

THE THIRTEENTH

# Population Health & Care Coordination Colloquium

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**March 13 – 15, 2013**

**Philadelphia** Philadelphia Marriott Downtown



**COLLOQUIUM CO CHAIRS:**

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



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

FEATURING:

- Authors & Experts — The Tuesday Night Book Club
- Population Health Certificate Program
- Preconference on Super-Utilizer and Hot Spotting
- Joint Opening Plenary Session with Medical Home Summit
- Jeffrey Brenner, MD Keynote Address
- Susan Dentzer on Health Reform in the Second Term
- Mini Summit 1: Closing the Gaps in Care Delivery
- Mini Summit 2: The Next Generation of Well-Being Improvement
- Operationalizing Population Health: Connecting the Data
- Operationalizing Population Health: Connecting Patients
- Closing Health Leaders Panel: What Does the Future Hold?
- And Much More: Over 30 Sessions Featuring 50 Plus National Experts

MEDIA PARTNERS:

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**The Leading Forum  
on Innovations in  
Population Health  
& Care Coordination**

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A Hybrid  
Conference,  
Internet Event  
& Training  
Program

See page 2

**Co-located with  
the Fifth National  
Medical Home  
Summit**

With the re-election of President Obama, the path has been cleared for the full implementation of health reform, putting population-based medicine and wellness and prevention at the forefront of health care. Patient-centered care is here to stay!

Access, Affordability and Quality. These 3 key concepts are at the heart of the Affordable Care Act and The Thirteenth Population Health Colloquium. The Colloquium will build on its tradition of providing forward thinking, meaningful continuing education for health care professionals to help prepare them to find solutions to the myriad challenges we face in health care today. These challenges include: finding patient-centered solutions to managing chronic conditions; educating health care leaders about systems approaches to improve health care; teaching patients to make better decisions regarding the health care services they require; making health information personal, accessible and useful while retaining individual privacy; and finding new ways to motivate Americans to adopt a healthier lifestyle.

Our focus on health promotion, wellness and prevention strategies as the way to improve the quality of life for citizens is at the heart of population health, and will bolster efforts to prevent illness and help to mitigate or better manage chronic conditions (diabetes, asthma, heart disease, cancer) that do arise.

We are encouraged by the current focus on innovation. Innovation along with new collaborative relationships among the spectrum of stakeholders has the potential to transform the delivery of health care. Employers, payers, purchasers, clinicians and academia are working closely toward the common goal of implementing meaningful changes that will improve the health of the population.

The Colloquium, with its innovative sessions and prominent faculty, will address these issues and showcase the current initiatives, products and programs being implemented around the country and abroad. We are pleased to once again co-locate our event with the Medical Home Summit, to bring together a diverse group of individuals who share the goal – and responsibility – of transforming the health care system.

We hope you will join us for this exciting program!

Population health is a key component in establishing better health care for our country. This conference will showcase new initiatives related to wellness and prevention, access to care, transparency and advances in technology. 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*



### Special Benefit for Population Health Certificate Holders:

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

## WHO SHOULD ATTEND:

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

## ISSUES ADDRESSED

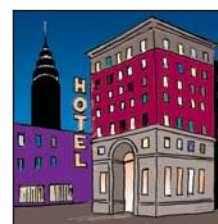
- Key issues regarding health care reform and the need for preventive medicine
- Why fixing the health care system is a national priority
- The role the economic environment plays in transforming the health care system
- National health promotion and disease prevention initiatives
- The complexity of managing chronic conditions
- Exploring models of care delivery within the current system and beyond
- Retail medicine and its role in population health
- Managing chronic illness in special populations
- The importance of educating current and future leaders in quality and safety initiatives
- Consumers' growing role in managing disease prevention and wellness
- The implementation of EHR's and how physicians are being incentivized
- Technology's growing role in wellness and prevention
- Innovative approaches to health care delivery
- Recognizing the role inter-professional collaborations play in health care

## PARTICIPATION OPTIONS

### TRADITIONAL ONSITE ATTENDANCE

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

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



Onsite

### LIVE AND ARCHIVED INTERNET ATTENDANCE

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

The archived conference includes speaker video and audio and coordinated PowerPoint presentations.

