

Nineteenth Population Health Colloquium



LOEWS PHILADELPHIA HOTEL
PHILADELPHIA, PA
MARCH 18 – 20, 2019

The Leading Forum on Innovations
in Population Health

www.PopulationHealthColloquium.com

Twitter: #PHC19

ACADEMIC
PARTNER:



Jefferson
Philadelphia University +
Thomas Jefferson University

College of
Population
Health

For Early Bird
Registration Discount
Register by Friday,
February 22, 2019

CONTINUING EDUCATION CREDITS: Accounting Professionals: Approved for up to 15.5 NASBA CPE credits.

HIGHLIGHTS:

- Awarding of the 2019 Hearst Health Prize
- Population Health Alliance Forum 2019
- Special Tuesday Night Dinner, **"Cells Are the New Cure: Advances in Precision Medicine"**
- Presentations from top industry leaders who are revolutionizing healthcare
- Networking opportunities, including an Opening Night Reception featuring Hearst Health Prize finalists
- Exhibit hall featuring new and exciting solutions, products and services



CHAIR:

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

DIAMOND GRANTOR:

PHILIPS

SILVER GRANTORS:

accenture

**CANTON &
COMPANY**

FOXTM

PHYSICAL, OCCUPATIONAL,
& SPEECH THERAPY.
FOX REHABILITATES LIVES.

GOLD GRANTOR:

Humana[®]

PCARE
BY TVR COMMUNICATIONS[®]

tivity
HEALTH

BRONZE GRANTORS:

**Davis Wright
Tremaine LLP**
DEFINING SUCCESS TOGETHER

DNAnexus[®]

MINI SUMMIT/ADDITIONAL GRANTORS:

Deloitte

**FRESENIUS
HEALTH PARTNERS**

NIC
Data • Analytics • Connections

HH HEARST HEALTH

**ROTHMAN
INSTITUTE**

welltower

CO SPONSOR:

4C
THE KENNEDY IN KENNA

**Population
Health
Alliance**

HBI solutions

**LIFECARE
HOSPITALS
of CHESTER COUNTY**

**OAK
STREET
HEALTH**

Qlik

Wellsource
POPULATION HEALTH STARTS HERE[™]

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.

- 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 healthcare system
- Explain how value-based care is transforming healthcare delivery
- Explore opportunities, challenges and impact of precision medicine and how it aligns with population health

AGENDA AT A GLANCE

MONDAY, MARCH 18

7:00 am Colloquium Registration

8:00 am **PHA FORUM 2019: CREATING VALUE THROUGH ENGAGEMENT AND SOCIAL DETERMINANT LEVERS**

PRECONFERENCE: THE FUTURE OF PRIMARY CARE

12:00 pm Adjournment

DAY I: OPENING PLENARY SESSION 1:00 pm – 5:30 pm

1:00 pm **Plenary Session**

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

3:15 pm **Plenary Session**

5:30 pm **NETWORKING RECEPTION & POSTER SESSION FEATURING 2019 HEARST HEALTH PRIZE FINALISTS**

TUESDAY, MARCH 19

7:00 am Breakfast in Exhibit Hall

DAY II: MORNING PLENARY SESSION 8:00 am – 12:00 pm

8:00 am **Plenary Session**

10:00 am **NETWORKING BREAK IN EXHIBIT HALL**

10:45 am **Plenary Session**

12:00 pm **NETWORKING LUNCH IN EXHIBIT HALL**

1:00 pm **MINI SUMMITS** Choose one:

I: How to Design, Implement, and Sustain an Orthopedic Bundle

II: Winning in Value-based Care: Market Trends and Real-world Examples of Population Health Collaborative Care Models

III: Addressing the Barriers in Patient Engagement Programs

IV: Value-based Care Programs for Patients with Complex Chronic Conditions

V: Innovative Models in Elder Care: A Population Health Perspective

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

3:30 pm **WORKSHOP TRACKS** — Select from among three Workshop Tracks OR two Concurrent Sessions —

Track I: Managing Special Populations

Track II: Advancing Value-based Care

Track III: Leveraging Technology and Accessing the Data

3:30 pm **CONCURRENT SESSIONS A**

Concurrent I: Together2Goal Campaign . . .

