MONDAY MARCH 1, 2010

8 am – 12 pm Opening Plenary Session
• 8:00 am Welcome and Overview
• 8:15 am Keynote - Pennsylvania Gov. Ed Rendell (Invited)
• 8:45 am The Current State of the Medical Home
• 9:15 am Medical Homes in the Safety Net
• 9:45 am Assuring an Adequate Physician and Nursing Workforce
• 10:15 am Break
• 10:45 am The MedPoint Express Experience
• 11:15 am HCA Healthcare and Convenience Medicine
• Noon Adjournment

Lunch on Your Own

1 pm – 2:45 pm Joint Plenary Session
• 1:00 pm Welcome and Introduction
• 1:15 pm Overview of Health System Change
• 1:45 pm Initiatives to Bend the Health Care Cost Curve
• 2:15 pm Comparative Effectiveness Update
• 2:45 pm Transition Break

3 pm – 4 pm Joint PH/DM and Medical Home Plenary Session
• 3:00 pm Panel Discussion of Opportunities for Synergy between PH/DM & Medical Homes
• 4:00 pm Transition Break

4:15 pm – 6 pm Plenary Session
• 4:15 pm Welcome
• 4:30 pm What Will the Patient-centered Medical Home Look Like in 2014?
• 5:00 pm Clinician Roundtable on the Patient-Centered Medical Home
• 6:00 pm Adjournment

6 pm Joint Networking Reception

TUESDAY MARCH 2, 2010

8 am – 9 am Joint Medical Home and Retail Clinic Plenary Session
• 8:00 am 21st Century Primary Care – New Roles and Relationships
• 9:00 am Transition Break

9:15 am – 12 pm Plenary Session
• 9:15 am Welcome and Introduction
• 9:30 am The CMS APC and Related Medical Home Initiatives
• 10:00 am Training Physicians for 21st Century Primary Care
• 10:30 am The Need for Accurate Data
• 11:00 am Opportunities for Medication Management in the PCMH
• 11:30 am Current and Future Medical Home Legal Issues

12 pm – 1 pm Networking Lunch

1 pm - 4:45 pm Track Sessions
• Track A: Medicaid and Special Population Models
• Track B: Medicare and Commercial Health Plan Models

4:45 pm Adjournment

4:15 pm Adjournment

NATIONAL MEDICAL HOME SUMMIT

SUNDAY FEBRUARY 28, 2010

1 pm – 5 pm Preconference Boot Camp

5:30 pm – 8:30 pm Health Policy Dinner (optional)

MONDAY MARCH 1, 2010

12 pm – 1 pm Networking Luncheon

1 pm – 2:45 pm Joint Plenary Session
• 1:00 pm Welcome and Introduction
• 1:15 pm Overview of Health System Change
• 1:45 pm Initiatives to Bend the Health Care Cost Curve
• 2:15 pm Comparative Effectiveness Update
• 2:45 pm Transition Break

3 pm – 4 pm Joint PH/DM and Medical Home Plenary Session
• 3:00 pm Panel Discussion of Opportunities for Synergy between PH/DM & Medical Homes
• 4:00 pm Transition Break

6 pm Joint Networking Reception

TUESDAY MARCH 2, 2010

8 am – 9 am Joint Medical Home and Retail Clinic Plenary Session
• 8:00 am 21st Century Primary Care – New Roles and Relationships
• 9:00 am Transition Break

9:15 am – 12 pm Plenary Session
• 9:15 am Welcome and Introduction
• 9:30 am The CMS APC and Related Medical Home Initiatives
• 10:00 am Training Physicians for 21st Century Primary Care
• 10:30 am The Need for Accurate Data
• 11:00 am Opportunities for Medication Management in the PCMH
• 11:30 am Current and Future Medical Home Legal Issues

12 pm – 1 pm Networking Lunch

1 pm - 4:45 pm Track Sessions
• Track A: Medicaid and Special Population Models
• Track B: Medicare and Commercial Health Plan Models

4:45 pm Adjournment

4:15 pm Adjournment
REGARDING INTERNET REGISTRATIONS
1. Individuals or groups may register for Internet access. 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.
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 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 alternative media (Video iPod™, CD-ROM and 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 start of next month so long as registration period has not lapsed and subject to same capacity cap.

REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS
1. For onsite group registrations, full registration and credit card information 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; please call the Conference Office at 800-503-7439 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 Health Care Conference Administrators LLC. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A $20 fee will be charged on any returned checks.

PAYMENT OPTIONS
Registration may be made online or via mail, fax or scan.
You may register online at www.DMConferences.com.
Alternatively, you may use our printed registration form, enclose payment and return it to the Colloquium registrar at 3291 West Wilson Road, Pahrump, NV 89048, or fax the completed form to 760-418-8084 or scan 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 Health Care Conference Administrators 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.

THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

REGARDING INTERNET REGISTRATIONS
1. Individuals or groups may register for Internet access. 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.
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 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 alternative media (Video iPod™, CD-ROM and 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 start of next month so long as registration period has not lapsed and subject to same capacity cap.

REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS
1. For onsite group registrations, full registration and credit card information 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; please call the Conference Office at 800-503-7439 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 Health Care Conference Administrators LLC. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A $20 fee will be charged on any returned checks.

PAYMENT OPTIONS
Registration may be made online or via mail, fax or scan.
You may register online at www.DMConferences.com.
Alternatively, you may use our printed registration form, enclose payment and return it to the Colloquium registrar at 3291 West Wilson Road, Pahrump, NV 89048, or fax the completed form to 760-418-8084 or scan 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 Health Care Conference Administrators 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)
The Colloquium does not offer CEUs; however, on-site attendees may request a Certificate of Attendance which they can present to their specific continuing education provider.

INTELLECTUAL PROPERTY POLICY
Unauthorized sharing of Colloquium content via Internet access through the sharing of user names and passwords or via alternative media (30GB Video iPod™, CD-ROM and 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 Summit 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 half 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.

GENERAL TERMS AND CONDITIONS
The Colloquium program is subject to change. An executed registration form constitutes binding agreement between the parties.

FOR FURTHER INFORMATION
Call 800-503-7439, send e-mail to registration@hcconferences.com, or visit our website at www.DMConferences.com.

Hotel Accommodations
Special rates of $199.00 single/double per night (plus tax) have been arranged. Please make reservations for the Marriott Philadelphia Downtown by calling 800-266-9432 or 506-474-2009, and mention "Population Health & Disease Management" to receive the reduced rate.
Please go to the travel tab at www.DMConferences.com for information on how to book your hotel room online.
Reservations will be accepted until Friday, February 12, 2010. After this date, reservations will be accepted on a space-available basis at the prevailing rate.
Philadelphia Marriott Downtown • 1201 Market Street • Philadelphia PA 19107
Hotel Information: 215-625-6662
Reservations: 800-266-9432 or 506-474-2009
ONLINE CONFERENCE ATTENDANCE

All online registrants are automatically registered for ALL Colloquium events — the preconference and the conference. This does not include the Sunday evening banquet.

Online conference registration includes the live Internet feed from the Colloquium, plus six months of continued archived Internet access, available 24/7.

INDIVIDUAL REGISTRATION:
Includes preconference and full conference:
- Through Friday, December 18, 2009 $ 795
- Through Friday, January 22, 2010 $ 995
- After Friday, January 22, 2010 $1,195

GROUP REGISTRATION:
Group registration offers the substantial volume discounts set forth below.

All group registrants are enrolled in the preconference and conference.

Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track conference participation to employees.

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

See INTELLECTUAL PROPERTY POLICY policy, page 10.

PAYMENT

TOTAL FOR ALL OPTIONS, ONSITE OR ONLINE:

Please enclose payment with your registration and return it to the Registrar at The Population Health and Disease Management Colloquium, 3291 West Wilson Road, Pahrump, NV 89048, or fax your credit card payment to 760-418-8084.

You may also register online at www.DMConferences.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 Health Care Conference Administrators LLC.

TOTAL $
The Population Health & Disease Management Colloquium

Publications Printing Department
41651 Corporate Way
Palm Desert, CA 92260
(Address for Return Mail Only)

The Tenth Population Health & Disease Management Colloquium

The Leading Forum on Innovations in Population Health, Chronic Care and Disease Management

February 28 – March 2, 2010
Philadelphia, PA