



The SIXTH NATIONAL Pay for Performance Summit

A Hybrid Conference & Internet Event
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THE LEADING NATIONAL FORUM ON
PAY FOR PERFORMANCE AND PAYMENT REFORM

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MARCH 23 – 25, 2011
HYATT REGENCY • SAN FRANCISCO, CALIFORNIA

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PUBLICATION COSPONSORS

Accountable Care News
Medical Home News
Predictive Modeling News

Featuring a special bonus session on the latest ACO and CMS quality and payment regulations issued at the time of the Summit.

The Affordable Care Act has generated a flurry of activity in the performance measurement, quality incentive, and new payment spheres. Come and learn how this legislation and the latest regulations will impact your organization, and how you can make the most out of health reform.

CO CHAIRS:

Barry S. Arbuckle, PhD, President/CEO, MemorialCare Medical Centers; Secretary, Integrated Healthcare Association
Bart Asner, MD, Chief Executive Officer, Monarch HealthCare; Chair, Integrated Healthcare Association
Elaine Batchlor, MD, MPH, Chief Medical Officer, L.A. Care Health Plan; Chair-Elect, Integrated Healthcare Association
Tom Williams, DrPH, MBA, Executive Director, Integrated Healthcare Association

FEATURED SPEAKERS:

Volker Amelung, Prof. Dr., Professor, International Healthcare System Research, Medical University of Hannover
Paulo Borem, MD, Director/Physician, Unimed-Belo Horizonte (UBH)
Richard S. Chung, MD, Senior Vice President, Hawaii Medical Service Association
Francois de Brantes, Executive Director, Health Care Incentives Improvement Institute
Suzanne F. Delbanco, PhD, Executive Director, Catalyst for Payment Reform
Susan Dentzer, Editor-in-Chief, *Health Affairs*; Health Policy Analyst, The News Hour with Jim Lehrer
Susan Devore, President and Chief Executive Officer, Premier, Inc.
Elliott S. Fisher, MD, MPH, Director, Population Health and Policy, Director, Center for Population Health, The Dartmouth Institute for Health Policy and Clinical Practice (INVITED)
Richard J. Gilfillan, MD, Acting Director, Center for Medicare and Medicaid Innovation Center (INVITED)
Paul B. Ginsburg, President, Center for Studying Health System Change
Brent James, MD, M.Stat, Chief Quality Officer, Intermountain Healthcare - Institute for Health Care Delivery Research
David Lansky, PhD, President and Chief Executive Officer, Pacific Business Group on Health
Peter V. Lee, Director of Delivery System Reform, U.S. Department of Health and Human Services, Office of Health Reform (INVITED)
Harold D. Miller, President and Chief Executive Officer, Network for Regional Healthcare Improvement
Margaret (Peggy) E. O'Kane, President, National Committee for Quality Assurance
Enne Osinga, Founder, Osinga Consult, Heerenveen, The Netherlands
Jeffrey D. Selberg, MHA, Executive Vice President and Chief Operating Officer, Institute for Healthcare Improvement (IHI)
Stephen M. Shortell, PhD, MBA, MPH, Dean, School of Public Health, University of California, Berkeley
Thomas B. Valuck, MD, MHSA, JD, Senior Vice President for Strategic Partnerships, National Quality Forum

GRANTORS



MEDIA PARTNERS



As we prepare for the 2011 National Pay for Performance Summit, healthcare delivery in the US is set to experience unprecedented change. The *Affordable Care Act* puts healthcare quality and payment reform front-and-center with plans for a National Strategy for healthcare quality, performance measurement and reporting initiatives for Medicare and Medicaid providers, performance-based payments for hospitals and physicians, and numerous payment reform pilots and demonstration projects.

The 2011 National Pay for Performance Summit is perfectly timed, as CMS will have released many of the new regulations required under the Act, and participants will hear from individuals within government about the impacts that these regulations will have on care delivery. Participants will also hear from leaders in the field working to implement innovative quality improvement and payment reform programs who can relate health reform to the work being carried out in their organizations.

Conference elements will include keynote addresses from senior executive leaders and national policy makers that highlight challenges and opportunities presented by the new law, with ample opportunity for audience participation, questions and answers. The preconference symposia and mini-summits will provide in-depth perspectives on a variety of topics related to pay for performance, payment methods, and performance measurement. Concurrent sessions offer several best practices and case studies from experienced executives and experts.

For decades, we have worked tirelessly to improve healthcare quality, access, and efficiency, and we see the *Affordable Care Act* as a validation of this work. The 2011 Pay for Performance Summit gives us a chance to reflect on how far we have come, and what we need to do in order to move forward.