Concurrent II: Population Genetics: A Provider Perspective

4:45 pm **CONCURRENT SESSIONS B**

Concurrent III: Preparing 21st Century Physicians

Concurrent IV: Managing Cost through Functional Wellness for Older Adults in Senior Living

5:45 pm **ADJOURNMENT**

6:15 pm **SPECIAL EVENING DINNER PROGRAM: "CELLS ARE THE NEW CURE: ADVANCES IN PRECISION MEDICINE" at Pennsylvania Academy of the Fine Arts**

WEDNESDAY, MARCH 20

7:00 am Breakfast in the Exhibit Hall

DAY III: CLOSING PLENARY SESSION 8:00 am – 12:00 pm

8:00 am **Plenary Session**

9:35 am **NETWORKING BREAK IN EXHIBIT HALL**

10:00 am **Plenary Session**

12:00 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 Nineteenth 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 reservations online, go to **www.populationhealthcolloquium.com** and follow the instructions on the TRAVEL/HOTEL tab. You may also make your reservation through Loews Reservation Center, 888-575-6397 and request the Population Health Colloquium Group Rate when you call.

Reservations at the group rate will be accepted while rooms are available or until the cut-off date of **Wednesday, February 20, 2019**. 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



MONDAY, MARCH 18, 2019



CO-LOCATED POPULATION HEALTH ALLIANCE ANNUAL FORUM (Separate registration required)

PHA FORUM 2019: CREATING VALUE THROUGH ENGAGEMENT AND SOCIAL DETERMINANT LEVERS



8:00 am **Creating Value through Population Health Management Strategies: A Vision for the Future**

Rose Maljanian, *Chairman and Chief Executive Officer, HealthCAWS; Chairman of the Board, Population Health Alliance, Hartford, CT*



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



8:20 am **Delivering Value through Innovative Population Health Solutions in Medicare Advantage**

Congresswoman Allyson Y. Schwartz, *President and Chief Executive Officer, Better Medicare Alliance, Washington, DC*



8:50 am **Innovation Drive to Advance Population Health**

Gaurav Lal, *Executive Director, Innovative Solutions, Merck & Co, Inc., Philadelphia, PA*

9:20 am **Stretch Break**

The PHA Value Action Shop 9:30 am – 11:40 am



Sandeep Wadhwa MD, MBA, *Chief Health Officer and Senior Vice President, Market Innovation, Solera Health, Denver, CO (Moderator)*

9:30 am **Social Determinant Levers**



Mary Jane Osmick, MD, *Vice President and Medical Director, American Specialty Health; Executive Board Member, Population Health Alliance, San Diego, CA*



Brian Ebersole, *Senior Director, Springboard Health, Geisinger, Scranton, PA*

10:10 am

Provider Engagement and Community Involvement



Jaan Sidorov, MD, MHSA, FACP, *Chief Executive Officer, PA Medical Society Care Centered Collaborative, Harrisburg, PA*



Kimberlydawn Wisdom, MD, MS, *Senior Vice President, Community Health and Equity; Chief Wellness and Diversity Officer, Henry Ford Health System; Michigan's First Surgeon General, Detroit, MI*

10:50 am

Engaging Low Wage Workers and an Aging Workforce



Raymond Fabius, MD, *Co-Founder and President, HealthNext, Newtown Square, PA*

Fortune 500 Executive (Invited)

11:40 am

Closing Remarks



Rose Maljanian, *Chairman and Chief Executive Officer, HealthCAWS; Chairman of the Board, Population Health Alliance, Hartford, CT*



Sandeep Wadhwa MD, MBA, *Chief Health Officer and Senior Vice President, Market Innovation, Solera Health, Denver, CO*

12:00 pm

ADJOURNMENT

12:00 pm

PHA Luncheon and Annual Meeting *(Paid Forum Registrants only)*



Learn from a National Leader in **Population Health**

Jefferson College of Population Health is the first college of its kind, training leaders to transform care delivery and improve the health of populations.

Learn more about our 100% online graduate certificate and degree programs at

Jefferson.edu/PopulationHealth.



Jefferson
Philadelphia University +
Thomas Jefferson University



MONDAY, MARCH 18, 2019

7:00 am Registration Opens

PRECONFERENCE SESSION

8:00 am – 12:00 pm

The Future of Primary Care *(Separate Registration Required)*

New clinical care strategies and models are challenging traditional practice as we all address the National imperative to move to value-based care. This session will feature four organizations where comprehensive health care delivery is being transformed through “thinking outside of the office.” How are they doing it? What obstacles have they addressed? How do they measure success? Are they achieving the Triple (Quadruple) Aim?

