

Re-Engineering the Healthcare System: State of the Art or State of Confusion?

The National Business Coalition on Health (NBCH) and the Employers' Managed Health Care Association (MHCA) are focusing this year's conference on the state of the health care delivery system. Conference session topics will highlight the factors shaping the health care delivery system including:

- future of value-based purchasing
- new technologies to improve information exchange between health plans, consumers and providers
- heightened consumer and purchaser expectations

NBCH and MHCA encourage you to join with their members to explore compelling issues including:

- Are consumers ready for a new health care marketplace where e-commerce replaces old insurance models?
- Will medical management embrace "best practices" and adopt standards all providers can agree upon?
- Is disease management delivering the promised return on investment to employers and health plans?

Learn what strategies individual employers and coalitions are pursuing to invest in long term value and bring parties together to achieve collaborative, market based solutions.



About National Business Coalition on Health

NBCH has a membership of 90 employer-lead coalitions across the United States, representing over 8,000 employers and approximately 25 million employees and their families. These business coalitions are composed of mostly mid- and large-sized employers in both the private and public sectors in diverse city, county, and regional markets. NBCH member coalitions are committed to community health reform, including an improvement in the value of health care provided through employer-sponsored health plans and to the entire community.

NBCH coalitions have joined together to collectively purchase health care; proactively challenge high costs and the ineffective delivery of health care services - not just seeking the lowest price. Coalitions are improving quality by holding providers accountable for their performance through the development of information systems to collect and analyze data, monitor health outcomes and measure consumer satisfaction.



About Employers' Managed Health Care Association

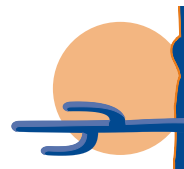
A group of large, national, private sector employers formed the Employers' Managed Health Care Association (MHCA) in 1989. The purpose was to create a forum for bringing together their experiences and learning from each other about the value of managed health care as a strategy for cost containment. Although managed care has proven to be a solid method for meeting this challenge, the large employers involved in MHCA found that managed care offered a lot more opportunity to measure and improve the quality of health care.

Today, over ten years later, MHCA's mission has evolved to that of an organization driving a high-quality, cost-effective, consumer-focused health care delivery system. MHCA and its members pursue their leadership agenda through semi-annual education programs, the sharing of pragmatic tools, and the dissemination of information on issues of mutual interest and concern.

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NBCH & MHCA 2001 National Conference
1299 Pennsylvania Ave., NW
Suite 800 West
Washington, DC 20004



NBCH & MHCA 2001 National Conference
November 11 - 13, 2001

Advance Rate
Extended Until
October 11, 2001

Re-Engineering Healthcare: State of the Art or State of Confusion?

1st Annual
NBCH E-Health Awards Program



Re-Engineering the Healthcare System: State of the Art or State of Confusion?

Sunday, November 11th

1:30 - 3:00 pm **Community Health Projects (Members Only)**
1. Fostering the Appropriate Use of Antibiotics: A Communications Toolkit for Success
Jerry Custer, Heartland Healthcare Coalition

2. Taking On Diabetes

3:30 - 5:00 pm **NBCH Update: V-8 Latest Round of Health Plan Evaluations and Future Plans, Suzanne Paranjpe, Vice President, NBCH**

Evening **Special Events (by invitation only)**

Monday, November 12th

8:00 - 9:00 am **Continental Breakfast in Exhibit Hall**

9:00 - 9:45 am **Opening Keynote: Thomas Scully, Administrator Centers for Medicare and Medicaid Services (invited)**

9:45 - 10:30 am **Second Keynote: The Current Face of Healthcare: State of the Art or State of Confusion**
Mark Smith, MD, MBA, President & CEO, California HealthCare Foundation (invited)

11:00 am - Noon **Finding Value in the Healthcare Marketplace: Can Purchasers and Providers Find Common Ground**
Michael Millenson, Northwestern University

Noon - 1:30 pm **Luncheon Keynote: Linda Rosetti, Founder & CEO, eMaven, Inc.**
NBCH E-Health Awards Presentation

1:30 - 2:15 pm **Dessert in Exhibit Hall**

2:15 - 3:30 pm **Workshops**
1. Provider Incentives: The Way to Quality Improvement
Becky Cherney, President & CEO, Central Florida Health Care Coalition
2. Medication Compliance: How Can Your PBM Help?
3. What Employers Need to Know About HIPAA Compliance (Privacy, Security and Confidentiality)
Mary Michal, Esq, Reinhart, Boerner, Van Deuren, Norris & Rieselbach, S.C.

3:45 - 5:15 pm **Workshops**
1. E-Health Certification: What Does it Mean?
Guy D'Andrea, Senior Vice President, URAC (invited)
2. Consumer Incentives for Buying Value in Healthcare
Carolyn Pare, Executive Director, Buyers Health Care Action Group
3. A Roadmap for Purchasing Behavioral Healthcare
Linda Laetner, President, Horizon Behavioral Services
Robert Booth, Executive Director, American Board of Examiners in Clinical Social Work
Richard Surles, Ph.D., Comprehensive NeuroScience (invited)

5:30 - 7:00 pm **Reception in Exhibit Hall**

NBCH & MHCA National Conference 2001

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Tuesday, November 13th

7:15 - 8:15 am **Continental Breakfast in Exhibit Hall**

8:15 - 9:00 am **Breakthroughs in Health Care Value: A Strategy to Redefine Health Care Purchasing**
Peter V. Lee, President & CEO, Pacific Business Group on Health (PBGH)

9:00 - 10:30 am **Empowering Employees to be Better Healthcare Consumers**
Francois de Brantes, Project Leader, Health Care Initiatives and E-Health, General Electric
Roger D. Chizek, US Compensation and Benefits Manager, Medtronic

11:00 - 11:45 am **A Vision for Care Enhancement**
Richard Rakowski, President, American Healthways

Noon - 1:00 pm **Boxed Lunch in Exhibit Hall**

1:00 - 2:30 pm **Workshops**
1. Making the Business Case for Quality
James Bost, Ph.D., Asst Vice President, NCQA
Sheryl Bronkesh, President, The HSM Group, LTD

2. The ROI Grand Slam: Local Collaboration between Employers and Providers to Reduce Practice Variation in Medicine
Paul Keckley, Ph.D., EBM Solutions

3. Demonstrating the Value of Managed Care Pharmacy
Steve Avey, Executive Director, Foundation for Managed Care Pharmacy (FMCP)

2:30 pm **Adjourn**

2:30 - 3:30 pm **Special Session: "Geography and the Debate Over Medicare Reform" Demonstration Project - John E. Wennberg, MD, MPH**
Dartmouth Medical School

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Exhibit Space is still available:

Booth Size	Member	Non-Member
8'x10'	\$2,500	\$3,000
8'x20'	\$4,000	\$4,300
16'x20'	\$6,600	\$7,200

For more information please contact:
Alison Miller
NBCH/MHCA
Exhibit Manager
Tel: 202.785.0500
email: millera@carmengroup.com

E-Health Awards Sponsors

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Conference Information:

For more information please visit our websites:
www.carmengroup.com/NBCH-MHCA.HTML
www.emhca.org
www.nbch.org

Registration Form

NBCH & MHCA National Conference 2001

Pointe Hilton · Tapatio Cliffs · Phoenix, AZ

November 11 - 13, 2001

Mail, Fax or Register Online www.carmengroup.com/NBCH-MHCA.html

To Register:

Please complete this registration form in detail. Each person attending the NBCH/MHCA Conference must complete a separate registration form.

Please photocopy this form for each registrant.

Important: Payment must accompany this form.

Registration Fees:

	Member	Non-Member
Advance	\$500	\$600
After October 11, 2001	\$600	\$700

Mail or Fax

Payment to:

NBCH/MHCA

Attn: Registration Department
1299 Pennsylvania Ave., NW
Suite 800 West
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Membership Affiliation:

NBCH MHCA
 Both Neither

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Account Number _____ Exp. (MO/YR) _____

Signature _____

Cancellation:

Refunds will be made with a written notice of cancellations received before October 11, 2001. Refunds will be subject to a 25% cancellation fee. No refunds will be given after October 11, 2001, however, substitutions are permitted if received in writing.

Discount Travel

NBCH/MHCA has negotiated discounts with American West, Delta and United airlines for all conference attendees. Please call Royal Travel at 1-800-521-1600 to obtain more information or to make your reservations. **Be sure to mention that you are attending the NBCH/MHCA National Conference.**

Hotel Reservation:

A block of rooms has been reserved at the:
Pointe Hilton Tapatio Cliffs
1111 North 7th Street
Phoenix, AZ 85020
Please call:
1 (800) 876-4683 to make your reservation.

Be sure to indicate that you are with the NBCH/MHCA meeting to receive the group rate of \$185 single/occupancy per night.

The cut-off deadline for the discounted rate is October 11, 2001.

Registration:

The registration fee covers admittance to all conference sessions including the conference exhibit hall and all food functions on Monday and Tuesday.

Membership Information:

Kelli Moler, Director
NBCH Member Services
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or
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MHCA Program Director
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