National Pay for Performance Summit Topics:

- Pay for Performance – Health Reform Implications
- Pay for Performance – Latest Trends and Research
- Pay for Performance – State of the Art Case Studies
- Pay for Performance – Hospital P4P and Patient Safety
- Pay for Performance – Physician P4P Programs
- Pay for Performance – New Health Plan Initiatives
- Pay for Performance – Government Programs
- Pay for Performance – International Programs
- Pay for Performance – Diverse Populations
- Payment Methods – Bundled Episode Payment
- Payment Methods – Medical Home
- Payment Methods – Performance Based Contracting
- Payment Methods – Capitation and Global Payment
- Performance Measurement – IT Meaningful Use
- Performance Measurement – Efficiency Measurement
- Performance Measurement – Measurement and Data Collection
- Performance Measurement – Accountable Care Organizations

Participation Options

Traditional Onsite Attendance

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

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



Onsite

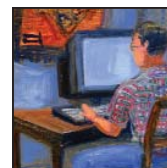
Live and Archived Internet Attendance

Watch the conference in live streaming video over the Internet and at your convenience at any time 24/7 for the six months following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.



At your office ...



... or home

7:30 am Registration

8:30 am PRECONFERENCE SYMPOSIA

(Choose one Preconference only)

Preconference I: All-Payer Claims Databases: State-Based Initiatives

Sponsored by AcademyHealth

8:30 am Welcome

Enrique Martinez-Vidal, *Vice President, AcademyHealth, Director, State Coverage Initiatives, Washington, DC (Moderator)*

9:00 am Presentation

Patrick Miller, *Research Associate Professor, University of New Hampshire, Durham, NH*

9:45 am Break

10:00 am Presentation

Mark Gaskill, *Manager, All-Payer Database Project, Utah Department of Health, Salt Lake City, UT*

10:45 am Presentation

James Golden, *Director, Division of Health Policy and Coordinator, State Government HIT, Minnesota Department of Health, St. Paul, MN*

11:30 am Panel Discussion and Q&A

12:00 pm Preconference Adjournment/Lunch on Your Own

Preconference II: Implementing Episode of Care Payment – Lessons from the Field

Sponsored by Health Care Incentives Improvement Institute (HCI3)

8:30 am Five Lessons Learned from the RWJF-funded Prometheus Payment Pilots

Francois de Brantes, *Executive Director, Health Care Incentives Improvement Institute, Newtown, CT*

8:45 am Analyzing Opportunities for Episode of Care (EOC) Payment

Elizabeth Siteman, MPH, *Program Implementation Leader, Central Region, Health Care Incentives Improvement Institute, Newtown, CT*

9:15 am Contracting for Episodes

Douglas Emery, *Program Leader, Western Region, Health Care Incentives Improvement Institute, Newtown, CT*

10:15 am Break

10:30 am Operationalizing and Implementing EOC Payment

Chad J. Brown, MPH, *Program Implementation Leader, Southeast Region, Health Care Incentives Improvement Institute, Newtown, CT*

11:30 am Q&A

12:00 pm Preconference Adjournment/Lunch on Your Own

Preconference III: You Won't Improve What You Don't Measure: Strategies for Successful Measurement and Public Reporting

Sponsored by Network for Regional Healthcare Improvement (NRHI)

8:30 am Welcome

Harold D. Miller, *Executive Director, Center for Healthcare Quality and Payment Reform, President and Chief Executive Officer, Network for Regional Healthcare Improvement, Pittsburgh, PA*

9:00 am What Should Be Measured and How? Quality, Patient Experience, and Efficiency

Barbra Rabson, *Executive Director, Massachusetts Health Quality Partners, Watertown, MA*

9:30 am Beyond Claims Data – Measuring Quality with Clinical Information

James Chase, *Executive Director, Minnesota Community Measurement, St. Paul, MN*

10:00 am Break

10:15 am Not All Patients Are Alike: Measuring and Addressing Disparities

Randall Cebul, *Director, Better Health Greater Cleveland, Cleveland, OH*

10:45 am Beyond Reporting: Using Quality Measures for Payment Reform

Elizabeth Mitchell, *Chief Executive Officer, Maine Health Management Coalition, Portland, ME*

11:15 am Panel: Common Challenges: Participation, Support, and Sustainability

All Presenters

11:45 am Q&A

12:00 pm Preconference Adjournment/Lunch on Your Own

Preconference IV: Improving the Patient Experience

Sponsored by Pacific Business Group on Health (PBGH)

8:30 am Welcome

Diane Stewart, MBA, *Director, California Quality Collaborative, PBGH, San Francisco, CA*

8:40 am Measuring the Patient Experience

Ted von Glahn, MS, *Director of Performance Information and Consumer Engagement, PBGH, San Francisco, CA*

9:20 am Using Data for Incentives

Diane Stewart, MBA, *Director, California Quality Collaborative, PBGH, San Francisco, CA*