We will address these and your additional questions with our panel of clinical leaders from Absolute Care, ChenMed, Oak Street Health, and One Medical.



Paul Cohen, Vice President, Strategy and Business Development, One Medical, San Francisco, CA



Alan Cohn, Chief Executive Officer, AbsoluteCARE Medical Centers and Pharmacies, Singer Island, FL



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



Gaurov Dayal, MD, President, New Markets and Chief Growth Officer, ChenMed, Fort Lauderdale, FL



Mitchell Kaminski, MD, MBA, Program Director and Associate Professor, Jefferson College of Population Health, Philadelphia, PA (Moderator)

12:00 pm ADJOURNMENT

MONDAY, MARCH 18, 2019

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 Are Alternative Payment Models Working?



Lawton R. Burns, PhD, MBA, James Joo-Jin Kim Professor; Professor of Health Care Management; Professor of Management, Wharton School, University of Pennsylvania, Philadelphia, PA



François de Brantes, MBA, Senior Vice President of Commercial Business Development, Remedy Partners, Norwalk, CT

2:00 pm Evolving Care Outside the Hospital to Meet Consumers Where They Are



Niki Buchanan, MA, PHM, General Manager, Philips PHM, Alpharetta, GA

2:45 pm NETWORKING BREAK IN THE EXHIBIT HALL

3:15 pm



Making Data the Connective Tissue throughout Your Organization

Heather Cox, Chief Digital Health and Analytics Officer, Humana, Boston, MA

3:45 pm

Collaboration and Coordination — Making it Work (Panel Discussion)

Niki Buchanan, MA, PHM, General Manager, Philips PHM, Alpharetta, GA

Heather Cox, Chief Digital Health and Analytics Officer, Humana, Boston, MA

4:15 pm



The Ochsner Accountable Care Plan

David Carmouche, MD, President, Ochsner Health Network; Senior Vice President, Community Care, Ochsner Health System; Executive Director, Ochsner Accountable Care Network, Jefferson, LA

4:45 pm



Developing Standards with Population Health Program Accreditation

Margaret E. O'Kane, Founder and President, National Committee for Quality Assurance (NCQA), Washington, DC

5:30 pm

NETWORKING RECEPTION & POSTER SESSION FEATURING THE 2019 HEARST HEALTH PRIZE FINALISTS

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.

DAY II – MORNING PLENARY SESSION

7:00 am Breakfast in Exhibit Hall

8:00 am Welcome and Introductions



David B. Nash, MD, MBA, FACP (Chair)

Billy Oglesby, PhD, MSPH, FACHE, Associate Dean, Academic and Student Affairs, Jefferson College of Population Health, Philadelphia, PA (Co-Chair)

8:10 am Health 3.0: Addressing Health Beyond Healthcare



Karen DeSalvo, MD, MPH, Professor of Population Health, Dell Medical School, The University of Texas at Austin ; Former National Coordinator for Health Information Technology, Austin, TX

9:00 am Care Guidance: Populations, Precision, and Possibilities



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

9:30 am 2019 Hearst Health Prize Presentation

Gregory Dorn, MD, MPH

David B. Nash, MD, MBA, FACP

10:00 am NETWORKING BREAK IN EXHIBIT HALL

10:45 am



Addressing Inequity in Women's Health: A Public Health and Population Health Approach

Leana Wen, MD, MPH, President, Planned Parenthood Federation of America, Baltimore, MD

11:15 am



The New Value Investing: How Private Investors are Weighing in on Healthcare's Value Movement

Ronald Kuerbitz, JD, Chief Executive Officer, Agilon Health, Wellesley Hills, MA



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



Don McDaniel, MBA, Chief Executive Officer, Canton & Company, Baltimore, MD (Moderator)

12:00 pm NETWORKING LUNCH IN EXHIBIT HALL

AFTERNOON MINI SUMMITS 1:00 pm – 3:00 pm

Mini Summit I: How to Design, Implement, and Sustain an Orthopedic Bundle

Sponsored by  **ROTHMAN INSTITUTE**

This session will discuss a collaborative approach to care that is focused on bringing doctors, hospitals and insurers together to improve quality and lower costs of care.

This session will highlight Rothman Institute's bundled care payment model which encompasses an entire episode of care – ensuring that appropriate diagnostic tests are completed, that surgery is performed in the most appropriate setting, and that all post-operative care including therapy results in an optimal outcome. As a leader in orthopedic care, Rothman Institute is committed to providing the highest quality care to patients.