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



At your office . . .



. . . or home



## FEATURING AUTHORS & EXPERTS — THE TUESDAY NIGHT BOOK CLUB BANQUET (OPTIONAL)



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

**TUESDAY, MARCH 12, 2013**

### AUTHORS & EXPERTS — The Tuesday Night Book Club

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

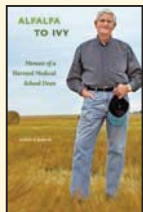
### FEATURED BOOKS AND AUTHORS INCLUDE:



#### **TWELVE PATIENTS: LIFE AND DEATH AT BELLEVUE HOSPITAL**



**Eric D. Manheimer, MD**, Hospital Administrator, New York University Medical Center; Clinical Professor, New York University School of Medicine; Former Medical Director, Bellevue Hospital Center, New York, NY



#### **ALFALFA TO IVY: MEMOIR OF A HARVARD MEDICAL SCHOOL DEAN**



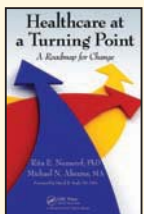
**Joseph B. Martin, MD**, Former Dean of the Faculty of Medicine, Harvard Medical School; Former Chancellor, University of California, San Francisco, Boston, MA



#### **EMPATHY IN PATIENT CARE: ANTECEDENTS, DEVELOPMENT, MEASUREMENT, AND OUTCOMES**



**Mohammadreza Hojat, PhD**, Research Professor of Psychiatry and Human Behavior, Jefferson Medical College, Philadelphia, PA



#### **HEALTHCARE AT A TURNING POINT: A ROADMAP FOR CHANGE**



**Rita E. Numerof, PhD**, Co-founder and President, Numerof & Associates, St. Louis, MO



**Michael N. Abrams, MA**, Co-founder, Vice President and Managing Partner, Numerof & Associates, St. Louis, MO



#### **#SOCIALQI: SIMPLE SOLUTIONS FOR IMPROVING YOUR HEALTHCARE**



**Brian S. McGowan, PhD**, Healthcare Technology Consultant, Blue Bell, PA



#### **DEADLY RHYTHM**



**Peter Kowey, MD, FACC**, Chief, Division of Cardiovascular Diseases, Lankenau Hospital, Main Line Health System; Professor of Medicine and Clinical Pharmacology, Jefferson Medical College, Thomas Jefferson University, Philadelphia, PA

SPONSORED BY:



Jefferson Medical and Health Science Bookstore

## WEDNESDAY, MARCH 13, 2013

**7:00 AM Registration Opens**

### **PRECONFERENCE I: EXECUTIVE BRIEFING — IMPLEMENTING POPULATION HEALTH FOR HEALTH REFORM**

(Registration optional: Fulfills Preconference Requirement for Population Health Certificate Program)

**8:00 AM Preconference Commences**

This interactive session is designed for professionals working in various aspects of health care who wish to improve their knowledge and understanding of the components of population health as it relates to health reform, and its application in real-world settings.

Quality improvement, care coordination, and prevention and wellness are among the key cornerstones of the health reform legislation. Reforming health care requires rethinking the way chronic illness is managed. It requires us to break out of our provider-centric and disease-focused silos to take a whole-person approach to care management.

The preparatory readings and preconference workshop session will provide participants with an overview of population health and health reform - including the principles of care coordination, changing models of care for chronic illness prevention and chronic care management; and the value of patient engagement.

**Drew Harris, DPM, MPH**, Director, Health Policy, Jefferson School of Population Health, Philadelphia, PA

**Dwight McNeill, PhD, MPH**, President, WayPoint Health; Adjunct Professor, Suffolk University Sawyer Business School, Little Compton, RI

**Bonnie Zell, MD, MPH**, Principal, Zell Community Health Strategies, LLC, San Francisco, CA

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

**12:00 PM Preconference Adjournment**

### **PRECONFERENCE II: SUPER-UTILIZER AND HOT SPOTTING FOR CLINICAL LEADERS**

(Registration optional: Fulfills Preconference Requirement for Population Health Certificate Program)

**8:00 AM Preconference Commences**

A 2011 New Yorker article by Dr. Atul Gawande ("Hot Spotters: Can We Lower Medical Costs by Giving the Neediest Patients Better Care?") has popularized the terms "hot spotting" and "super utilizer" throughout the medical community. This special preconference session is designed for clinicians interested in learning more about these concepts; those starting a new project; and seasoned veterans with experience building projects for this population.