10:00 am Break

10:15 am Improving the Patient Experience – A Framework for Improvement

Giovanna Giuliani, MBA, MPH, *Senior Manager, California Quality Collaborative, PBGH, San Francisco, CA*

10:55 am Improving the Patient Experience – Physician Group Panel

11:35 am Panel Discussion and Q&A

12:00 pm Preconference Adjournment/Lunch on Your Own

NATIONAL PAY FOR PERFORMANCE SUMMIT DAY I — OPENING PLENARY SESSION

1:00 pm Welcome

Tom Williams, DrPH, MBA, *Executive Director, Integrated Healthcare Association, Oakland, CA (Co chair)*

1:20 pm Keynote Address: Affordable Care Act: Implications for Quality and Payment Reform

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

2:00 pm Keynote Panel: Health Reform: Catalyst for Innovation, Quality, and New Payment Methods

The *Affordable Care Act* generated new regulations involving quality improvement, accountable care organizations, new payment methods, and demonstration projects — all relevant to this Summit's featured topics. In this session, federal government officials and policy makers will discuss the implications of the new regulations. Speakers will be announced in advance.

Peter V. Lee (INVITED), *Director of Delivery System Reform, U.S. Department of Health and Human Services, Office of Health Reform, Washington, DC*

Richard J. Gilfillan, MD (INVITED), *Acting Director, Center for Medicare and Medicaid Innovation Center, Baltimore, MD*

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

3:30 pm Break

4:00 pm Keynote Address: Historical Perspective on Healthcare Payment in the U.S.

Paul B. Ginsburg, *President, Center for Studying Health System Change, Washington, DC*

4:30 pm Keynote Address: Payment Reform: Moving from Concept to Reality

Harold D. Miller, *Executive Director, Center for Healthcare Quality and Payment Reform, President and Chief Executive Officer, Network for Regional Healthcare Improvement, Pittsburgh, PA*

5:00 pm Keynote Panel: Implementing New Payment Methods

Francois de Brantes, *Executive Director, Health Care Incentives Improvement Institute, Newtown, CT*

Suzanne F. Delbanco, PhD, *Executive Director, Catalyst for Payment Reform, San Francisco, CA*

Harold D. Miller, *Executive Director, Center for Healthcare Quality and Payment Reform, President and Chief Executive Officer, Network for Regional Healthcare Improvement, Pittsburgh, PA*

Paul B. Ginsburg, *President, Center for Studying Health System Change, Washington, DC (Moderator)*

5:45 pm Keynote Address

Brent James, MD, M.Stat, *Chief Quality Officer, Intermountain Healthcare – Institute for Health Care Delivery Research, Salt Lake City, UT*

6:30 pm Adjournment and Opening Networking Reception

Hotel Accommodations

A special group rate of \$209.00 single or double occupancy per night (plus tax) has been arranged at the Hyatt Regency San Francisco. To receive the group rate, please call 415-788-1234 and ask for the group code "Pay for Performance Summit." For information on how to book your hotel room online, please go to the travel tab at www.PFPSummit.com. Reservations at the group rate will be accepted while rooms are available or until the cut-off date, Tuesday, March 1, 2011. After this, reservations will be accepted on a space-available basis at the prevailing rate.

Hyatt Regency San Francisco

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NATIONAL PAY FOR PERFORMANCE SUMMIT DAY II

MORNING PLENARY SESSION

8:00 am Welcome and Introductions

Bart Asner, MD, *Chief Executive Officer, Monarch HealthCare, Irvine, CA (Co chair)*

8:10 am Keynote Address: ACO Criteria and Measurement

Margaret (Peggy) E. O'Kane, *President, National Committee for Quality Assurance, Washington, DC*

8:45 am Keynote Panel: Measuring Performance – Updates from NQF

Thomas B. Valuck, MD, MHSA, JD, *Senior Vice President for Strategic Partnerships, National Quality Forum, Washington, DC*

Helen Burstin, MD, MPH, *Senior Vice President, Performance Measures, National Quality Forum, Washington, DC*

9:30 am Break

MORNING MINI-SUMMITS

(Choose one Mini-Summit only.)