Scott Bergman, MBA, Director of Business Development, Rothman Orthopaedic Institute, Philadelphia, PA

Charlie Getz, MD, Orthopedic Surgeon, Rothman Orthopaedic Institute, Philadelphia, PA

David Janiec, MBA, Director of Contracting, Rothman Orthopaedic Institute, Philadelphia, PA

Chris Vannello, RN, BSN, Director of Quality Improvement, Rothman Orthopaedic Institute, Philadelphia, PA

Mini Summit II: Winning in Value-based Care: Market Trends and Real-world Examples of Population Health Collaborative Care Models

Sponsored by **Deloitte.**

This session will explore real-world examples of new care management and population health collaborative care models to examine what's working, what isn't, and what the future may hold for improving the health of individuals and communities. To anchor this discussion, this session will dive deep into insights from Deloitte's research with US physicians, US consumers, and health system CEOs to understand attitudes and adoption related to value-based care initiatives.

Panelists to be announced

Mini Summit III: Addressing the Barriers in Patient Engagement Programs

More than ever, care teams are looking for simple and easy ways to implement programs that increase patient engagement. Time and increased burden on staff are often the biggest deterrents in addressing patient engagement needs. This session will feature up to two approaches to patient engagement, both of which were designed to be easy and simple to use for both providers and patients. These were developed for patients with chronic care conditions, and for patients with cancer. Both support efforts to improve patient engagement as part of work to achieve the Quadruple Aim. Join us for an interactive discussion to learn from these simple and easy-to-use programs developed to drive patient engagement.

Panelists to be announced

Mini Summit IV: Value-based Care Programs for Patients with Complex Chronic Conditions

Sponsored by  FRESENIUS
HEALTH PARTNERS

Value-based Care programs are gradually transforming the delivery and payment for medical care. Nowhere is this more evident and more necessary than in the treatment of patients with complex chronic conditions, for whom recent advances in technology, data analytics and care coordination capabilities offer providers the tools to significantly improve health outcomes and reduce medical costs. Unlike fee-for-service arrangements, well-designed value-based care programs for these high cost patients can generate the funding necessary to drive better health outcomes.

Though there are significant tailwinds coming from both governmental and private payors supporting value-based care programs, navigating this transformation can be very challenging. This mini-summit will use the Fresenius Health Partners' "full risk" programs for End Stage Renal Disease (ESRD) patients as a case study in how to successfully structure and operate value-based care programs for patients with complex chronic conditions. With almost 50,000 Medicare (Fee-for-Service and Medicare Advantage) and Commercial ESRD patients currently participating in FHP's "total cost of care" risk programs, representing over \$4 billion of medical spend, FHP has a 5-year track record of generating improved outcomes and cost savings.

FHP clinical and business leaders, together with physician leaders of the nephrology practices and health plans, will share their aspirations, experiences, learnings and best practices with the goal of providing strategies relevant to your organization's journey along the value-based care continuum.

Andrew Aronson, MD, FACEP, Senior Medical Director, Fresenius Health Partners, Austin, TX

Michael J. Casey, MD, North Carolina Nephrology Associates, Raleigh, NC

Rajesh Davda, MD, MBA, Medical Senior Director, National Medical Director, Network Performance Evaluation and Improvement, Cigna Healthcare, Hartford, CT

Andrew D. Howard, MD, FACP, Metropolitan Nephrology Associates; Sr. Consultant to the CMO, Fresenius Kidney Care, Alexandria, VA

Cosette Jamieson, MD, Metro Renal Associates, Consultant to Fresenius Kidney Care, Joint Venture Board Member, Washington DC

Terry Ketchersid, MD, Senior Vice President and Chief Medical Officer, Fresenius Health Partners, Austin, TX

Martin Leinwand, Senior Vice President, Business Development, Fresenius Health Partners, Waltham, MA

Mini Summit V: Innovative Models in Elder Care: A Population Health Perspective

Sponsored by  NIC
Data Analytics Connections  welltower

As our society continues to address the increased costs of healthcare and the rapid acceleration of the aging population, health systems, seniors housing, post-acute providers, physicians and the government are increasingly leveraging more innovative and integrated approaches to care. This session will feature 2 discussions on innovative models of care for seniors.

Part 1: Connectivity & Outcomes — Linking Assisted Living and Post-Acute to the Larger Delivery System

This presentation focuses on how vertical integration of care is changing the way assisted living, post-acute and other consumer driven alternative sites of care offer solutions to issues facing the health sector related to cost, outcomes and social determinants.