This session will discuss the following topics: using data to plan projects and galvanize stakeholders; finding, screening, and triaging patients appropriate for an intervention; hiring, training, and supervising staff; building and scaling projects; and engaging community-wide partners.

This program is designed to connect clinical leaders who are developing a new field within medicine that focuses on a special population with complex medical and social needs. Leading a super-utilizer project requires a unique mix of skills: administrative, data analysis, leadership, and clinical and a supportive network of like-minded colleagues.

**Jeffrey Brenner, MD**, Medical Director, Urban Health Institute at Cooper University Health Care; Executive Director, Camden Coalition of Healthcare Providers, Camden, NJ (Preconference Chair)

**12:00 PM Preconference Adjournment**

### **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 your strategic positioning as an industry leader. For more information call 206-673-4815 or email [exhibits@hconferences.com](mailto:exhibits@hconferences.com).

## WEDNESDAY, MARCH 13, 2013

### DAY I POPULATION HEALTH COLLOQUIUM — OPENING JOINT PLENARY SESSION WITH THE FIFTH MEDICAL HOME SUMMIT

#### 1:00 pm Welcome, Overview, and Expectations



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



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

#### 1:30 pm Innovation in the Private Sector — Achieving the Triple Aim in the Medical Home, ACO, and Beyond



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

#### 2:00 pm Innovation in the Public Sector — Managing High Risk Patients in a Multi-Payer ACO Model



**Jeffrey Brenner, MD**, Medical Director, Urban Health Institute at Cooper University Health Care; Executive Director, Camden Coalition of Healthcare Providers, Camden, NJ

#### 2:45 pm Putting Patients at the Center of Care — Lessons from Thirty Years of Planetree



**Susan Frampton, PhD**, President of Planetree, Inc., Derby, CT

#### 3:15 pm Networking Break in the Exhibit Hall

#### 3:45 pm Building a Population Health Program within a Medical Home



**John J. Walker, MD, CPE**, Chief Medical Officer, Cornerstone Healthcare, High Point, NC

#### 4:15 pm Connecting Financial Health to Well-Being



**Jim Pope**, Senior Vice President Science and Value Chief Science Officer, Healthways, Franklin, TN



**Dan Witters**, Principal, Research Lead, Consulting Practice, Gallup, Omaha, NE



**Janet Calhoun**, Senior Vice President Strategy Innovations and Solutions, Healthways, Franklin, TN

#### 5:00 pm Health Reform in the Second Term



**Susan Dentzer**, Editor-in-Chief, Health Affairs; Health Policy Analyst, The News Hour with Jim Lehrer, Washington, DC

#### 5:30 pm Day I Adjournment and Networking Reception in Exhibit Hall

## THURSDAY, MARCH 14, 2013

#### 7:00 am Registration Open Continental Breakfast in Exhibit Hall

### DAY II MORNING: PLENARY SESSION OF THE THIRTEENTH NATIONAL POPULATION HEALTH COLLOQUIUM

#### 8:00 am Welcome and Introduction



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

#### 8:15 am At the Intersection of Healthy and Well: Accountable Care



**Jeffrey Kang, MD, MPH**, Senior Vice President, Health and Wellness Solutions, Walgreens, Deerfield, IL

#### 9:00 am The Cost of Health Care



**Michael J. Taylor**, Senior Vice President, Aon Hewitt Health and Benefits, Boston, MA

#### 9:45 am Networking Break in the Exhibit Hall

#### 10:15 am Uncovering the Secrets in Those Innocent-Looking PCMH and Population Health Savings Reports



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

#### 10:45 am Patient Engagement: Building Partnerships



**Angela Moskow**, Vice President, Chronic Disease Prevention & Wellness, Corporate Affairs, Sanofi, Bridgewater, NJ

#### 11:15 am Health Games: Employing the Power of Games to Prevent and Treat Health Issues



**Bill Ferguson, PhD**, Editor-in-Chief, Games for Health Journal, Mary Ann Liebert, Inc., Publishers, New Rochelle, NY

#### 11:45 am Networking Lunch in Exhibit Hall

### 12:45 – 2:45 pm SPONSORED MINI SUMMITS

#### Mini Summit 1: Closing the Gaps in Care Delivery: Pharmacists Partnering with Providers to Reduce Readmissions, Lower Costs and Improve Quality