Mini-Summit I: ACO Development, Measurement, and Regulation

10:00 am Introduction and Overview: Implementing ACOs

Stephen M. Shortell, PhD, MBA, MPH, *Blue Cross of California Distinguished Professor of Health Policy and Management, Dean, School of Public Health, University of California at Berkeley, Berkeley, CA (Session Chair)*

10:30 am NCQA ACO Criteria

Margaret (Peggy) E. O'Kane, *President, National Committee for Quality Assurance, Washington, DC*

11:00 am ACO Performance Measurement

Joachim Roski, PhD, MPH, *Managing Director, High-Value Health Care Project, Engelberg Center for Health Care Reform, Brookings Institution, Washington, DC*

11:30 am Panel Discussion and Q&A

12:00 pm Session Adjourn/Networking Luncheon in the Exhibit Hall

Mini-Summit II: Implementation of Meaningful Use in a P4P Program

10:00 am Introduction and Overview

David Lansky, PhD, *President and Chief Executive Officer, Pacific Business Group on Health, San Francisco, CA (Session Chair)*

10:30 am Implementation of Meaningful Use in a P4P Program

Mary Goessler, MD, MPM, *Medical Director, Quality and Medical Performance Management, Highmark Inc., Pittsburgh, PA*

11:00 am Incorporating Meaningful Use into the IHA Measure Set

Jerry Penso, MD, MBA, *Associate Medical Director, Quality Programs, Sharp Rees-Stealy Medical Group, San Diego, CA*

11:30 am Panel Discussion and Q&A

12:00 pm Session Adjourn/Networking Luncheon in the Exhibit Hall

Mini-Summit III: Advancing P4P into Performance Based Contracting

10:00 am Introduction and Overview

Tom Williams, DrPH, MBA, *Executive Director, Integrated Healthcare Association, Oakland, CA (Session Chair)*

10:10 am Innovation and Quality: Hawaii

Richard S. Chung, MD, *Senior Vice President, Hawaii Medical Service Association, Honolulu, HI*

10:40 am The Alternative Quality Contract: Massachusetts

Dana Gelb Safran, ScD, *Senior Vice President, Performance Measurement and Improvement, Blue Cross Blue Shield of Massachusetts, Boston, MA*

11:10 am Performance Based Contracting: California

Dolores Yanagihara, MPH, *Director, Pay for Performance Program, Integrated Healthcare Association, Oakland, CA*

11:35 am Panel Discussion and Q&A

12:00 pm Session Adjourn/Networking Luncheon in the Exhibit Hall

Mini-Summit IV: Episode Bundled Payment Pilots

10:00 am Introduction and Overview

James C. Robinson, PhD, *Kaiser Permanente Professor of Health Economics, School of Public Health, University of California at Berkeley, Berkeley, CA (Session Chair)*

10:20 am Prometheus Pilot

Francois de Brantes, *Executive Director, Health Care Incentives Improvement Institute, Newtown, CT*

10:45 am Integrated Healthcare Association Pilot

Weslie Kary, *Director, Medical Technology Program, Integrated Healthcare Association, Oakland, CA*

11:10 am Episode of Care Payment – A Business Imperative Whose Time (and Technology) Has Come

Jay Sultan, *Associate Vice President, Systematic Health Management and Applied Analytics, TriZetto, Newport Beach, CA*

11:35 am Panel Discussion and Q&A

12:00 pm Session Adjourn/Networking Luncheon in the Exhibit Hall

AFTERNOON PLENARY SESSION

1:00 pm Welcome and Introductions

Elaine Batchlor, MD, MPH, *Chief Medical Officer, L.A. Care Health Plan, Los Angeles, CA (Co chair)*

1:15 pm Keynote Panel: International Perspectives on Quality, Performance Measurement, and Payment Reform

Volker Amelung, Prof. Dr., *Professor, International Healthcare System Research, Medical University of Hannover, President, German Managed Care Association, Hannover, Germany*

Paulo Borem, MD, *Director/Physician, Unimed-Belo Horizonte (UBH), Belo Horizonte, Brazil*

Rena Eichler, *President, Broad Branch Associates, Washington, DC*

Enne Osinga, *Founder, Osinga Consult, Heerenveen, The Netherlands (Moderator)*

2:30 pm Break

AFTERNOON CONCURRENT SESSIONS

(Choose one Concurrent Session from each group.)

3:00 pm Concurrent Sessions – Group 1

1.1: CMS AND VALUE-BASED PAYMENTS

Betsy L. Thompson, MD, DrPH, *Chief Medical Officer, CMS, Region IX, San Francisco, CA*

1.2: EXAMINING DISPARITIES IN THE CONTEXT OF A P4P INTERVENTION

John Adams, *Senior Statistician, RAND, Santa Monica, CA*

Marc Elliott, *Senior Statistician, RAND, Santa Monica, CA*

Cheryl Danberg, *Senior Researcher, RAND, Santa Monica, CA*

1.3: LATEST UPDATES FROM BRIDGES TO EXCELLENCE

Francois de Brantes, *Executive Director, Health Care Incentives Improvement Institute, Newtown, CT*

NATIONAL PAY FOR PERFORMANCE SUMMIT DAY III**MORNING CONCURRENT SESSIONS***(Choose one Concurrent Session only.)***3.1: TOTAL COST OF CARE MEASUREMENT****8:30 am Introduction and Overview**Dolores Yanagihara, MPH, *Director, Pay for Performance Program, Integrated Healthcare Association, Oakland, CA***9:05 am Cost of Care Measures**Sarah Thomas, *Vice President, Public Policy and Communications, National Committee for Quality Assurance (NCQA), Washington, DC***9:40 am Panel Discussion and Q&A****3.2: HIGH VALUE HOSPITAL P4P****8:30 am Introduction and Overview**Deborah Donovan, *Director, Highmark Inc., Pittsburgh, PA***8:55 am Chasing Zero: The Experience of the Highmark Hospital Pay for Performance Program**Mary K. Blank, *Manager, Hospital Performance Management, Highmark Inc., Pittsburgh, PA***9:20 am Applying Stroke – Get With the Guidelines in an Innovative PFP Program to Attain Defect-Free Care**Michele M. Bolles, *Vice President, Quality Improvement Initiatives, American Heart Association, Philadelphia, PA***9:45 am Panel Discussion and Q&A****3.3: IMPROVING QUALITY IN MEDICAID MANAGED CARE****8:30 am Paying for Performance in a Managed Medicaid Health Plan**Elaine Batchlor, MD, MPH, *Chief Medical Officer, L.A. Care Health Plan, Los Angeles, CA***9:05 am Creating Pay for Performance Strategies Your Physicians Won't Hate – Improving Quality in a Medicaid Managed Care Plan**Mary D. Giammona, MD, MPH, *Medical Director, Health Plan of San Mateo, South San Francisco, CA*Nicole Ford, MPH, *Project Specialist, Health Plan of San Mateo, South San Francisco, CA***9:40 am Panel Discussion and Q&A****3.4: BRAZIL: IMPLEMENTING PAY FOR PERFORMANCE AT UNIMED-BH: LESSONS LEARNED****8:30 am Brazil: Implementing Pay for Performance at Unimed-BH: Lessons Learned**Paulo Borem, *Consultant, Unimed-BH, Belo Horizonte, Brazil*Monica Silva Monteiro de Castro, MD, *Health Services Provision Manager, Unimed-BH, Belo Horizonte, Brazil***9:45 am Q&A****3.5: TRANSITIONS OF CARE/REDUCING READMISSIONS****8:30 am Transitions of Care**Stanley Padilla, MD, *Chief Medical Officer, Brown and Toland Physicians, San Francisco, CA*Elizabeth A. Miller, RN, MSN, *Director of Clinical Operations, Brown and Toland Physicians, San Francisco, CA***9:10 am Reducing Readmission Following Ambulatory Surgery – Ripe for Payment Incentives?**Peter McNair, *Clinical Epidemiologist, Palo Alto Medical Foundation Research Institute, Palo Alto, CA***9:50 am Panel Discussion and Q&A****1.4: INCENTING QUALITY IMPROVEMENT ACROSS 150 CANADIAN (ONTARIO) HOSPITALS**Joshua Lawson, *Partner, SECOR Consulting, Toronto, Ontario, Canada*Jonah Peranson, *Manager, SECOR Consulting, Toronto, Ontario, Canada***1.5: CREATING THE STRONGEST POSSIBLE INCENTIVE WITH PAY FOR PERFORMANCE: IMPLICATIONS FOR PAYMENT STRATEGIES**Barry Bershow, MD, *Vice President, Quality & Interim Executive Medical Director, Fairview Medical Group, Minneapolis, MN*R. Adams Dudley, MD, MBA, *Professor of Medicine and Health Policy, UCSF, San Francisco, CA***1.6: MEASUREMENT IMPLICATIONS OF PERFORMANCE BASED PAYMENT MODELS**Thomas B. Valuck, MD, MHSA, JD, *Senior Vice President for Strategic Partnerships, National Quality Forum, Washington, DC*Eric C. Schneider, MD, MSc, FACP, *Senior Scientist and Director, RAND Boston, Associate Professor, Harvard Medical School and School of Public Health, Boston, MA***1.7: STATE OF IOWA MEDICAID MEDICAL HOME & P4P RESULTS**Dane Pelfrey, *HIT Coordinator, Iowa Medicaid Enterprise, Des Moines, IA*Jason Kessler, MD, *Medical Director, Iowa Medicaid Enterprise, Des Moines, IA*Marni Bussell, *Project Manager, Iowa Medicaid Enterprise, Des Moines, IA*Kate Burgener, *Iowa Care Policy Specialist, Iowa Medicaid Enterprise, Des Moines, IA***1.8: VALUE-BASED INSURANCE DESIGN – OPPORTUNITIES FOR CLINICIANS TO ENGAGE**Jeff Rideout, *Senior Vice President, Care and Cost Management and Chief Medical Officer, TriZetto, Newport Beach, CA***4:00 pm Transition Break****4:15 pm Concurrent Sessions – Group 2****2.1: CMS MEDICARE ADVANTAGE STAR RATINGS**Sarah Thomas, *Vice President, Public Policy and Communications, National Committee for Quality Assurance (NCQA), Washington, DC***2.2: INSTITUTE FOR HEALTHCARE IMPROVEMENT: PATIENT SAFETY, CLINICAL OUTCOMES**Jeffrey D. Selberg, MHA, *Executive Vice President and Chief Operating Officer, Institute for Healthcare Improvement (IHI), Cambridge, MA***2.3: MEDICATION ADHERENCE: A STUDY IN COORDINATED DIABETES CARE**Dorothy George, PharmD (Invited), *Medical Director, Pfizer, Inc., Los Angeles, CA*Daniel Bluestone, MD (Invited), *Medical Director, Santé Community Physicians, Fresno, CA***2.4: P4P AND DISPARITIES**Alyna T. Chien, MD, MS, *Division of General Pediatrics, Children's Hospital Boston, Harvard Medical School, Boston, MA*Jeremy Nobel, MD, MPH, *Adjunct Lecturer, Harvard School of Public Health, Brookline, MA***2.5: INTEGRATING FINANCIAL AND CLINICAL STRATEGIES IN LIGHT OF NEW MLR REQUIREMENTS**Scott Fries, *Vice President, Ingenix Consulting, Eden Prairie, MN***2.6: THE ALTERNATIVE QUALITY CONTRACT – FIRST YEAR EVALUATION**Dana Gelb Safran, ScD, *Senior Vice President, Performance Measurement and Improvement, Blue Cross Blue Shield of Massachusetts, Boston, MA*Michael E. Chernew, PhD, *Professor of Health Care Policy, Harvard Medical School, Boston, MA*Robert E. Mechanic, MBA, *Senior Fellow, Brandeis University, Heller School of Social Policy & Management, Director, Health Industry Forum, Waltham, MA***2.7: CHASING ZERO – BEYOND BENCHMARKS**Richard S. Chung, MD, *Senior Vice President, Hawaii Medical Service Association, Honolulu, HI*Della Lin, MD, *Consultant, Della Lin, MD Consulting, Honolulu, HI***2.8: POPULATION-BASED PAYMENT**Jeff Danilo, *President, US Healthcare Solutions, Doylestown, PA***5:15 pm Adjournment**