Mark Shaver, Senior Vice President, Strategy, Welltower Inc., Baltimore, MD (Moderator)

Panelist:

Sue Coppola, RN, CHC, Chief Clinical Officer, Sunrise Senior Living, McLean, VA

Additional panelists to be announced

Part 2: Meeting Frail Seniors Where They Live: Care Delivery Models That Improve Outcomes and Reduce Costs

This discussion will present 3 innovative models that focus on chronic disease management, provision of non-medical supports and services for activities of daily living, and addressing social isolation as ways to improve outcomes and reduce health care costs for high need, high cost seniors.

Robert Kramer, Founder and Strategic Advisor, National Investment Center for Seniors Housing & Care (NIC), Annapolis, MD (Moderator)

Panelists:

Lynne Katzmann, PhD, Founder and President, Juniper Communities, Bloomfield, NJ

Sean Kelly, President and Chief Executive Officer, The Kendal Corporation, Kennett Square, PA

Robert Schreiber, MD, Vice President and Medical Director of Program for All-Inclusive Care for the Elderly (PACE), Fallon Health, Andover, MA

3:00 pm AFTERNOON BREAK IN EXHIBIT HALL

SAVE THE DATES!

FOURTEENTH NATIONAL VALUE-BASED PAYMENT AND PAY FOR PERFORMANCE SUMMIT

February 25 – 27, 2019 • Los Angeles, CA

The Leading Forum on Innovations in Population Health & Care Coordination

COSPONSORS: APG and IHA

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

www.PFPSummit.com

TWENTY EIGHTH NATIONAL HIPAA SUMMIT

March 4 – 6, 2019 • Washington, DC

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

MEDIA PARTNERS: Harvard Health Policy Review and Health Affairs

www.HIPAAsummit.com

HYBRID CONFERENCES AND INTERNET EVENTS

HEALTH DATAPALOOZA 2019

March 26 – 28, 2019 • Washington, DC

HOSTED BY AcademyHealth

MEDIA PARTNERS: Harvard Health Policy Review and Health Affairs

www.HealthDatapalooza.org

SECOND ACO, BUNDLED PAYMENT & MACRA SUMMIT

June 17 – 19, 2019 • Washington, DC

THREE PAYMENT/DELIVERY REFORM CONFERENCES IN ONE: ACO SUMMIT X, BUNDLED PAYMENT SUMMIT IX & MACRA SUMMIT IV

With Dedicated Plenary Sessions and Tracks for Each — One Registration for All Three Events

MEDIA PARTNERS: Harvard Health Policy Review, Health Affairs, Accountable Care News, Healthcare Innovation News, Medical Home News and Population Health News

www.ACOSummit.com

www.BundledPaymentSummit.com

www.MACRASummit.com

 **GHC** HEALTH CARE
Global Health Care, LLC

WORKSHOP TRACKS 3:30 pm – 5:45 pm

(The Colloquium is offering one Workshop Track OR two Concurrent Sessions between 3:30 pm and 5:45 pm. When registering, please select EITHER one Workshop Track or two Concurrent Sessions.)

Workshop Track I: Managing Special Populations

3:30 pm Introductions and Overview

3:45 pm Evidence-based Behavioral Health for High-risk Adults at Oak Street Health: An Integrated, Technology-enabled Model

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

Katherine Suberlak, Vice President, Population Health, Oak Street Health, Chicago, IL

4:15 pm Addressing the Needs of People with Intellectual Disabilities: A Population Health Management Approach

Tine Hansen-Turton, MGA, JD, FCPP, FAAN, President and Chief Executive Officer, Woods Services, Inc., Langhorne, PA

Alexis Skoufalos, EdD, Associate Dean, Strategic Development, Jefferson College of Population Health, Philadelphia, PA

4:45 pm Open

5:15 pm Panel Discussion

5:45 pm ADJOURNMENT

Workshop Track II: Advancing Value-based Care

3:30 pm Introductions and Overview

3:45 pm Lessons Learned from an Enterprise-wide Telehealth Program

Judd E. Hollander, MD, SVP for Healthcare Delivery Innovation, Thomas Jefferson University; Associate Dean for Strategic Health Initiatives, Sidney Kimmel Medical College; Professor and Vice Chair of Finance & Healthcare Enterprises, Department of Emergency Medicine, Thomas Jefferson University, Philadelphia, PA

4:15 pm Operationalizing Transformation in Physician Practice: Introducing “The Protocol Machine”

