

# Eighteenth Population Health Colloquium



LOEWS PHILADELPHIA HOTEL  
PHILADELPHIA, PA  
MARCH 19 – 21, 2018

The Leading Forum on Innovations  
in Population Health

ACADEMIC  
PARTNER:



**Jefferson**  
Philadelphia University +  
Thomas Jefferson University

College of  
Population  
Health

[www.PopulationHealthColloquium.com](http://www.PopulationHealthColloquium.com)

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CO-LOCATED WITH THE POPULATION HEALTH ALLIANCE ANNUAL FORUM *See page 3 for agenda.*

## FEATURING:

- 2 Preconference Symposia led by National thought leaders
- 4 Mini Summit Workshops
- 6 Concurrent Sessions Tracks
- Special Tuesday Evening Program
- Exhibit Hall featuring new and exciting solutions, products and services
- Announcement of the Winner of the 2018 Hearst Health Prize for Excellence in Population Health



## CHAIR:

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

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

Successful population health programs require involvement from all stakeholders within healthcare, working together to improve the health of our communities.

Practicing population health has never been more important! As healthcare leaders, we understand the implications of socioeconomic disparities, and are working to transform care delivery to meet the needs of the community. We see the opportunities that will arise from new advances in technology, data analytics and precision medicine. We know that fixing our fragmented health system will help to control costs and improve the quality (and outcomes) of care. All of this is paving the way for a new healthcare system. The Colloquium will showcase the groundbreaking work of organizations who are leading health transformation through new care delivery models, creative partnerships and new data and technology innovations.

The 18<sup>th</sup> Population Health Colloquium will bring together healthcare providers, payors, pharmaceutical executives, leading technology and solutions companies, academia and government to highlight advances in population health. Leaders within the industry will share best practices, case studies, expert insights and industry trends.

The program will feature

- Announcement of the winner of the 2018 Hearst Health Prize for Excellence in Population Health
- A special dinner program — Disrupting Our Way to Better Health
- Co-located session with the Population Health Alliance
- Two Preconference sessions:
  - Using Shared Decision Making to Drive Population Health Strategy
  - Pursuing Equity: The Role of Health Care in Advancing Equity
- Six concurrent sessions focused on:
  - Leveraging Data and Technology to Provide Better Care
  - Optimizing Outcomes: Solutions for Population Health-Focused Organizations
  - Population Health in the Community
  - Designing and Implementing Population Health Programs
  - Delivering Population Health
  - Global Health Initiatives
- Multiple opportunities for networking with peers, including an opening night reception in the exhibit hall

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

### PARTICIPATION OPTIONS

#### TRADITIONAL ONSITE ATTENDANCE

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

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

#### LIVE AND ARCHIVED INTERNET ATTENDANCE

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

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

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



### WHO SHOULD ATTEND:

- Presidents/Chief Executive Officers/Chief Financial Officers/Chief Operating Officers
- Medical Directors
- Medicare/Medicaid Directors
- Pharmaceutical, Biotechnology and Medical Device Manufacturers
- Managed Care Executives (Medical Directors, Pharmacy Managers)
- Population Health Officers, Directors and Managers
- Directors and Deputy Directors, State Departments of Public Health
- CIOs, CTOs, Vice Presidents and Directors of Information Systems
- Directors and Managers of Programs in Wellness, Prevention and Chronic Disease
- Quality Assurance and Improvement Managers
- Case Managers, Social Workers and Psychologists
- Nurses and Nurse Practitioners
- Directors and Managers of Health and Wellness Plans
- Directors of Disease Management
- Physicians and Physician's Assistants
- Alternative Medicine Providers
- Pharmacists (retail, chain and convenient care)
- Industry Analysts and Consultants
- Healthcare Sales, Marketing and Development Directors and Managers
- Human and Community Resource Managers
- Innovation and Transformation Officers

### PROGRAM OBJECTIVES:

- Explore solutions to the challenges posed by changes in the health care environment
- Identify strategies for the design and implementation of population health initiatives
- Discuss successful population health management programs and share best practices
- Assess models of care to improve standardization, accountability, and reduce costs
- Examine the impact of collaboration, partnerships and innovative business models on health outcomes
- Evaluate use of new technological advances (data analytics, predictive modeling and machine learning) to improve population health management
- Explore strategies and partnerships targeting social determinants of health and health inequities
- Discuss professional development and education initiatives to meet future needs of healthcare leaders and a changing workforce
- Discuss ways in which evidence-based practices are being used to improve the health care system



## CO-LOCATED POPULATION HEALTH ALLIANCE ANNUAL FORUM

(Separate registration required)

# PHA FORUM 2018-POPULATION HEALTH MANAGEMENT: A FRAMEWORK FOR VALUE-BASED CARE, HEALTHY CONSUMERS AND HEALTH COMMUNITIES

8:00 am



### Welcome Population Health Management: A Framework for Value-Based Care, Healthy Consumers and Health Communities

**Rose Maljanian**, *Chairman and Chief Executive Officer, HealthCAWS, Inc.; Board Chair, Population Health Alliance, Hartford, CT (Moderator)*

8:15 am



### Views from Washington on the Shift to Value-based Care

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

8:45 am



### Driving Quality through Population Health Management a Multi Constituency Approach

**Peggy O'Kane**, *President and Chief Executive Officer, NCQA, Washington, DC*

9:15 am



### Perceptions on Aging and Age Stereotypes as Social Determinants of Health and Their Impact on Health and Cost

**Erwin J. Tan, MD**, *Policy, Research and International Affairs Director, AARP Thought Leadership, Health; Former Director, Senior Corps, Corporation for National and Community Service (CNCS), Washington, DC*

9:45 am

### Plenary Faculty Q&A

9:55 am

### Break

10:05 am



### Payer Population Health Strategies Across the Segment Continuum

**Sandeep Wadhwa, MD, MBA**, *Senior Vice President Government Programs, Solera Health Network; Associate Clinical Professor of Medicine, University of Colorado Health Sciences Center, Denver, CO (Moderator)*



**Trent Haywood, MD, JD** (Invited), *Chief Medical Officer Office of Clinical Affairs, Blue Cross Blue Shield Association; President, Blue Cross Blue Shield Institute, Chicago, IL*

11:00 am

### Panel Discussion—Multi-Stakeholder Approaches to Population Health Management in Provider-Led Accountable Care Arrangements



**Jaan Sidorov, MD, MHSA**, *President and Chief Executive Officer, The Care Centered Collaborative; Founder, The Population Health Blog, Harrisburg, PA (Moderator)*



**Mary Jane Konstantin**, *Operations Leader, Managed Care, Axispoint Health, Washington, DC*



**John H. Poelman, MPH**, *Executive Director, Accountable Care Learning Collaborative; Senior Director, Leavitt Partners, Salt Lake City, UT*



**Raymond Fabius, MD, CPE, FACPE**, *Co-Founder and President, HealthNEXT; Principal, AB3Health LLC, Philadelphia, PA*

11:50 am

### Closing Remarks

**Rose Maljanian**, *Chairman and Chief Executive Officer, HealthCAWS, Inc.; Board Chair, Population Health Alliance, Hartford, CT*

12:00 pm

### ADJOURNMENT

JEFFERSON COLLEGE OF POPULATION HEALTH

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EIGHTEENTH POPULATION HEALTH COLLOQUIUM  
PRECONFERENCE SYMPOSIA *(Separate registration required)*

8:00 am **PRECONFERENCE I: USING SHARED DECISION MAKING TO DRIVE POPULATION HEALTH STRATEGY**

Content Partner:  NATIONAL QUALITY FORUM

This session will discuss how shared decision making (SDM) can strengthen your population health strategy and drive outcomes. The workshop begins with a brief overview of SDM principles, followed by a panel discussion focused on key outcomes that can be achieved with successful SDM implementation, including: improved patient and provider experience, higher quality of care, and care that aligns with what matters most to patients. We'll conclude with an inspiring discussion of the key role of culture and leadership as well as a practical overview of important resources, best practices, and strategies proven to facilitate successful implementation of SDM across a range of care delivery settings.

During this half-day workshop, participants will:

- Understand the role of shared decision making in population health.
- Identify examples of health system and payer delivery models that support and facilitate shared decision making.
- Identify ways to implement shared decision making principles across systems of care.

**Camille Espinoza, MSPH, MSW**, Director, National Quality Forum, Washington, DC

**Peter Goldbach, MD**, Chief Medical Officer, Health Dialog, Boston, MA

**Erik Hess, MD**, Professor and Vice Chair for Research, Department of Emergency Medicine, University of Alabama at Birmingham, Birmingham, AL

**Alan Manning, MPA**, Executive Vice President, Planetree International, Derby, CT

**Paul Sherman, MD, MHA**, Chief Operating Officer and Medical Director, Care Delivery, Kaiser Permanente Washington, Seattle, WA

**Leigh Simmons, MD**, Physician, Internal Medicine, Partners HealthCare, Boston, MA

**Diana Stilwell, MPH**, Director of Content Services, Health Dialog, Boston, MA

**Emily Transue, MD, MHA, FACP**, Associate Medical Director, Clinical Quality and Care Transformation, Washington State Health Care Authority, Seattle, WA

12:00 pm **ADJOURNMENT**

8:00 am **PRECONFERENCE II: PURSUING EQUITY: THE ROLE OF HEALTH CARE IN ADVANCING EQUITY**

Content Partner:  Institute for Healthcare Improvement

Health care has an important role in advancing equity. This session will provide actionable ideas for improving equity by sharing share case studies and "how-to's" behind the five-pillar framework for health systems to advance equity: (1) making equity a strategic priority, (2) building the structures and processes to support equity, (3) addressing clinical care and other determinants of health that health care can influence (e.g., SES of employees), (4) addressing institutional racism and, and (5) partnering meaningfully with the community. Attendees will have the opportunity to develop next steps to take action that will advance equity in their organizations.

**David Ansell, MD, MPH**, Senior Vice President, Community Health Equity, Chicago, IL

**Kedar Mate, MD**, Chief Innovation and Education Officer, Institute for Healthcare Improvement (IHI), Assistant Professor of Medicine, Weill Cornell Medical College, Cambridge, MA

**Amy Reid, MPH**, Research Associate, Institute for Healthcare Improvement (IHI), Cambridge, MA

**Julie Kennedy Oehlert, DNP, RN**, Chief Experience Officer, Vidant Health, Greenville, NC

**Chinwe Onyekere**, Associate Administrator, Lankenau Medical Center, Main Line Health, Wynnewood, PA

12:00 pm **ADJOURNMENT**

DAY I: OPENING PLENARY SESSION

1:00 pm **Welcome and Overview**



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

1:15 pm **Keynote Presentation**



**David J. Shulkin, MD**, Secretary, US Department of Veterans Affairs, Washington, DC

2:00 pm **The Dynamics and Implications of Rural Aging—A Movement for Change**



**Donato J. Tramuto**, President and Chief Executive Officer, Tivity Health; Founder, Health eVillages, Nashville, TN



**Joseph F. Coughlin, PhD**, Founder and Director, MIT AgeLab, Massachusetts Institute of Technology, Cambridge, MA

2:45 pm **NETWORKING BREAK IN THE EXHIBIT HALL**

3:15 pm **The Health Care Revolution: Affordable, Accessible, High-Quality Health and Well-Being for America 2018**



**Hal F. Rosenbluth**, Chairman and Chief Executive Officer, New Ocean Health; Former President, Health and Wellness Division, Senior Executive Officer, Walgreen Co., Conshohocken, PA

4:00 pm **Journey to Value-Based Care — Experience and Expectations**



**Niki Ozment Buchanan, MA**, Population Health General Manager, Philips, Atlanta, GA

4:45 pm **Setting Bold Goals: Addressing Social Determinants of Health to Create More Healthy Days for Patients and Communities**



**Andrew Renda, MD, MPH**, Director, Bold Goal (Population Health) Pilots, Measurement, Insights & Communications, Office of the Chief Medical Officer, Humana, Louisville, KY

5:30 pm **Closing Remarks**

**David B. Nash, MD, MBA**, Philadelphia, PA

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

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Take advantage of this unique opportunity to expand your reach! The Colloquium is attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader. For more information call 206-673-4815 or email [exhibits@hconferences.com](mailto:exhibits@hconferences.com).

EIGHTEENTH POPULATION HEALTH COLLOQUIUM  
DAY II – MORNING PLENARY SESSION

7:00 am **Registration Opens; Breakfast in Exhibit Hall**

8:00 am **Welcome and Introduction**

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

8:15 am **Population Health in the 21st Century: Everything Old is New Again**



**Mark D. Smith, MD, MBA**, Co-Chair, Guiding Committee at Health Care Payment Learning and Action Network; Clinical Faculty, University of California, San Francisco; Attending Physician, Positive Health Program for AIDS Care, San Francisco General Hospital, San Francisco, CA

9:00 am **Hearst Health Prize Presentation and Acceptance**



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



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



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

9:30 am **NETWORKING BREAK IN EXHIBIT HALL**

10:15 am **“On the Ground” Population Health Initiatives**



**Chris Allen, MHSA, FACHE**, President and Chief Executive Officer, Detroit Wayne County Health Authority, Detroit, MI

10:45 am **Accountable Care Atlas: Mapping a Path to Value-Based Care**



**Michael Leavitt**, Founder and Chairman, Leavitt Partners; Former Secretary, US Department of Health and Human Services; Former Governor of Utah, Salt Lake City, UT

11:15 am **Healthcare Analytics Driving Transformation**



**Tommy G. Thompson**, Former Secretary, US Department of Health and Human Services; Former Governor of Wisconsin; Chairman, 4C Health Solutions, Madison, WI

11:45 am **Between Two Leaders: A View from the Top**

**David B. Nash, MD, MBA**, Philadelphia, PA (Moderator)

**Michael Leavitt**, Salt Lake City, UT

**Tommy G. Thompson**, Madison, WI

12:10 pm **NETWORKING LUNCH IN EXHIBIT HALL**

AFTERNOON MINI SUMMITS 1:00 - 3:00 pm

**Mini Summit I: ACOs at an Inflection Point: Where the Movements is Headed and Why Some Succeed While Others Don't**

Sponsored by **accenture**

Over 900 public and commercial ACOs have spread across the country but where is this movement headed in an environment of changing markets and government policy? As ACOs extend their lifespan, we find indicators of what makes some succeed and others fail. These findings are now incorporated into the Accountable Care Atlas, an initiative to collaboratively map out the competencies required in a value-based world. Accenture and providers will present on the assessment areas and insights on providers that have implemented ACOs and shared savings, what competencies have stood out and the journey along the process.

**Gerry Meklaus, MHSA**, Managing Director and Value Based Care Lead, Accenture: Insight Driven Health, West Chester, PA

**John Poelman**, Executive Director, Accountable Care Learning Collaborative; Senior Director, Leavitt Partners, Salt Lake City, UT

**Mini Summit II: Personalized Medicine, Machine Learning, and Genomics: a Clinical Approach to Employer Population Health & Wellbeing**

Sponsored by **Quest Diagnostics**

More Americans (150M) receive health benefits through an employer than any other source of coverage. Millennials, ages 18-34 now number 75.4 million, surpassing the 74.9 million Baby Boomers (ages 51-69). Generation X (ages 35-50) is projected to pass the Boomers in population by 2028.

Employers continue to confront annual increases in the cost of health benefits. High cost conditions drive 30% of employer spend yet represent 1-2% of the employed population. Employers who want to maintain an engaged, productive workforce will need implement highly targeted population health and personalized medicine strategies to drive optimal health care value.

Today's sessions will highlight Quest's approach for our own employee health program that contributed to a negative cost trend in 2017. We will also share our vision for the near term achieved through innovative partnerships that maximize the value of clinical data within population health management programs.

**Maren Fragala, PhD, CSCS.D**, Director, HealthyQuest, Quest Diagnostics, Madison, NJ

**Steven Goldberg, MD, MBA**, Chief Population Health, Quest Diagnostics; Clinician, Kentuckiana Medical Center, Louisville, KY

**Wendi Mader, MA**, Director, Marketing and Strategy, Health & Wellness, Quest Diagnostics, Denver, CO

**Stuart Sill, MS**, Senior Health Advisor, Consumer Health Strategy, IBM Watson Health, Durham, NC

**Jay Wohlgemuth, MD**, Senior Vice President and Chief Medical Officer, Research & Development, Medical and Employee Health, Quest Diagnostics, Castle Rock, CO

## Mini Summit III: Improving Patient Care and Provider Experience through Population Health Management

Sponsored by

# PHILIPS

Healthcare is an ever-changing industry, and success in population health and value-based care requires a commitment to the journey. Improving quality and reducing costs while improving patient experience requires innovative partnerships and collaborations. This session will provide an overview of the strategy and key focus items for a joint venture between two Seattle health systems. Combining data across a clinically integrated network containing multiple independent clinic providers and two major hospital systems is ambitious, but attainable through strategic partnerships and collaborative, co-creation processes. Join us as we share Eastside Health Network's transformational success into population health management.

The session will be led by Tom Zajac, an industry expert who has devoted his career to improving the business of healthcare.

**David LaMarche**, Executive Director, Eastside Health Network, Kirkland, WA

**Sara Rutherford, MPH**, Quality Program Manager, Eastside Health Network, Kirkland, WA

**Tom Zajac**, Former Chief Executive Officer, Population Health, Philips, Alpharetta, GA

## Mini Summit IV: Best in Class Collaboration Models with Pharma for Improving Population Health in Chronic Conditions

Sponsored by: Biogen and Intarcia Therapeutics, Inc.; Hosted by:



The Access Group®

This session will present models of how health systems and pharmaceutical manufacturers can work together to address chronic conditions, such as multiple sclerosis (MS) and diabetes, within the population health framework. The use of data analytics, quality metrics, care pathways, and roles of patients, providers, and payers will be explored.

Biogen and Intarcia Therapeutics, Inc. leadership will present perspectives on multiple sclerosis and diabetes, respectively. The session will conclude with a panel discussion and audience Q&A related to opportunities and challenges of this type of collaboration.

**3:00 pm AFTERNOON BREAK IN EXHIBIT HALL**

## AFTERNOON CONCURRENT SESSIONS 3:30 - 5:45 pm

### Concurrent Session I: Leveraging Data and Technology to Deliver Better Care

**3:30 pm Introductions and Overview**

**Martin A. Lupinetti, MBA**, Executive Director, HealthShare Exchange, Philadelphia, PA (Moderator)

**3:45 pm Context Matters. High Touch and High Tech Communications to Transform Healthcare**

**Thomas N. Pappas**, Chairman and Chief Executive Officer, TNP Holdings, Inc., Philadelphia, PA

**Keith Washington**, Chief Executive Officer, TVR Communications, Lake Success, NY

**4:15 pm Patient-Centered Collaboration Technology to Facilitate Holistic Population Health Management**

**Michelle McCleery, PhD, MA, MEd, MBA, RN**, Vice President and Chief Clinical Officer, PerfectServe, Knoxville, TN

**4:45 pm Data-Driven Health Care: Getting Physician Buy-In**

**Sarika Aggarwal, MD, MHMC**, Chief Medical Officer, Beth Israel Deaconess Care Organization, Westwood, MA

**5:15 pm Health Information Technology — the Population Health Engine**

**Vincenzo Scivittaro, MD, MS-MIS**, Director of Health Informatics and Population Health Solutions, IBM Watson Health, Dallas/Ft. Worth area, TX

**5:45 pm Adjournment**

## Concurrent Session II: Optimizing Outcomes: Solutions for Population Health Focused Organizations

**3:30 pm Introductions and Overview**

**3:45 pm Outcomes-Based Innovation**

**John G. Singer**, Global Head of Strategy, Innovation and Technology, Wipro Health, Brooklyn, NY

**4:15 pm The Best Kept Secret in Population Health: Engaging Your Physicians to Reduce Unwanted Clinical Variation and Save Money**

**John W. Peabody, MD, PhD**, President, QURE Health; Professor, UCSF, School of Medicine; Professor, UCLA School of Public Health, San Francisco, CA

**4:45 pm Case Studies in Excellence: How to Segment Your Population to Optimize Health Outcomes**

**Amy Nguyen Howell, MD, MBA**, Chief Medical Officer, America's Physician Groups, Los Angeles, CA

**5:15 pm Beyond Bundled Payments**

**Chris Vannello, RN**, Director of Quality, Rothman Institute, Philadelphia, PA

**5:45 pm Adjournment**

## Concurrent Session III: Population Health in the Community

**3:30 pm Introductions and Overview**

**Christopher T. Olivia, MD**, President and Chief Executive Officer, Visiting Nurse Service of New York, New York, NY (Moderator)

**3:45 pm Community-Based Care Management: VNSNY's Journey to Value-Based Care**

**Rose Madden-Baer, DNP, MHSA**, Senior Vice President, Population Health and Clinical Support Services, Visiting Nurse Service of New York; Consultant Associate Professor, Duke University; Assistant Clinical Professor, Yale University, New York, NY

**Susan Northover, MHCA**, Senior Vice President, Patient Care Services, Visiting Nurse Service of New York, New York, NY

**4:15 pm Addressing Life Expectancy Gaps in Chicago: The West Side of Total Health Collaborative**

**Darlene Oliver Hightower**, Associate Vice President, Community Engagement, Rush University Medical Center; Administrative Law Judge, Chicago Commission on Human Relations, Chicago, IL

**4:45 pm Population Health Research: Meeting the Needs of Rural and Urban Communities**

**Trina Thompson, DrPH, MPH**, Executive Director, 1889 Jefferson Center for Population Health, Research Associate Professor, Jefferson College of Population Health, Johnstown, PA

**Sharon Larson, PhD**, Executive Director, Center for Population Health Research, Lankenau Institute for Medical Research (LIMR), Wynnewood, PA

**5:15 pm How Partners in Recovery Increased Primary Care for Behavioral Health Patient Populations**

**Leannette Henagan, DBH, LCSW**, Chief Integration Officer, Partners in Recovery; Chief Executive Officer, Concierge Wellness; Clinical Director, Partners in Recovery; Adjunct Professor, Grand Canyon University, Phoenix, AZ

**Sherry Westlake**, Vice President, Sales, HealthBI, Scottsdale, AZ

**5:45 pm Adjournment**

## Concurrent Session IV: Delivering Population Health

### 3:30 pm Introductions and Overview

### 3:45 pm Innovative Ambulatory ICU Care Delivery Model—Lowering Cost and Improving Outcomes for the Most Complex Chronic Populations

**Gregory P. Foti, MD**, Executive Vice President, Innovative Medical Operations, AbsoluteCARE Incorporated, Baltimore, MD

**Alan Cohn**, Chief Executive Officer and President, AbsoluteCARE Incorporated, Singer Island, FL

### 4:15 pm New Model of Value-Based Primary Care to Medicare Patients

**Drew Crenshaw**, Senior Vice President, Population Health, Oak Street Health, Chicago, IL

### 4:45 pm Transforming Health Care

**Amir Dan Rubin**, President and Chief Executive Officer, One Medical Group, San Francisco, CA

### 5:15 pm What if Population Management was the Main Course and Not the Side Dish?

**Rushika Fernandopulle, MD, MPP**, Co-Founder and Chief Executive Officer, Iora Health; Instructor in Medicine, Massachusetts General Hospital; Faculty Member, Harvard Medical School, Boston, MA

### 5:45 pm Adjournment

## Concurrent Session V: Designing and Implementing a Population Health Initiative

### 3:30 pm Introductions and Overview

### 3:45 pm Beyond Green — Design of the Built Environment and Its Impact on Healthy Communities

**Louis A. Meilink, Jr., AIA, ACHA, ACHE**, Principal, Ballinger, Philadelphia, PA

**Erin N. Cooper, AIA, LEED AP**, Associate Principal, Ballinger, Philadelphia, PA

**Christina Grimes, AIA, LEED BD+C, EDAC**, Senior Associate, Ballinger, Philadelphia, PA

### 4:15 pm Using Human Centered Design Thinking to Create Value in Population Health

**Allison W. Suttle, MD, MBA**, Senior Vice President and Chief Medical Officer, Sanford Health, Sioux Falls, SD

### 4:45 pm Six Practical Steps for Implementing Pop Health Strategies

**Bill Barberg**, President and Founder, Insightformation, Inc. Golden Valley, MN

### 5:15 pm Faculty Q&A or speaker

### 5:45 pm Adjourn

## Concurrent Session VI: Global Health

### 3:30 PM Introductions and Overview

**Walter Ricciardi, MD, MPH, MSc**, Professor of Hygiene and Public Health, Catholic University of the Sacred Heart; President, Italian National Institute of Health, Rome, Italy (Moderator)

### 3:45 PM Addressing the Leading Cause of Maternal Mortality World-Wide

**Richard Derman, MD, MPH**, Associate Provost for Global Affairs, Thomas Jefferson University, Philadelphia, PA

### 4:15 PM Health Systems Sustainability

**Ignazio R. Marino, MD, ScD**, Senior Vice President for Strategic Affairs, Thomas Jefferson University; Professor of Surgery, Sidney Kimmel Medical College, Thomas Jefferson University, Philadelphia, PA

### 4:45 PM The Challenges of Caring for Unauthorized Pregnant Migrants

**Jack Ludmir, MD**, Senior Vice President of Physician Engagement and Integration, Associate Provost for Community and Global Initiatives, Thomas Jefferson University, Philadelphia, PA

### 5:15 PM Moderated Discussion and Faculty Q&A

### 5:45 PM Adjourn

## SPECIAL EVENING DINNER PROGRAM: DISRUPTING OUR WAY TO BETTER HEALTH

(Optional Dinner Program; Separate registration required.)

**Fee: \$120. Includes reception, dinner and presentation/discussion. Seating is limited. Register by March 9, 2018**

Making the health care system work requires an entirely new approach, one that involves all the stakeholders and makes the most of all the tools and technology available. True transformation will require us to think differently about everything: how we involve the whole community to improve health; where and how we bring services to people; and giving people the help they need to live healthier lives. These changes will require us to educate and recruit a new health care workforce with the right skills.

Join us for dinner and an evening of lively and thoughtful conversation, as David Nash poses questions to two of today's most dynamic and controversial health system leaders.

Sponsored by



### 6:15 pm Cocktail Reception

### 6:45 pm Dinner

### 7:15 pm Moderated Discussion



**Michael J. Dowling**, President and Chief Executive Officer, Northwell Health, Great Neck, NY



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



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

### 8:30 pm Adjournment

## EIGHTEENTH POPULATION HEALTH COLLOQUIUM DAY III CLOSING PLENARY SESSION

**7:00 am** Registration Opens; Breakfast in the Exhibit Hall

**8:00 am** Welcome and Introductions



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

**8:15 am** Award Ceremony: Life Time Achievement Award



**Brent James, MD**, Senior Advisor, Leavitt Partners; Former Chief Quality Officer and Executive Director, Institute for Health Care Delivery Research, Intermountain Healthcare, Salt Lake City, UT

**8:45 am** Update from Washington, DC



**Donald Rucker, MD, MS, MBA**, National Coordinator for Health Information Technology, Office of the National Coordinator for Health IT (ONC), US Department of Health and Human Services, Washington, DC

**9:30 am** NETWORKING BREAK IN EXHIBIT HALL

**10:00 am** Population Health in the Digital Era of Medicine: Measuring Real Life Outcomes



**Mikki Nasch**, Vice President, Business Development, Evidation Health, Inc., San Mateo, CA

**10:30 am**



**The Science of Scaling Improvement: The Ariadne Labs Experience**

**Evan M. Benjamin, MD, MS**, Chief Medical Officer, Ariadne Labs; Professor of Medicine, Tufts University School of Medicine, Cambridge, MA

**11:00 am**



**Don't Give Up: Overcoming Addiction**

**Darryl Eugene Strawberry Sr.**, Former Professional Baseball Player, Ordained Christian Minister and Author, St. Charles County, MO

**11:30 am**



**Population Health Leaders Panel**

**Evan M. Benjamin, MD, MS**, Chief Medical Officer, Ariadne Labs; Professor of Medicine, Tufts University School of Medicine, Cambridge, MA



**Brent James, MD**, Senior Advisor, Leavitt Partners; Former Chief Quality Officer and Executive Director, Institute for Health Care Delivery Research, Intermountain Healthcare, Salt Lake City, UT



**Mikki Nasch**, Vice President, Business Development, Evidation Health, Inc., San Mateo, CA



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



**Darryl Eugene Strawberry Sr.**, Former Professional Baseball Player, Ordained Christian Minister and Author, St. Charles County, MO

**David B. Nash, MD, MBA**, Philadelphia, PA (Moderator)

**12:15 pm**

**ADJOURNMENT**

## HOTEL INFORMATION/RESERVATIONS

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

The LOEWS Philadelphia Hotel is the official hotel for The 18th Population Health Colloquium. A special group-rate of **\$204.00 single/ \$224.00 double** per night (plus tax) has been arranged for Colloquium attendees. To make your reservation online, go to [www.PopulationHealthColloquium.com](http://www.PopulationHealthColloquium.com) and select the TRAVEL/HOTEL Tab, or call Loews Reservations Center, 888-575-6397 and request the Population Health Colloquium special group rate.

Reservations at the group rate will be accepted while rooms are available or until the cut-off date of **Wednesday, February 21, 2018**. After this date, reservations will be accepted on a space-available basis at the prevailing rate.

### LOEWS Philadelphia Hotel

1200 Market Street • Philadelphia PA 19107





### THIRTEENTH NATIONAL VALUE-BASED PAYMENT AND PAY FOR PERFORMANCE SUMMIT

MEDIA PARTNERS: *Harvard Health Policy Review, Health Affairs and Value Based Payment News*

The Leading Forum on Pay for Performance, Transparency and Value-Driven Healthcare

**February 28 – March 2, 2018 • Grand Hyatt San Francisco • [www.PFPsummit.com](http://www.PFPsummit.com)**

#### CO-CHAIRS:

**Donald H. Crane, JD**, *President and Chief Executive Officer, CAPG*  
**Jeffrey A. Rideout, MD**, *President and Chief Executive Officer, Integrated Healthcare Association*

#### KEYNOTE SPEAKERS:

**Francois de Brantes, MBA**, *Vice President and Director, Center for Value in Health Care, Altarum*  
**Kate Goodrich, MD**, *Chief Medical Officer and Director, Center for Clinical Standards and Quality, Centers for Medicare and Medicaid Services*  
**John Gorman**, *Founder and Executive Chairman, Gorman Health Group; Former Assistant to the Director, Office of Managed Care, HCFA*  
**Robert J. Margolis, MD**, *Founder, Robert and Lisa Margolis Family Foundation, Duke-Robert J. Margolis, MD, Center for Health Policy; Former Managing Partner and CEO, HealthCare Partners*  
**Barbara L. McAneny, MD, FASCO, MACP**, *Board Certified Medical Oncologist/Hematologist; Co-Founder and Managing Partner, New Mexico Oncology Hematology Consultants Ltd.; President-Elect American Medical Association*  
**Mark McClellan, MD, PhD**, *Director, Robert J. Margolis Center, Duke University; Former CMS Administrator; Former FDA Commissioner*  
**J. Mario Molina, MD**, *President, Golden Shore Medical Group; Former President and CEO, Molina Healthcare, Inc.*  
**James C. Robinson, PhD, MPH**, *Leonard D. Schaeffer Endowed Chair in Health Economics and Policy; Director, Berkeley Center for Health Technology; Division Head, Health Policy and Management, University of California, Berkeley*  
**Stephen M. Shortell, PhD, MBA, MPH**, *Blue Cross of California Distinguished Professor of Health Policy and Management, Dean Emeritus, School of Public Health, University of California, Berkeley*  
**Mark D. Smith, MD, MBA**, *Clinical Faculty, University of California, San Francisco; Attending Physician, Positive Health Program for AIDS Care, San Francisco General Hospital; Co-Chair, Guiding Committee, Health Care Payment Learning and Action Network; Founding President and CEO, California Health Care Foundation*  
**Arthur M. (Artie) Southam, MD, MBA**, *Executive Vice President, Health Plan Operations, Kaiser Permanente; Former Vice Chairman Board of Directors, CHRISTUS Health; Former President and CEO, Health Net; Former CEO, CareAmerica Health Plans*  
**Indu Subaiya, MD, MBA**, *Health 2.0 Executive Vice President, HIMSS; Former Co-Chairman and CEO, Health 2.0*

#### FEATURING A PRECONFERENCE

Redesigning Care Delivery for Success in Value-Based Payment: Steps from A-Z

#### PLENARY SESSIONS

Mark McClellan Keynote Address  
 CMS Keynote: CMS/CMMI Value-Based Care Initiatives Update  
 Payment Reform from a Nat'l Perspective: A View from the CMS/CMMI LAN  
 2018 Alternative Payment Models: Is the Glass Half Full or Half Empty?  
 The Future for Government Medicare, Medicaid and the ACA Marketplaces  
 The Role of Analytics, Big Data and Technology in Value-Based Care  
 The Role of Health Plans in Value-Based Care  
 The Challenges of Managing Risk and Clinical Quality  
 Case Studies in Health Care Delivery Innovations  
 MACRA Implementation Update  
 Medicare Advantage Update  
 Reference Pricing in Insurance Design  
 What Is Needed for Transformational Performance Improvement  
 Findings of the California Regional Health Care Cost & Quality Atlas

#### AND MINI SUMMITS

Aligning Physicians Incentives in a Value-Based World  
 Primary Care Value-Based Strategies  
 Value-Based Specialty Care  
 Advanced Strategies in MACRA APM Development  
 Provider Directory Utility  
 Standardizing Commercial ACO Performance Measurement  
 Value-Based Payment Across Business Segments  
 Case Studies in Employer-Driven Value-Based Care  
 Pay-for-Performance at Community Behavioral Health  
 Behavioral Health in an Age of Value-Based Care  
 Negotiating Capitation Contracts  
 Multi-Purchaser Collaboration to Advance Value-Based Care  
 Making the Business Case for Value-Based Care  
 Managing Benefits and Care Coordination  
 Incorporating Post-Acute Care into Value-Based Care  
 Improving Quality and Reducing Costs through Post-Acute Care  
 Advanced Strategies in Medicare Advantage/ Part D Star Ratings  
 CareMore Health System Case Study  
 Developing High Performing Networks by Reducing Low-Value Care  
 Financial Modeling of Value-Based Payment Arrangements

### TWENTY SEVENTH NATIONAL HIPAA SUMMIT

The Leading Forum on Healthcare EDI, Privacy, Breach Notification, Confidentiality, Data Security and HIPAA Compliance

MEDIA PARTNERS: *Harvard Health Policy Review and Health Affairs*

**March 27 – 29, 2018 • Hyatt Regency Crystal City, Arlington, VA • [www.HIPAAsummit.com](http://www.HIPAAsummit.com)**

#### CO-CHAIRS:

**Adam Greene, JD, MPH**, *Partner and Co-Chair, Health Information & HIPAA Practice, Davis Wright Tremaine LLP; HIPAA Summit Distinguished Service Award Winner*  
**Kirk J. Nagra, Esq.**, *Partner, Wiley Rein LLP, Editor, The Privacy Advisor, International Association of Privacy Professionals; Editorial Board, BNA Privacy & Security Law Report*  
**John C. Parmigiani**, *President, John C. Parmigiani and Associates, LLC; HIPAA Summit Distinguished Service Award Winner; Former Director of Enterprise Standards, HCFA*  
**Robert M. Tennant, MA**, *Director, HIT Policy, Medical Group Management Association*

#### KEYNOTE SPEAKERS:

**Madhusudhan Annadata**, *Director, Division of National Standards, Centers for Medicare and Medicaid Services*  
**Richard Campanelli, JD**, *Director, Health & Human Services, Lockheed Martin; Former Counselor to the Secretary, Science & Public Health, US Department of Health and Human Services*  
**Zinethia Clemmons, MBA, MHA, RHIA, PMP**, *HIPAA Compliance Audit Program Director, Office for Civil Rights, US Department of Health and Human Services*  
**Cora Han, JD**, *Senior Attorney, Division of Privacy and Identity Protection, Federal Trade Commission*  
**Iliana Peters, JD, LLM**, *Acting Deputy Director, Health Information Privacy, Office for Civil Rights, US Department of Health and Human Services*  
**Leon Rodriguez, JD**, *Partner, Seyfarth Shaw LLP; Former Director, US Citizenship and Immigration Services; Former Director, Office for Civil Rights, US Department of Health and Human Services*  
**Donald Rucker, MD, MBA**, *National Coordinator for Health Information Technology, US Department of Health and Human Services*  
**Roger Severino, JD**, *Director, Office for Civil Rights, US Department of Health and Human Services*  
**Chris Wlaschin**, *Executive Director, Information Security, and Chief Information Security Officer, US Department of Health and Human Services*

#### FEATURING SESSIONS ON

OCR Policy and Implementation Update  
 ONC Privacy and Security Policy Update  
 FTC Privacy Enforcement Update  
 42 CFR Part 2 Update, the Disorder Treatment Records Privacy Rule  
 Reflections and Lessons Learned as a Former OCR Director  
 Healthcare CPO Best Practices Roundtable  
 Healthcare CSO Best Practices Roundtable  
 Lessons Learned from OCR HIPAA Audits  
 Vendor Management – a HIPAA Perspective  
 Employer Health Plans and HIPAA  
 How a Hospital Survived the Largest Ransomware Attack in History  
 IoT and Medical Device Security  
 Asymmetric Attacks Mandate Credible Cybersecurity Program

Best Practices for Preventing Ransomware  
 Tips for Getting Clinicians to Follow Best Cybersecurity Practices  
 The Social Determinants of Health: The Next HIPAA Frontier  
 HIPAA Issues from Both Sides of Transactions  
 HIPAA and the Telephone Consumer Protection Act  
 How Privacy Monitoring Technologies Change the Ethical Standard  
 A New Consumer Health Privacy and Security Regulatory Structure  
 Worldwide Perspective on Healthcare Data Governance and Privacy  
 CMS Administrative Simplification Update  
 ACA Operating Rules Update  
 Value-based Care Financial and Clinical Data  
 Critical Electronic Transactions and Operating Rules: Physician, Hospital and Health Plan Perspectives

## THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

### REGARDING WEBCAST REGISTRATIONS

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

### REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS

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

### METHOD OF PAYMENT FOR TUITION

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

### REGISTRATION OPTIONS

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

You may register through either of the following:

- Online at [www.PopulationHealthColloquium.com](http://www.PopulationHealthColloquium.com).
- Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 12330 NE 8th Street, Suite 101, Bellevue, WA 98005-3187, or fax the completed form to 206-319-5303, or scan and email the completed form to [registration@hconferences.com](mailto:registration@hconferences.com). Checks or money orders should be made payable to Health Care Conference Administrators LLC.

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

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

### TAX DEDUCTIBILITY

Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor. Federal Tax ID: 91-1892021.

### CANCELLATIONS/SUBSTITUTIONS

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

### INTELLECTUAL PROPERTY POLICY

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

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

### TUITION SCHOLARSHIPS

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

## HOW TO REGISTER:

Fully complete the form on page 11 (one form per registrant, photocopies acceptable). Payment must accompany each registration (U.S. funds, payable to Health Care Conference Administrators, LLC).

ONLINE: Secure online registration at [www.PopulationHealthColloquium.com](http://www.PopulationHealthColloquium.com).

FAX: 206-319-5303 (include credit card information with registration)

MAIL: Conference Office, 12330 NE 8th Street, Suite 101, Bellevue, WA 98005-3187

### 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@hconferences.com](mailto:registration@hconferences.com)

## CONTINUING EDUCATION UNITS (CEUs)

### NASBA CPE CREDIT

Health Care Conference Administrators, LLC is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org). A recommended maximum of 20.00 credits based on a 50-minute hour will be granted for the entire learning activity. This program addresses topics that are of a current concern in the compliance environment. This is an update, group-live activity. For more information regarding administrative policies such as complaints or refunds, call 206-757-8053 or [petergrant@dwt.com](mailto:petergrant@dwt.com).

### POSTCONFERENCE APPLICATION FOR CREDIT

### ABQAURP

ABQAURP Diplomates who would like to utilize CE credits received from an accredited provider other than ABQAURP must complete and return this form with the required documentation and fees: [www.abqaarp.org/pdf/recert-app.pdf](http://www.abqaarp.org/pdf/recert-app.pdf). The Colloquium will issue a certificate of attendance to be submitted in conjunction with the ABQAURP form.

### CERTIFICATE OF ATTENDANCE

Onsite attendees can also request a Certificate of Attendance which they can file with appropriate entities for credit, and webcast attendees can request a Webcast Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

### REGISTRATION BINDING AGREEMENT

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

### GENERAL TERMS AND CONDITIONS

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

### FOR FURTHER INFORMATION

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

## SPECIAL SUBSCRIPTION OFFER FOR COLLOQUIUM ATTENDEES



**WITH 12 PAGES OF OUTSTANDING CONTENT EACH MONTH** — Every issue includes three in-depth feature articles, brief updates on late-breaking industry news and resources, a Thought Leader segment featuring national opinion leaders commenting on an important issue of the day, and an interview with a key figure in the field of population health.

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

**SPECIAL ANNUAL SUBSCRIPTION RATE** — pay just \$295 instead of the regular \$468. **Use the Colloquium Registration Form on page 11 and complete the newsletter subscription information.**



# POPULATION HEALTH COLLOQUIUM

**COMPLETE THE FOLLOWING. PLEASE PRINT CLEARLY:**

NAME \_\_\_\_\_  
 SIGNATURE OF REGISTRANT - REQUIRED \_\_\_\_\_  
 JOB TITLE \_\_\_\_\_  
 ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_  
 CITY/STATE/ZIP \_\_\_\_\_  
 TELEPHONE \_\_\_\_\_  
 E-MAIL \_\_\_\_\_  
 Special Needs (Dietary or Physical)

## ONSITE CONFERENCE ATTENDANCE

Onsite conference registration includes onsite attendance, professional networking, and live interaction with the faculty.

**CO-LOCATED PHA FORUM:**  \$495  \$295 PHA Members

**PRECONFERENCE** (Optional; choose one) **\$ 495**

- PRECONFERENCE I: USING SHARED DECISION MAKING TO DRIVE POPULATION HEALTH STRATEGY *Content Partner: National Quality Forum*
- PRECONFERENCE II: PURSUING EQUITY: THE ROLE OF HEALTH CARE IN ADVANCING EQUITY *Content Partner: Institute for Healthcare Improvement*

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

- Through Friday, January 26, 2018\* **\$1,195**
- Through Friday, February 23, 2018\*\* **\$1,595**
- After Friday, February 23, 2018 **\$1,995**

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

- Through Friday, January 26, 2018\* **\$ 995**
- Through Friday, February 23, 2018\*\* **\$1,295**
- After Friday, February 23, 2018 **\$1,595**

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

(Does not include Preconference):

- Through Friday, January 26, 2018\* **\$ 595**
- Through Friday, February 23, 2018\*\* **\$ 795**
- After Friday, February 23, 2018 **\$ 995**

**SPECIAL EVENING DINNER PROGRAM** (Optional; additional fee) **\$ 120**

- DISRUPTING OUR WAY TO BETTER HEALTH *Sponsored by Northwell Health*

**GROUP REGISTRATION DISCOUNT FOR CONFERENCE ONLY**

(Does not include Preconference):  
 Three or more registrations submitted from the same organization at the same time receive the following discounted rates for conference registration only. To qualify, all registrations must be submitted simultaneously:

- Through Friday, January 26, 2018\* **\$ 895**
- Through Friday, February 23, 2018\*\* **\$1,195**
- After Friday, February 23, 2018 **\$1,495**

**CONFERENCE ELECTRONIC MEDIA:**

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

- Flash Drive (\$129 + \$15 shipping) **\$144**  6 months' access on Web **\$129**

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

**SELECT YOUR MINI SUMMIT** Tuesday, March 20, 1 pm (Choose one):

- MS I: ACO's at an Inflection Point: Where the Movements is Headed and Why Some Succeed While Others Don't *Sponsored by Accenture*
- MS II: Personalized Medicine, Machine Learning, and Genomics: a Clinical Approach to Employer Population Health & Wellbeing *Sponsored by Quest Diagnostics*
- MS III: Improving Patient Care and Provider Experience through Population Health Management *Sponsored by Philips*
- MS IV: Best in Class Collaboration Models for Improving Population Health in Chronic Conditions *Sponsored by Access Group*

**SELECT YOUR CONCURRENT SESSION** Tuesday, March 20, 3:30 pm (Choose one):

- Concurrent I: Leveraging Data and Technology to Deliver Better Care
- Concurrent II: Optimizing Outcomes: Solutions for Population Health Focused Organizations
- Concurrent III: Population Health in the Community
- Concurrent IV: Delivering Population Health
- Concurrent V: Designing and Implementing a Population Health Initiative
- Concurrent VI: Global Health

## SPECIAL SUBSCRIPTION OFFERS FOR ONSITE AND WEBCAST ATTENDEES:

You can purchase an annual subscription to *Accountable Care News*, *Medical Home News*, *Population Health News*, *Predictive Modeling News* or *Readmissions News* for only \$295 (regular rate \$468), and an annual subscription to *Value Based Payment News* for only \$195 (regular rate \$295) when ordered with your conference registration.

- Accountable Care News* \$ 295  *Population Health News* \$ 295
- Medical Home News* \$ 295  *Predictive Modeling News* \$ 295
- Readmissions News* \$ 295  *Value Based Payment News* \$ 195

## WEBCAST CONFERENCE ATTENDANCE

All webcast registrants are automatically registered for the preconference and conference (does not include the optional dinner program).

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

**INDIVIDUAL REGISTRATION:**

- Through Friday, January 26, 2018\* **\$ 795**
- Through Friday, February 23, 2018\*\* **\$1,095**
- After Friday, February 23, 2018 **\$1,395**

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

- Through Friday, January 26, 2018\* **\$ 495**
- Through Friday, February 23, 2018\*\* **\$ 595**
- After Friday, February 23, 2018 **\$ 695**

**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 employee conference participation. Rates are per person.

- Conference Access:  5 or more **\$595 each**  20 or more **\$395 each**  
 10 or more **\$495 each**  40 or more **\$295 each**

See INTELLECTUAL PROPERTY POLICY, page 10.

**CONFERENCE ELECTRONIC MEDIA:**

Webcast attendees — Following the Colloquium, the video/audio and presentations are made available on a flash drive. To take advantage of the discounted price below, you must reserve media WITH your Colloquium registration:  Flash Drive (\$129 + \$15 shipping) \$144 (All webcast attendees automatically receive 6 months access on web.)

\* This price reflects a discount for registration and payment received through Friday, January 26, 2018.  
 \*\* This price reflects a discount for registration and payment received through Friday, February 23, 2018.  
 \*\*\* Provider is a hospital, long term care, home health, physician, or hospice organization or its association.  
 \*\*\*\* For the purpose of qualifying for a discounted rate: (1) "academic" shall apply to individuals who teach full time or are full time students at an academic institution (i.e., a faculty member at a medical school or hospital residency program who also sees patients is a provider, not an academic); (2) "government" shall apply to individuals who are full time employees of federal, state or local regulatory agencies (i.e., a State university health system or local public hospital is a provider, not government); and (3) "clinic" shall apply to individuals who are full time employees of a Federally Qualified Health Center or safety net clinic. This rate does not include the Preconference for onsite attendees.

**PAYMENT**

The use of a registration discount code cannot be the basis of requesting a partial refund of fees already paid.

**Discount Code:**

**TOTAL FOR ALL OPTIONS, ONSITE OR WEBCAST:**

Please enclose payment with your registration and return it to the Registrar at Population Health Colloquium, 12330 NE 8th Street, Suite 101, Bellevue, WA 98005-3187, 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**

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ACCOUNT # \_\_\_\_\_  
 EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_  
 NAME OF CARDHOLDER \_\_\_\_\_  
 SIGNATURE OF CARDHOLDER \_\_\_\_\_



## Population Health Colloquium

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A HYBRID CONFERENCE AND INTERNET EVENT

# Eighteenth Population Health Colloquium



LOEWS PHILADELPHIA HOTEL  
PHILADELPHIA, PA  
MARCH 19 – 21, 2018

The Leading Forum on Innovations in Population Health

ACADEMIC  
PARTNER:



**Jefferson**  
Philadelphia University +  
Thomas Jefferson University

College of  
Population  
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