3.6: MOTIVATION AND PHYSICIAN PERFORMANCE IN P4P

8:30 am Motivation and Physician Performance in P4P

Michael Bakerman, MD, *Associate Medical Director, Partners Healthcare, Needham, MA*

9:10 am Lost in Translation: The Language Needed to Successfully Engage Physicians in Change

Howard B. Beckman, MD, *Director of Innovation, Finger Lakes Health Systems Agency, Rochester, NY*

9:50 am Panel Discussion and Q&A

3.7: USING HIT TO OPTIMIZE CLINICAL QUALITY IMPROVEMENT

8:30 am Information Sharing: Optimal Data Sets and Protocols for CI and ACOs

Eric Nielsen, MD, *Consultant, The Camden Group, Rochester, NY*

Deb Lange, MS, *Vice President, Clinical Analytics and Performance Reporting, GRIPA, Rochester, NY*

9:10 am Usable, Meaningful CDS for Improved Quality: National Activities, New Advances

Jonathan Teich, MD (INVITED), *Chief Medical Informatics Officer, Elsevier, Newton, MA*

9:50 am Panel Discussion and Q&A

3.8: SHAPING PAYMENT INNOVATION THROUGH P4P LESSONS LEARNED

8:30 am Shaping Payment Innovation through P4P Lessons Learned

Brent Higgins, MHA, *Program Consultant, Payment Innovation, WellPoint, Richmond, VA*

Robert Krebs, *Program Director, Payment Innovation, WellPoint, Richmond, VA*

Rome (Skip) Walker, MD, *Medical Director, Payment Innovation, WellPoint, Richmond, VA*

Michael J. Belman MD, MPH, *Medical Director, Clinical Quality and Innovations, WellPoint, Woodland Hills, CA*

9:45 am Q&A

10:00 am Break

CLOSING PLENARY SESSION

10:15 am Welcome and Introductions

Barry S. Arbuckle, PhD, *President/Chief Executive Officer, MemorialCare Medical Centers, Fountain Valley, CA (Co chair)*

10:30 am Keynote Address: The Journey to High Value Healthcare

Susan Devore, *President and Chief Executive Officer, Premier, Inc., Charlotte, NC*

11:00 am Keynote Address: Health Reform – Fulfilling the IHI Mission

Jeffrey D. Selberg, MHA, *Executive Vice President and Chief Operating Officer, Institute for Healthcare Improvement (IHI), Cambridge, MA*

11:30 am Keynote Address: Accountable Care – Managing toward a Sustainable Health Care System

Elliott S. Fisher, MD, MPH (INVITED), *Director, Population Health and Policy, Director, Center for Population Health, The Dartmouth Institute for Health Policy and Clinical Practice, Lebanon, NH*

12:15 pm Summit Adjourns

THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY FOR THE PFP SUMMIT

REGARDING INTERNET REGISTRATIONS

1. Individuals or groups may register for Internet access. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be presented a series of user names and passwords to distribute to participants.
2. Each registrant will receive a user name and password for access. Registrants will be able to change their user names and passwords and manage their accounts.
3. Internet registrants will enjoy six (6) months of access from the date of registration or conference adjournment, whichever is later.
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 purchase 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 start of next month so long as registration period has not lapsed and subject to same capacity cap.
7. For online registrants there will be no refunds for cancellations. Please call the conference office at 800-503-7382 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 transfer your onsite registration to an online registration. Please call the Conference Office at 800-503-7382 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 HCCA Conferences. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A \$30 fee will be charged on any returned checks.

PAYMENT OPTIONS

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

You may register online at www.PFPsummit.com.

Alternatively, you may use our printed registration form, enclose payment and return it to the Summit registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 206-319-5303 or scan the completed form to registration@hccconferences.com. Checks or money orders should be made payable to Health Care Conference Administrators LLC.

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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 Summit, credit card payment will be processed.

TAX DEDUCTIBILITY

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

CONTINUING EDUCATION UNITS (CEUs)

The Summit does not offer pre-approved Continuing Education Credits (CEUs) directly. However, onsite attendees can request a Certificate of Attendance which they can file with appropriate entities for credit, and online attendees can request an Online Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for "no-shows" or for cancellations. You may send a substitute or transfer your onsite registration to an online registration. For more information, please call the Conference Office at 800-503-7382.

INTELLECTUAL PROPERTY POLICY

If a registrant needs the ability to share Summit content within his or her organization, multiple Summit registrations are available at discounted rates.

The Summit will pay a reward for information regarding unauthorized sharing of Summit content. The reward will be 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 necessary for the recovery.

If you have knowledge regarding unauthorized Summit content sharing, contact the Summit registration office. The Summit aggressively pursues copyright infringers.

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

The Summit program is subject to change. An executed registration form constitutes binding agreement between the parties.

FOR FURTHER INFORMATION

Call 800-503-7382 (Continental US, Alaska and Hawaii only) or 206-452-5499, Monday-Friday, 7AM – 5 PM PST. Send e-mail to registration@hccconferences.com, or visit our website at www.PFPsummit.com.

NATIONAL PAY FOR PERFORMANCE SUMMIT

REGISTRATION FORM

HOW TO REGISTER: Fully complete the following (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.PFPSummit.com.

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

MAIL: Conference Office, 22529 39th Ave SE, Bothell, WA 98021

FOR REGISTRATION QUESTIONS:

PHONE: 800-503-7382 (Continental US, Alaska and Hawaii only) or 206-452-5499, Monday-Friday, 7 AM - 5 PM PST

E-MAIL: registration@hcconferences.com

(Registration is not available by phone or e-mail.)

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, plus a conference materials Data-DVD.

PRECONFERENCES: (Choose one)

- I: All-Payer Claims Databases: State-Based Initiatives** \$ 495
Sponsored by AcademyHealth
- II: Implementing Episode of Care Payment – Lessons from the Field** \$ 495
Sponsored by Health Care Incentives Improvement Institute (HCII3)
- III: You Won't Improve What You Don't Measure: Strategies for Successful Measurement and Public Reporting** \$ 495
Sponsored by Network for Regional Healthcare Improvement (NRHI)
- IV: Improving the Patient Experience** \$ 495
Sponsored by Pacific Business Group on Health (PBGH)

CONFERENCE: (Does not include Preconference)

- Through Friday, January 14, 2011* \$1,095
- Through Friday, February 18, 2011** \$1,395
- After Friday, February 18, 2011 \$1,695

GROUP REGISTRATION DISCOUNT:

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

- Conference:** Through Friday, January 14, 2011* \$ 795
- Through Friday, February 18, 2011** \$1,095
- After Friday, February 18, 2011 \$1,395

SELECT YOUR MINI-SUMMITS: (Choose one)

Thursday, March 24, 10:00 am

- MS I: ACO Development, Measurement, and Regulation
- MS II: Implementation of Meaningful Use in a P4P Program
- MS III: Advancing P4P into Performance Based Contracting
- MS IV: Episode Bundled Payment Pilots

SELECT YOUR CONCURRENENTS: (Choose one per time slot)

Thursday, March 24, 3:00 pm - Group 1

- 1.1 1.2 1.3 1.4 1.5 1.6 1.7 1.8

4:15 pm - Group 2

- 2.1 2.2 2.3 2.4 2.5 2.6 2.7 2.8

Friday, March 25, 8:30 am - Group 3

- 3.1 3.2 3.3 3.4 3.5 3.6 3.7 3.8

CONFERENCE ELECTRONIC MEDIA:

ONSITE ATTENDEES — Following the Summit, the video and presentations are made available for purchase in the following formats. To take advantage of the discounted price below, you must reserve media WITH your Summit registration:

Conference Audio/Video and Powerpoint on:

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

ONLINE CONFERENCE ATTENDANCE

All online registrants are automatically registered for all online Summit events – the Preconferences and the Conference. Online conference registration includes the live Internet feed from the Summit, plus six months of continued archived Internet access, available 24/7.

INDIVIDUAL REGISTRATION:

CONFERENCE: (Includes preconferences)

- Through Friday, January 14, 2011* \$ 795
- Through Friday, February 18, 2011** \$1,095
- After Friday, February 18, 2011 \$1,395

GROUP REGISTRATION:

Group registration offers the substantial volume discounts set forth below.

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

CONFERENCE ELECTRONIC MEDIA:

ONLINE ATTENDEES — Following the Summit, the video and presentations are made available for purchase on a flash drive. To take advantage of the discounted price below, you must reserve media WITH your Summit registration:

Conference Audio/Video and Powerpoint on:

- Flash drive (\$99 + \$15 shipping) \$ 114
- (All online attendees automatically receive 6 months' access on the web.)

See INTELLECTUAL PROPERTY POLICY, page 6.

*This price reflects a discount for registration and payment received through Friday, Jan. 14, 2011.
**This price reflects a discount for registration and payment received through Friday, Feb. 18, 2011.

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 online and onsite registrants there will be no refunds for "no-shows" or cancellations.

PAYMENT

DISCOUNT CODE

TOTAL FOR ALL OPTIONS, ONSITE OR ONLINE:

Please enclose payment with your registration and return it to the Registrar at The Pay for Performance Summit, 22529 39th Ave SE, Bothell, WA 98021, or fax your credit card payment to 206-319-5303. You may also register online at www.PFPSummit.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 Summit, the credit card payment will be processed. Credit card charges will be listed on your statement as payment to HCCA Conferences.

ACCOUNT # _____

EXPIRATION DATE _____ SECURITY CODE _____

NAME OF CARDHOLDER _____

SIGNATURE OF CARDHOLDER _____

SUBSCRIPTION OFFER FOR ACCOUNTABLE CARE NEWS:

Sign me up for the Annual Subscription to receive \$173 off the regular subscription price, for \$295 the first year. I understand I can cancel at any time and receive a pro rata refund. **Registration (onsite or online) required for subscription discount:** Accountable Care News

SUBSCRIPTION OFFER FOR MEDICAL HOME NEWS:

Sign me up for the Annual Subscription to receive \$173 off the regular subscription price, for \$295 the first year. I understand I can cancel at any time and receive a pro rata refund. **Registration (onsite or online) required for subscription discount:** Medical Home News

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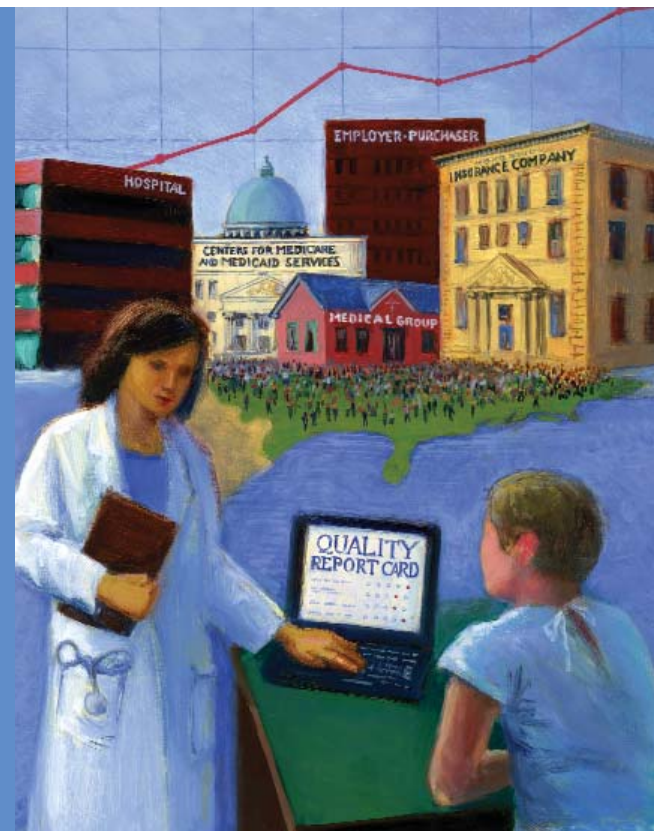
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