Mark Angelo, MD, MHA, FACP, Medical Director, Population Health, Cooper University Health Care, Camden, NJ

Adrienne Elberfeld, MS, PMP, CPHQ, Senior Vice President, Quality and Operational Excellence, Cooper University Health Care, Camden, NJ

4:45 pm Developing and Delivering Population Health Programs to a Complex Population

Susan L. Freeman, MD, MS, President and Chief Executive Officer, Temple Center for Population Health; Chief Medical Officer, Temple University Health System, Philadelphia, PA

Erik Johnson, MBA, Vice President, Advisory Services for Value Based Care, Optum, Washington, DC

5:15 pm Case Study: A High-touch Approach to Coordinating Care Across the Risk Continuum

Ken Goldblum, MD, FACP, Chief Medical Officer, Tandigm Health, Conshohocken, PA

5:45 pm ADJOURNMENT

Workshop Track III: Leveraging Technology and Accessing the Data

3:30 pm Introductions and Overview

3:45 pm Using Predictive Data for Population Health Success

Brittany Carter, DHSc, MPH, Director of Health and Research, Wellsource, Portland, OR

4:15 pm Using Predictive Risk Solutions to Structure Population Care Programs

Gray Ellrodt, MD, Chief Medical Officer, Berkshire Medical Center, Pittsfield, MA

4:45 pm Health Information Exchange: The Foundation for a Population Health Portal

Pamela E. Clarke, MSW, Senior Director of Member Services and Chief Policy Officer, Healthshare Exchange, Philadelphia, PA

5:15 pm AEye: Big Data Challenges and Opportunities

Anthony Vipin Das, FRCS, MD, Associate Director and Consultant Ophthalmologist, L V Prasad Eye Institute, Hyderabad, Telangana, India

5:45 pm ADJOURNMENT

(The Colloquium is offering one Workshop Track OR two Concurrent Sessions between 3:30 pm and 5:45 pm. When registering, please select EITHER one Workshop Track or two Concurrent Sessions.)

CONCURRENT SESSIONS A 3:30 pm – 4:30 pm

Concurrent Session I: Together2Goal Campaign: Population Health Lessons from AMGA Medical Groups and Integrated Delivery Networks Improving Care Delivery for Patients with Type 2 Diabetes

Jonathan P. Brady, PharmD, Assistant Director, Ambulatory Clinical Pharmacy Programs, Enterprise Pharmacy, Geisinger Health, Scranton, PA

Francis R. Colangelo, MD, MS-HQS, FACP, Vice President of PMA Board of Directors and Chief Quality Officer, Premier Medical Associates, Monroeville, PA

John Cuddeback, MD, PhD, Chief Medical Informatics Officer, AMGA (American Medical Group Association), Alexandria, VA

John W. Kennedy, MD, Chief Medical Officer, AMGA; President, AMGA Foundation, Alexandria, VA

Concurrent Session II: Population Genetics: A Provider Perspective

B. Kirk Sudheimer, MBA, General Manager, Global Sales, DNAnexus, Wake Forest, NC

4:30 pm ADJOURNMENT

CONCURRENT SESSIONS B 4:45 pm – 5:45 pm

Concurrent Session III: Preparing 21st Century Physicians

Paul Chung, MD, MS, Chair, Health Systems Science, Kaiser Permanente School of Medicine, Pasadena, CA

Steven J. Scheinman, MD, President and Dean, Geisinger Commonwealth School of Medicine; Executive Vice President and Chief Academic Officer, Geisinger, Scranton, PA

Stephen J. Spann, MD, MBA, Founding Dean, College of Medicine; Vice-President for Medical Affairs, University of Houston, Houston, TX

Billy Oglesby, PhD, MSPH, FACHE, Associate Dean, Academic and Student Affairs, Jefferson College of Population Health, Philadelphia, PA (Moderator)

Concurrent Session IV: Managing Cost through Functional Wellness for Older Adults in Senior Living

Speaker information to come — please check our website for updates.

5:45 pm ADJOURNMENT

SPECIAL EVENING DINNER PROGRAM: "CELLS ARE THE NEW CURE: ADVANCES IN PRECISION MEDICINE"

(Optional Dinner Program; Separate Registration Required)

Fee: \$120. Includes reception, dinner and presentation/discussion.

Seating is limited.