Sponsored by **Walgreens**

**Bob London, MD**, National Medical Director, Walgreens, Deerfield, IL

#### Mini Summit 2: A Glimpse Ahead: The Next Generation of Well-Being Improvement

Sponsored by HEALTHWAYS

**Stuart Baker, MD**, Provider Market, President and Chief Operating Officer, Navvis/Healthways, Ballwin, MO

**Chris Cartter**, General Manager, MeYou Health, Boston, MA

**Jonathan W. Scholl**, Executive Vice President and Chief Strategy Officer, Texas Health Resources, Arlington, TX

#### 2:45 pm Break in Exhibit Hall

**3:15 pm – 5:45 pm**  
**BREAKOUT SESSIONS**

**Concurrent Session 1: Operationalizing Population Health: Connecting the Data**

<b>3:15 pm</b>	<b>Introductions</b>
<b>3:30 pm</b>	<b>What's your employees' WellScore®? Focus Resources and Incentives to Control Medical Costs, Enhance Productivity and Improve ROI</b> <i>Jon Harris-Shapiro, President, Continuan Health Solution, Peapack, NJ</i> <i>Nicole Linger, Manager, Human Resources, West Virginia University Hospitals, Morgantown, WV</i>
<b>4:15 pm</b>	<b>Data-Driven Collaborations to Improve Population Health</b> <i>John K. Cuddeback, MD, PhD, Chief Medical Informatics Officer, Anceta, Alexandria, VA</i>
<b>5:00 pm</b>	<b>Recent Developments in the Analysis of Admissions Data</b> <i>Jon Bumbaugh, Senior Director of Research, Development &amp; Analytics, Inovalon, Inc., Bowie, MD</i>
<b>5:45 pm</b>	<b>Day II Adjournment</b>

**Concurrent Session II: Operationalizing Population Health: Connecting Patients**

<b>3:15 pm</b>	<b>Introductions</b>
<b>3:30 pm</b>	<b>Patient Engagement, the New Business Imperative</b> <i>Mike O'Neill, Founder and Chief Executive Officer, Get Well Network, Bethesda, MD</i>
<b>4:15 pm</b>	<b>Leveraging the Tools of Technology with the Power of Prevention in Population Health Management</b> <i>Ron Loeppke, MD, MPH, FACOEM, FACPM, Vice Chairman, US Preventive Medicine, Inc., Jacksonville, FL</i>
<b>5:00 pm</b>	<b>Personalized Behavioral Messaging: Driving Adherence through Language</b> <i>Jamison Barnett, Vice President and Chief Technology Officer, Verilogue, Horsham, PA</i> <i>Ulla M. Connor, PhD, Chancellor's Professor, Barbara E. and Karl R. Zimmer Chair in Intercultural Communication, Director of Indiana Center for Intercultural Communication, Indiana University, School of Liberal Arts, Indianapolis, IN</i>
<b>5:45 pm</b>	<b>Day II Adjournment</b>

**Concurrent Session III: Population Health Initiatives**

<b>3:15 pm</b>	<b>Introductions</b>
<b>3:30 pm</b>	<b>Healthy Communities Initiative</b> <i>Michael Fleming (Invited), Head, Reputation Strategy and Stakeholder Engagement, GlaxoSmithKline, Philadelphia, PA</i>
<b>4:15 pm</b>	<b>Creating an Environment that Supports Healthy Behaviors</b> <i>Tamara Vehige Calise, DrPH, M.Ed., Senior Consultant, John Snow, Inc., Boston, MA</i>
<b>5:00 pm</b>	<b>Innovations in Conservative Care: Getting to the Right Provider First</b> <i>Dave Elton, DC, Senior Vice President, Clinical Programs, Optum, Golden Valley, MN</i>
<b>5:45 pm</b>	<b>Day II Adjournment</b>

**FRIDAY, MARCH 15, 2013**

**DAY III POPULATION HEALTH COLLOQUIUM — CLOSING PLENARY SESSION - INNOVATION AND THE FUTURE OF POPULATION HEALTH**

<b>7:00 am</b>	<b>Continental Breakfast in Exhibit Hall</b>
<b>8:00 am</b>	<b>Introductions</b> <i>David B. Nash, MD, MBA, Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA</i>
<b>8:15 am</b>	<b>Improving Health Outcomes with Big Data</b> <i>Ahmed Ghouri, MD, Co-Founder and Chief Medical Officer, Anvita Health, San Diego, CA</i>
<b>9:00 am</b>	<b>Innovation Across the Ecosystems: Practical Implications for Real-World Evidence</b> <i>Terry Hisey, MS, Vice Chairman, US Life Sciences Leader, Deloitte, LLP, Philadelphia, PA</i>
<b>9:45 am</b>	<b>Break</b>
<b>10:00 am</b>	<b>Providing Care in the Community: Community Health Care Workers</b> <i>Paula Stillman, MD, MBA, Vice President, Health Care Services, Temple University Health System, Philadelphia, PA</i>
<b>10:30 am</b>	<b>Behavioral Economic Interventions to Improve Health</b> <i>Kevin Volpp, MD, PhD, LDI Senior Fellow, Professor of Medicine and Health Care Management, LDI Center for Health Incentives and Behavioral Health, University of Pennsylvania, Philadelphia, PA</i>
<b>11:15 am</b>	<b>CLOSING PANEL: Health Leaders Panel — What Does the Future Hold?</b> <i>Keith Dunleavy, MD (invited), President and Chief Executive Officer, Inovalon, Bowie, MD</i> <i>Raymond Fabius, MD, CPE, FACPE, CMO, Healthcare and Science, Truven Health Analytics, Philadelphia, PA</i> <i>Neil Goldfarb, Executive Director, Greater Philadelphia Business Coalition on Health, Philadelphia, PA</i> <i>Tracey Moorhead, President and Chief Executive Officer, Care Continuum Alliance, Washington, DC</i> <i>Earl Steinberg, MD, MPP, Executive Vice President, Innovation and Dissemination and Chief, Healthcare Solutions Enterprise, Geisinger Health System, Danville, PA</i> <i>Paula Stillman, MD, MBA, Vice President Health Care Services, Temple University Health System, Philadelphia, PA</i> <i>Kevin Volpp, MD, PhD, LDI Senior Fellow, Professor of Medicine and Health Care Management, LDI Center for Health Incentives and Behavioral Health, University of Pennsylvania, Philadelphia, PA</i> <i>David B. Nash, MD, MBA, Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA (Moderator)</i>
<b>12:00 pm</b>	<b>Colloquium Adjournment</b>



## THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

### REGARDING INTERNET REGISTRATIONS

1. Individuals or groups may register for Internet access. Conference plenary sessions are broadcast in video. Conference preconference and concurrent sessions are broadcast in audio only. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be presented a series of user names and passwords to distribute to participants.
2. Each registrant will receive a user name and password for access. Registrants will be able to change their user names and passwords and manage their accounts.
3. Internet registrants will enjoy six (6) months access from date of issuance of user name and password.
4. Only one user (per user name and password) may view or access archived conference. It is not permissible to share user name and password with third parties. Should Internet registrants choose to access post conference content via Flash Drive, this individual use limitation applies. It is not permissible to share alternative media with third parties.
5. User name and password use will be monitored to assure compliance.
6. Each Internet registration is subject to a "bandwidth" or capacity use cap of 5 gb per user per month. When this capacity use cap is hit, the registration lapses. Said registration will be again made available at the start of the next month so long as the registration period has not lapsed and is subject to the same capacity cap.
7. For Webcast registrants there will be no refunds for cancellations. Please call the Conference Office at 800-503-7439 or 206-452-5203 for further information.

### REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS

1. For onsite group registrations, full registration and credit card information is required for each registrant. List all members of groups registering concurrently on fax or scanned cover sheet.
2. For onsite registrants there will be no refunds for "no-shows" or for cancellations. You may send a substitute or switch to the Webcast option. Please call the Conference Office at 800-503-7439 or 206-452-5203 for further information.

### METHOD OF PAYMENT FOR TUITION

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

### REGISTRATION OPTIONS

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

You may register through either of the following:

- Online at [www.PopulationHealthColloquium.com](http://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](mailto: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.

### CONTINUING EDUCATION UNITS (CEUs)

The Colloquium does not offer CME credits in 2013. However, onsite attendees can 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.

## HOTEL INFORMATION/RESERVATIONS

The Philadelphia Marriott Downtown is the official hotel for the Thirteenth Population Health Colloquium co-located with the Medical Home Summit. A special group-rate of \$219.00 single/double per night (plus tax) has been arranged for Colloquium attendees. Please use one of the methods below to make your reservations and obtain the group rate:

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

PHONE: Call Reservations at 877-212-5752 and ask for "Population Health at the Philadelphia Marriott Downtown".

Reservations at the group rate will be accepted while rooms are available or until the cut-off date of Friday, March 1, 2013. 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

## SPECIAL SUBSCRIPTION OFFER



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

All four publications offer 12 pages of outstanding content each month on ACOs, the patient-centered medical home, predictive modeling, and all payer all cause hospital readmissions, respectively. 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.

## SPECIAL COLLOQUIUM ATTENDEE SUBSCRIPTION OFFER

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

**SPECIAL ANNUAL SUBSCRIPTION RATE** — pay just \$295 instead of the regular \$468.

Use the Colloquium Registration Form in this brochure and complete the respective newsletter subscription information.

### CANCELLATIONS/SUBSTITUTIONS

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

### INTELLECTUAL PROPERTY POLICY

Unauthorized sharing of Colloquium content via Internet access through the sharing of user names and passwords or via alternative media (Flash Drive) through the sharing of said media is restricted by law and may subject the copyright infringer to substantial civil damages. The Colloquium aggressively pursues copyright infringers. If a registrant needs the ability to share Colloquium content within his or her organization, multiple Colloquium registrations are available at discounted rates.

The Colloquium will pay a reward for information regarding unauthorized sharing of Colloquium content. The reward will be one quarter (25%) of any recovery resulting from a copyright infringement (less legal fees and other expenses related to the recovery) up to a maximum reward payment of \$25,000. The payment will be made to the individual or individuals who in the opinion of our legal counsel first provided the factual information, which was necessary for the recovery. If you have knowledge regarding the unauthorized Colloquium content sharing, contact the Colloquium registration office.

### REGISTRATION BINDING AGREEMENT

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

### GENERAL TERMS AND CONDITIONS

Program subject to cancellation or change. If the program is cancelled the only liability of the Colloquium will be to refund the registration fee paid. The Colloquium shall have no liability regarding travel or other costs. Registration form submitted via fax, mail, email or online constitutes binding agreement between the parties.

### FOR FURTHER INFORMATION

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

## HOW TO REGISTER:

Fully complete the form on page 7 (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](http://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](mailto:registration@hcconferences.com)

# 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

☐ **TUESDAY BOOK CLUB BANQUET** (Capacity is limited) \$ 145

**PRECONFERENCES** Wednesday, March 13 (Choose one only — a precon is required for the Population Health Certificate Program) \$ 495

☐ Precon I: Executive Briefing — Implementing Population Health for Health Reform

☐ Precon II: Super-Utilizer and Hot Spotting for Clinical Leaders

**CONFERENCE – STANDARD RATE** (Does not include Preconference):

☐ Through Friday, January 4, 2013\* \$1,195

☐ Through Friday, February 8, 2013\*\* \$1,595

☐ After Friday, February 8, 2013 \$1,995

**SPECIAL PROVIDER RATE\*\*\*** (Does not include Preconference):

☐ Through Friday, January 4, 2013\* \$ 995

☐ Through Friday, February 8, 2013\*\* \$1,295

☐ After Friday, February 8, 2013 \$1,595

**SPECIAL ACADEMIC/GOVERNMENT/CLINIC RATE\*\*\*\***

(Does not include Preconference):

☐ Through Friday, January 4, 2013\* \$ 595

☐ Through Friday, February 8, 2013\*\* \$ 795

☐ After Friday, February 8, 2013 \$ 995

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

**GROUP REGISTRATION DISCOUNT** (Does not include Preconference):

Three or more registrations submitted from the same organization at the same time receive the following discounted rates for conference registration only. To qualify, all registrations must be submitted simultaneously:

☐ Through Friday, January 4, 2013\* \$ 795

☐ Through Friday, February 8, 2013\*\* \$1,095

☐ After Friday, February 8, 2013 \$1,395

## CONFERENCE ELECTRONIC MEDIA:

Onsite Attendees — Following the Summit, the video/audio and presentations are made available in the following formats. To take advantage of the discounted prices below, you must reserve media WITH your Colloquium registration:

☐ Flash Drive (\$99 + \$15 shipping) \$ 114 ☐ 6 months' access on Web \$ 99

## SPECIAL SUBSCRIPTION OFFER FOR BOTH ONSITE AND WEBCAST ATTENDEES:

You can purchase an annual subscription to *Accountable Care News*, *Medical Home News*, *Predictive Modeling News* or *Readmissions News* for only \$295 (regular rate \$468) when ordered with your conference registration.

☐ Accountable Care News \$ 295 ☐ Medical Home News \$ 295

☐ Predictive Modeling News \$ 295 ☐ Readmissions News \$ 295

## SELECT YOUR MINI-SUMMIT

(Choose one):

**Thursday, March 14 – 12:45 pm**

☐ **MINI SUMMIT I:**  
Closing the Gaps in Care Delivery ...

☐ **MINI SUMMIT II:**  
A Glimpse Ahead: The Next Generation of Well-Being Improvement

## SELECT YOUR CONCURRENT SESSION

(Choose one):

**Thursday, March 14 – 3:15 pm**

☐ **CONCURRENT I:** Operationalizing Population Health: Connecting the Data

☐ **CONCURRENT II:** Operationalizing Population Health: Connecting Patients

☐ **CONCURRENT III:** Population Health Initiatives

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

☐ Through Friday, January 4, 2013\* \$1,795

☐ Through Friday, February 8, 2013\*\* \$2,195

☐ After Friday, February 8, 2013 \$2,595

## WEBCAST CONFERENCE ATTENDANCE

All webcast registrants are automatically registered for the preconference, conference and the Certificate Program (does not include the banquet dinner).

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

**INDIVIDUAL REGISTRATION** (Includes Preconference and Full Conference):

☐ Through Friday, January 4, 2013\* \$ 795

☐ Through Friday, February 8, 2013\*\* \$1,095

☐ After Friday, February 8, 2013 \$1,395

**SPECIAL ACADEMIC/GOVERNMENT/CLINIC RATE\*\*\*\***

(Includes Preconference and Full Conference):

☐ Through Friday, January 4, 2013\* \$ 495

☐ Through Friday, February 8, 2013\*\* \$ 595

☐ After Friday, February 8, 2013 \$ 695

## GROUP REGISTRATION:

Group registration offers the substantial volume discounts set forth below.

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

Conference Access: ☐ 5 or more \$595 each ☐ 20 or more \$395 each

☐ 10 or more \$495 each ☐ 40 or more \$295 each

See INTELLECTUAL PROPERTY POLICY, page 6.

## 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 (\$99 + \$15 shipping) \$ 114 (All webcast attendees automatically receive 6 months access on web.)

\* This price reflects a discount for registration and payment received through Friday, January 4, 2013.

\*\* This price reflects a discount for registration and payment received through Friday, February 8, 2013.

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

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

## PAYMENT

**Discount Code:**

## TOTAL FOR ALL OPTIONS, ONSITE OR WEBCAST:

Please enclose payment with your registration and return it to the Registrar at Population Health and Care Coordination 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](http://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 \_\_\_\_\_

## Population Health & Care Coordination Colloquium

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# Population Health & Care Coordination Colloquium

**HCCA** HEALTH CARE  
Health Care Conference Administrators, LLC

**March 13 – 15, 2013**  
**Philadelphia**

**The Leading Forum  
on Innovations in  
Population Health  
& Care Coordination**



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