Register by March 12, 2019

6:15 pm Cocktail reception

6:45 pm Dinner

7:15 pm Panel Discussion

8:30 pm Adjournment

Join us for a world class reception and dinner program. Based on an international gathering at the Vatican, the program will focus on innovations in science, technology and medicine. Learn how advances in precision medicine are providing pathways to cures using human cells. Dr. Nash will moderate a discussion featuring award-winning journalists, physicians, patients and their advocates.

The dinner will be held at the Pennsylvania Academy of Fine Arts, home to the iconic *Gross Clinic* painting by Thomas Eakins, considered one of the 19th Century's greatest works of art. The painting shows famed surgeon Dr. Samuel Gross of Jefferson Medical College performing surgery to remove dead tissue. Revolutionary in its time, this procedure helped physicians understand how the body worked to heal itself.

Now, using live cells and 144 years later, we are once again exploring ways a body can heal itself! Join us as we discuss modern day advances to medicine and how precision medicine is emerging as the new revolutionary and groundbreaking treatment of the 21st century!



Richard M. Cohen, Journalist,
News Producer, New York, NY



"Dr. Max" Gomez, PhD, Emmy
Award Winning Medical Correspondent,
Philadelphia, PA



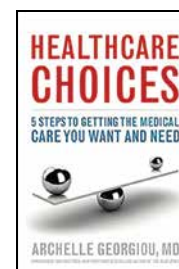
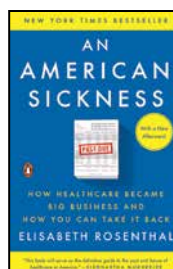
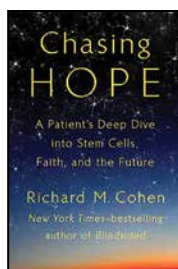
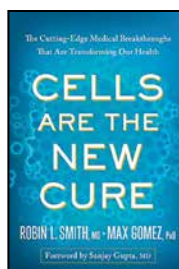
Robin L. Smith, MD, MBA,
President and Chairman, Cura
Foundation, New York, NY



Meredith Vieira, Emmy Award-
winning TV Journalist; Host, Executive
Producer and Anchor, New York, NY

Attendees will each receive a copy of *Cells are the New Cure* by Robin Smith, MD, MBA and "Dr. Max" Gomez, PhD and *Chasing Hope* by Richard M. Cohen.

The Population Health Colloquium is proud to feature authors of these recently published books!



WEDNESDAY, MARCH 20, 2019

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 (Chair and Moderator)

8:15 am Mistreated: Why We Think We're Getting Good Health Care — and Why We're Usually Wrong



Robert Pearl, MD, Contributor, Forbes; Professor, Stanford University School of Medicine, San Francisco, CA

8:35 am An American Sickness: How Healthcare Became Big Business and How You Can Take It Back



Elisabeth Rosenthal, MD, Editor-in-Chief, Kaiser Health News, Washington, DC

8:55 am Healthcare Choices: 5 Steps to Getting the Medical Care You Want and Need
Archelle Georgiou, MD, President, Georgiou Consulting; Author and Consumer Advocate; Former Chief Medical Officer, United Healthcare, Wayzata, MN



9:15 am Moderated Discussion:
Archelle Georgiou, MD
Robert Pearl, MD
Elisabeth Rosenthal, MD
David B. Nash, MD, MBA (Moderator)

9:35 am NETWORKING BREAK IN EXHIBIT HALL

10:00 am The Dynamics and Implications of Compassionate Leadership



Donato Tramuto, Chief Executive Officer, Tivity Health; President and Founder, Health eVillages, Franklin, TN

10:45 am Employee Health and Well-being — Engaging Employers



Michael Thompson (Invited), *President and Chief Executive Officer, National Alliance of Healthcare Purchaser Coalitions, Washington, DC*

11:15 am Health Leaders Panel



David Nace, MD, Chief Medical Officer, Innovaccer; Former Chair, Board of Director, Patient Centered Primary Care Collaborative, San Francisco, CA



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



Gary A. Puckrein, PhD, President and Chief Executive Officer of the National Minority Quality Forum, Washington, DC

12:00 pm ADJOURNMENT

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.
- 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@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.

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.

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.

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@hcconferences.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. A recommended maximum of 15.5 credits based on a 50-minute hour will be granted for the entire learning activity. Credits are available to onsite attendees. 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@dw.com.

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.

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.

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, or visit our website at 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
<input type="checkbox"/> 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; additional fee):

- ☐ The Future of Primary Care \$ 495

CONFERENCE – STANDARD RATE (Does not include Preconference):

- ☐ Through Friday, January 25, 2019* \$1,195
☐ Through Friday, February 22, 2019** \$1,595
☐ After Friday, February 22, 2019 \$1,995

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

- ☐ Through Friday, January 25, 2019* \$ 995
☐ Through Friday, February 22, 2019** \$1,295
☐ After Friday, February 22, 2019 \$1,595

SPECIAL ACADEMIC/GOVERNMENT/CLINIC RATE****

(Does not include Preconference. Rates are per person.):

- ☐ Through Friday, January 25, 2019* \$ 595
☐ Through Friday, February 22, 2019** \$ 795
☐ After Friday, February 22, 2019 \$ 995

SPECIAL EVENING DINNER PROGRAM (Optional; additional fee):

- ☐ "CELLS ARE THE NEW CURE" \$ 120

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 25, 2019* \$ 895
☐ Through Friday, February 22, 2019** \$1,195
☐ After Friday, February 22, 2019 \$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 19, 1 pm (Choose one):

- ☐ MS I: How to Design, Implement, and Sustain an Orthopedic Bundle
Sponsored by Rothman
☐ MS II: Winning in Value-based Care: Market Trends and Real-world
Examples of Population Health Collaborative Care Models *Sponsored by Deloitte*
☐ MS III: Addressing the Barriers in Patient Engagement Programs
☐ MS IV: Value-based Care Programs for Patients with Complex Chronic Conditions
Sponsored by Fresenius
☐ MS V: Innovative Models in Elder Care: A Population Health Perspective
Sponsored by NIC and Welltower

SELECT YOUR WORKSHOP TRACK . . .

Tuesday, March 19, 3:30 pm (Choose one):

- ☐ Track I: Managing Special Populations
☐ Track II: Advancing Value-based Care
☐ Track III: Leveraging Technology
and Accessing the Data

. . . OR CONCURRENT SESSIONS

Tuesday, March 19, 3:30 pm (Choose one):

- ☐ Concurrent I: Together2Goal Campaign . . .
☐ Concurrent II: Population Genetics:
A Provider Perspective

Tuesday, March 19, 4:45 pm (Choose one):

- ☐ Concurrent III: Preparing
21st Century Physicians
☐ Concurrent IV: Managing Cost through
Functional Wellness . . .

SPECIAL SUBSCRIPTION OFFERS FOR ONSITE AND WEBCAST ATTENDEES:

You can purchase an annual subscription to *Accountable Care News*, *Medical Home News*, *Population Health News*, *Care Analytics 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.

- | | | | |
|--|--------|---|--------|
| <input type="checkbox"/> Accountable Care News | \$ 295 | <input type="checkbox"/> Population Health News | \$ 295 |
| <input type="checkbox"/> Care Analytics News | \$ 295 | <input type="checkbox"/> Readmissions News | \$ 295 |
| <input type="checkbox"/> Medical Home News | \$ 295 | <input type="checkbox"/> 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.

CO-LOCATED PHA FORUM: ☐ \$295 ☐ \$195 PHA MEMBERS

STANDARD INDIVIDUAL REGISTRATION:

- ☐ Through Friday, January 25, 2019* \$ 795
☐ Through Friday, February 22, 2019** \$1,095
☐ After Friday, February 22, 2019 \$1,395

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

- ☐ Through Friday, January 25, 2019* \$ 495
☐ Through Friday, February 22, 2019** \$ 595
☐ After Friday, February 22, 2019 \$ 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 25, 2019.

** This price reflects a discount for registration and payment received through Friday, February 22, 2019.

*** 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

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

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.

- ☐ 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 Colloquium

Publications Printing Dept.
41651 Corporate Way
Palm Desert, CA 92260
USA

(Address for Return Mail Only)

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
PERMIT # 1
PALM DESERT, CA

For Early Bird
Registration Discount
Register by Friday,
February 22, 2019

www.PopulationHealthColloquium.com

A HYBRID CONFERENCE AND INTERNET EVENT

Nineteenth Population Health Colloquium



LOEWS PHILADELPHIA HOTEL
PHILADELPHIA, PA
MARCH 18 – 20, 2019

The Leading Forum on Innovations in Population Health

ACADEMIC
PARTNER:



Jefferson
Philadelphia University +
Thomas Jefferson University

College of
Population
Health

For Early Bird
Registration Discount
Register by Friday,
February 22, 2019

MEDIA PARTNERS:

