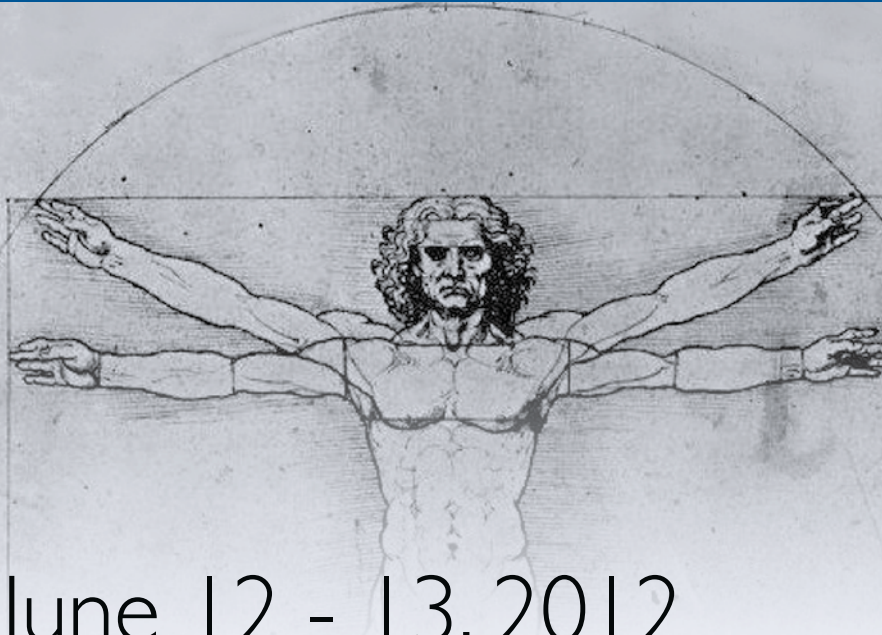


The Second National Bundled Payment Summit

THE LEADING FORUM ON THE ROLE OF HEALTHCARE PAYMENT REFORMS WITH SPECIAL FOCUS ON BUNDLED PAYMENT APPROACHES



June 12 - 13, 2012

Jack Morton Auditorium, Media and Public Affairs Building,
George Washington University
Washington, DC

www.BundledPaymentSummit.com

A Hybrid Conference & Internet Event
See page 2

KEYNOTE SPEAKERS:

Carolyn M. Clancy, MD,
Director, Agency for Healthcare Research and Quality (AHRQ), US Department of Health and Human Services

Francois de Brantes,
Executive Director, Health Care Incentives Improvement Institute (HCII)

James C. Robinson, PhD,
Leonard D. Schaeffer Professor of Health Economics, University of California at Berkeley; Director, Berkeley Center for Health Technology

Valinda Rutledge, MBA,
Director, Care Models Group, Center for Medicare and Medicaid Innovation (CMMI), Center for Medicare and Medicaid Services (CMS)

Glenn D. Steele, Jr., MD, PhD,
President and CEO, Geisinger Health System

SUMMIT CHAIR:

Tom Williams, DrPH,
President and Chief Executive Officer, Integrated Healthcare Association

FEATURING:

- Pre-Conference: Critical Factors to Winning and Succeeding Under a Bundled Payment Designation
- Leading Through Innovation and Collaboration
- From Episodes to Bundles: Two Sides of a Risk Coin
- Geisinger's Innovations and Strategies for Bundled Payments
- Real Life Perspectives on Bundled Payment Implementation
- Updates from CMS: The Latest on All Things Bundled Payment
- CMMI Bundled Payments for Care Improvement Initiative Applicants
- Redesigning Consumer Cost Sharing to Support Episode-of-Care Payment for Providers
- Bundled Payment and Consumer Cost Sharing: Case Studies

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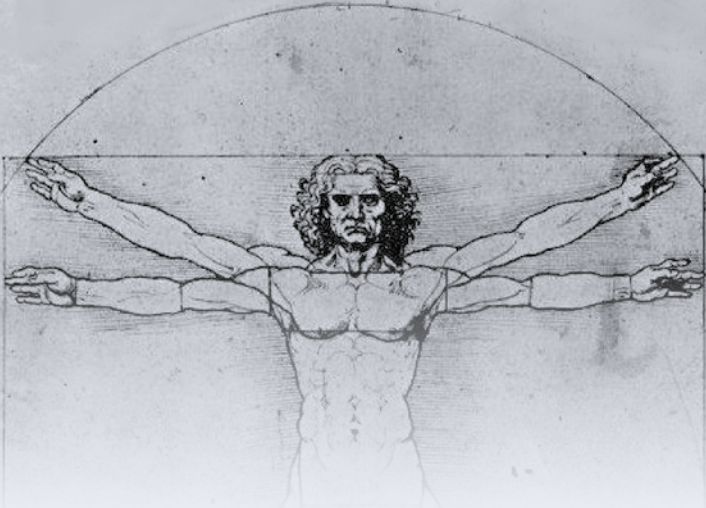


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The concept of bundled payment, or paying for medical treatment on the basis of the “episode of care” rather than fee-for-service or capitation, is rapidly catching on in US healthcare. As an illustration, when the Center for Medicare and Medicaid Innovation announced its Bundled Payments for Care Improvement initiative, it received over 2,000 responses to its Request for Applications solicitation. On top of this, state Medicaid programs, numerous private insurance companies, and employers across the country have embarked upon bundled payment programs.

The broad appeal of the bundled payment concept was strengthened earlier this year when the Congressional Budget Office released a study examining the impacts of ten CMS demonstrations focused on disease management and care coordination as well as value-based payments, and found that the Medicare Participating Heart Bypass Center demonstration (a bundled payment initiative) was the only one examined that had a meaningful, positive impact on Medicare savings.

Despite the promise and growing popularity of this payment method, significant technical, legal, HIT, patient engagement, and other challenges to implementation still exist. At the second National Bundled Payment Summit, attendees will hear from individuals in government, academia, and the private sector who are working through these challenges, and who have made meaningful progress towards implementing bundled payment.

We will explore key issues -- clinical, analytic, measurement, payment, and patient engagement -- implicated in implementing a bundled payment program. Conference elements will include keynote addresses from national policy makers and senior executive leaders from around the country, who will highlight challenges and opportunities presented by bundled payments. The track sessions will offer several case studies from experienced executives and healthcare experts. Throughout the event, there will be ample opportunity for audience participation and interaction with presenters.

Who Should Attend:

- Hospital CEOs and CFOs
- Medical Analytic Specialists
- Quality Improvement Executives
- Managed Care Executives
- Managed Care Contracting Experts
- Orthopedic Chiefs of Staff
- Surgeons
- Service Line Executives
- Health Plan Representatives
- Medical Directors
- Information Technology Vendors
- Health Policy Makers
- Academics

Participation Options

Traditional Onsite Attendance

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

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

Live and Archived Internet Attendance

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

The archived conference includes speaker videos and coordinated PowerPoint presentations.

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



Onsite



At your office . . .



. . . or home

ACCESS TO SPEAKER PRESENTATIONS

Speaker presentations are posted in a downloadable format under speaker name on the Summit website agenda pages several days prior to the start of the Summit. Speaker presentations are password protected for 90 days from the start of the Summit. Registrants will receive username and password at the time that the presentations are posted. Thereafter speaker presentations are publicly accessible on the Summit website agenda pages. Health Care Conference Administrators, LLC believes that it is important to share these excellent presentations with participants in the health system and academic health services researchers who together are trying to improve the accessibility, quality and efficiency of the nation's health system.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Take advantage of this unique opportunity to expand your reach! The Summit is attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader. For more information call Justin Sorensen at 206-452-0609.

Special Subscription Offer



Accountable Care News, Medical Home News, Predictive Modeling News and Readmissions News are pleased to offer attendees of The National Bundled Payment Summit a special discounted subscription offer.

All offer 12 pages of outstanding content each month. Every issue includes three major articles, industry news and resources, a Thought Leader segment featuring national opinion leaders commenting on an important issue of the day, and an interview with a key figure in the field.

SPECIAL CONGRESS ATTENDEE SUBSCRIPTION OFFER

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

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

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

HOTEL INFORMATION/RESERVATIONS

The Second National Bundled Payment Summit is being held at The Jack Morton Auditorium in the Media and Public Affairs Building on the campus of George Washington University.

Media and Public Affairs Building

805 21st Street, NW (bordering streets: H, I, 20th and 21st)

Campus Map: <http://www.gwu.edu/explore/visitingcampus/campusmaps>

These nearby hotels are offering special group-rates for Summit attendees:

Hotel Lombardy

2019 Pennsylvania Avenue NW • Washington DC 20006
Distance from Media and Public Affairs Building: .12 miles
Hotel Reservations: 800-424-5486 or 202-828-2600

A special group-rate of \$259 single or \$279 double per night (plus tax) is available while rooms last or until the cutoff date of Thursday, May 10, 2012.

Please ask the reservations agent for Group #2564 BUNDLED PAYMENT SUMMIT

The George Washington University Inn

824 New Hampshire Avenue NW • Washington DC 20037
Distance from Media and Public Affairs Building: .35 miles
Hotel Reservations: 800-426-4455 or 202-337-6620

A special group-rate of \$229 single and \$249 double per night (plus tax) is available while rooms last or until the cut off date of Thursday, May 10, 2012.

You may also upgrade to a Studio Suite for an additional \$20 per night or a One-Bedroom Suite for an additional \$50 per night, based on availability.

Please ask the reservations agent for GROUP ID: 350451 BUNDLED PAYMENT SUMMIT

Renaissance Washington, DC Dupont Circle Hotel

1143 New Hampshire Avenue NW • Washington DC 20037-1522
Distance from Media and Public Affairs Building: .35 miles
Marriott Reservations: 800-468-3571 or 202-775-0800

A special group-rate of \$273 single/double per night (plus tax) is available while rooms last or until the cutoff date of Monday, May 21, 2012.

Please ask the reservations agent for BUNDLED PAYMENT SUMMIT

Once group-rate rooms are sold-out, or at the cutoff date, reservations will be accepted on a space-available basis at the prevailing rate.

Save the Date!



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The THIRD NATIONAL Accountable Care Organization (ACO) Congress

The Leading Forum on
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(ACOs) and Related Delivery
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**A Hybrid
Conference
& Internet
Event**

See website

October 30 – November 1, 2012
Beverly Hilton Hotel, Los Angeles, CA

PRODUCED BY



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Day 1: Tuesday, June 12, 2012

8:00 am Registration

PRE-CONFERENCE SESSION: Critical Factors to Winning and Succeeding Under a Bundled Payment Designation

Deirdre Baggot, PhD (c), MBA, RN, *Vice President, The Camden Group, El Segundo, CA*

Robert A. Minkin, FACHE, *Vice President, The Camden Group, El Segundo, CA*

Hospital/Provider to be Announced

9:00 am Medicare Bundling: Bundled Payment for Care Improvement Updates; Keys to a Successful Application; Organizational Readiness; Metrics; Features of Successful Gainshare Programs; Future Models

10:00 am Commercial Bundling: National Trends; Critical Success Factors; Partnership Strategies; Metrics, Contract Considerations; Inclusions and Exclusions; Structural Considerations; Common Mistakes

10:30 am Break

11:00 am Episode of Care Math: Understanding the Risk and Reward

11:30 am Case Study and Discussion

12:00 pm Pre-Conference Session Adjourns and Lunch on Own

Day 1: Tuesday, June 12, 2012

OPENING PLENARY SESSION

1:00 pm Welcome & Introductions

Tom Williams, DrPH, *President and CEO, Integrated Healthcare Association, Oakland, CA*

1:15 pm Keynote Address: Leading Through Innovation and Collaboration

Carolyn M. Clancy, MD, *Director, Agency for Healthcare Research and Quality (AHRQ), U.S. Department of Health and Human Services, Baltimore, MD*

2:00 pm Keynote Address: From Episodes to Bundles: Two Sides of a Risk Coin

Francois de Brantes, *Executive Director, Health Care Incentives Improvement Institute (HCI3), Newtown, CT*

3:00 pm Break

3:30 pm Keynote Address: Geisinger's Innovations and Strategies for Bundled Payments

Glenn D. Steele, Jr., MD, PhD, *President and CEO, Geisinger Health System, Danville, PA*

4:15 pm Keynote Panel: Real Life Perspectives on Bundled Payment Implementation

James Caillouette, MD, *Chairman, Newport Orthopedic Institute; Surgeon in Chief/Chief of Staff, Hoag Orthopedic Institute, Newport Beach, CA*

Elizabeth Curran (Invited), *Head of Network Strategy and Program Development, Aetna, Hartford, CT*

Deirdre Baggot, PhD (c), MBA, RN, *Vice President, The Camden Group, El Segundo, CA*

Tom Williams, DrPH, *President and CEO, Integrated Healthcare Association, Oakland, CA* (Moderator)

5:30 pm Day 1 Adjourns followed by Opening Networking Reception

Day 2: Wednesday, June 13, 2012

7:00 am Registration

7:00 am Continental Breakfast in Exhibit Hall

MORNING PLENARY SESSION

8:00 am Welcome & Introductions

Tom Williams, DrPH, *President and CEO, Integrated Healthcare Association, Oakland, CA*

8:15 am Keynote Address: Updates from CMS: The Latest on All Things Bundled Payment

Valinda Rutledge, MBA, *Director, Care Models Group, Center for Medicare and Medicaid Innovation (CMMI), Center for Medicare and Medicaid Services (CMS), Washington, DC*

9:15 am Keynote Panel: CMMI Bundled Payments for Care Improvement Initiative Applicants

Karim Habibi, *Vice President and Senior Administrator, Office of Managed Care, NYU Langone Medical Center, New York, NY*

Mark Hiller, *Vice President, Innovation Solutions, Premier Inc., Charlotte, NC*

Elizabeth Mort, MD, MPH, *Senior Medical Director, Partners HealthCare; Vice President Quality and Safety, Massachusetts General Physicians Organization, Boston, MA*

Jett Stansbury, *Director, New Program Development, Integrated Healthcare Association, Oakland, CA*

Robert E. Mechanic, MBA, *Senior Fellow, Heller School of Social Policy and Management, Brandeis University; Executive Director, Health Industry Forum, Waltham, MA* (Moderator)

10:30 am Break

10:45 am Concurrent Sessions Group I

Session I.1: Contracting for Bundled Payment

John Brooks, JD, MBA, *Project Lead and Health Policy Analyst, Center for Transforming Health, The MITRE Corporation, McLean, VA*

Joane H. Goodroe, RN, BSN, MBA, *Independent Consultant, Goodroe Healthcare Solutions, Norcross, GA*

Jill Gordon, JD, MHA, *Partner and Vice-Chair, Health Law Group, Davis Wright Tremaine LLP, Los Angeles, CA*

Alice G. Gosfield, Esq., *Principal, Alice G. Gosfield and Associates, P.C., Philadelphia, PA*

Adela Lucero, JD, *Senior Health Policy Analyst, Center for Transforming Health, The MITRE Corporation, McLean, VA*

Erin Williams, JD, *Principal Health Policy Analyst, Center for Transforming Health, The MITRE Corporation, McLean, VA* (Moderator)



Session 1.2: 6 Key Operational Challenges for Payers and Providers in a Payment Bundling Program

Jay Sultan, *Assistant Vice President, Product Management for Value Based Reimbursement, The TriZetto Group, Athens, GA*

Session 1.3: Don't Get Lost in the Weeds of Bundled Payment Data

Kate Fitch, RN, MEd, *Principal, Milliman, Inc., New York, NY*
Bruce Pyenson, FSA, MAAA, *Principal and Consulting Actuary, Milliman, Inc., New York, NY*

12:00 pm Lunch in Exhibit Hall

AFTERNOON PLENARY SESSION

12:45 pm Keynote Address: Redesigning Consumer Cost Sharing to Support Episode-of-Care Payment for Providers

James C. Robinson, PhD, *Leonard D. Schaeffer Professor of Health Economics, University of California at Berkeley; Director, Berkeley Center for Health Technology, Berkeley, CA*

1:15 pm Keynote Panel: Bundled Payment and Consumer Cost Sharing: Case Studies

Ann Boynton, *Deputy Executive Officer, Benefit Programs Policy and Planning, California Public Employees' Retirement System (CalPERS), Sacramento, CA*

Speaker to be Announced, *Lowe's Companies, Inc., Mooresville, NC*

Sam Ho, MD (Invited), *Vice President and Corporate Medical Director, UnitedHealthcare, Cypress, CA*

James C. Robinson, PhD, *Leonard D. Schaeffer Professor of Health Economics, University of California at Berkeley; Director, Berkeley Center for Health Technology, Berkeley, CA (Moderator)*

2:30 pm Break

2:45 pm Concurrent Sessions Group 2

Session 2.1: IT for Bundled Payment and Care Redesign

Jacqueline Gisch, RN, MSN, *Vice President, Quality, Aurora Health Care, Milwaukee, WI*

Cary Sennett, MD, PhD, *President, IMPAQ International, LLC, Columbia, MD*

Cindy Speck, MBA, *Lead Healthcare Information Systems Engineer, Center for Transforming Health, The MITRE Corporation, McLean, VA*

Claire E. Trescott, MD, *Medical Director of Primary Care, Group Health Medical Centers, Group Health Physicians, Seattle, WA*

David Tanenbaum, PhD, *Lead Multi-Discipline Systems Engineer, Center for Transforming Health, The MITRE Corporation, McLean, VA (Moderator)*

Session 2.2: A Financial Simulation Model for Knee Replacement Bundles

Peggy L Naas, MD, MBA, *Vice President, Physician Strategies, VHA, Inc., Irving, TX*

Bob Kelley, *Senior Vice President, Healthcare Analytics, Thomson Reuters, Ann Arbor, MI*

Session 2.3: Leveraging Lessons Learned from Bundled Payment Analytics

Gloria Kupferman, *Vice President, National Information Products, DataGen, a HANYS Solutions Company, Rensselaer, NY*

4:00 pm Bundled Payment Summit Adjourns



Jack Morton Auditorium, Media and Public Affairs Building, George Washington University

THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

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 issuance of a user name and password.
4. Only one user (per user name and password) may access archived conference. It is not permissible to share the user name and password with third parties. Should Internet registrants choose to access post conference content via alternative media (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 online registrants there will be no refunds for cancellations. Please call the Conference Office at 800-503-7414 or 206-452-5612 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 online option. Please call the Conference Office at 800-503-7414 or 206-452-5612 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.BundledPaymentSummit.com.
- Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 206-319-5303, or scan

and email the completed form to registration@hcconferences.com. 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 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 Educations 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 of either online or onsite registrations. You may send a substitute or transfer your onsite registration to an online registration. For more information, please call the Conference Office at 800-503-7414 or 206-452-5612.

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Unauthorized sharing of Summit 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 Summit aggressively pursues copyright infringers. 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 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 Summit content sharing, contact the Summit registration office.

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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 Summit will be to refund the registration fee paid. The Summit 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 800-503-7414 (Continental US, Alaska and Hawaii only) or 206-452-5612, send e-mail to registration@hcconferences.com, or visit our website at www.BundledPaymentSummit.com.



Bundled Payment Summit

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HOW TO REGISTER: Fully complete the form below (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.BundledPaymentSummit.com.

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

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

FOR REGISTRATION QUESTIONS:

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Special Needs (Dietary or Physical)

ONSITE CONFERENCE ATTENDANCE

- PRECONFERENCE: Critical Factors to Winning and Succeeding Under a Bundled Payment Designation** \$ 495
- CONFERENCE REGISTRATION** (Does not include Preconference):
- Through Friday, April 27, 2012* \$ 995
 - Through Friday, May 18, 2012** \$1,395
 - After Friday, May 18, 2012 \$1,795

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

- Conference:**
- Through Friday, April 27, 2012* \$ 795
 - Through Friday, May 18, 2012** \$1,095
 - After Friday, May 18, 2012 \$1,395

SELECT YOUR CONCURRENT SESSIONS

(Wednesday, June 13 — Select one from each group):

- 10:45 am** 1.1 1.2 1.3
- 2:45 pm** 2.1 2.2 2.3

CONFERENCE ELECTRONIC MEDIA:

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

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

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- Through Friday, April 27, 2012* \$ 795
 - Through Friday, May 18, 2012** \$1,095
 - After Friday, May 18, 2012 \$1,395

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Group registration offers the substantial volume discounts set forth below.

All group registrants are enrolled in the preconference, conference and certificate program.

Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track employee conference participation.

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

See INTELLECTUAL PROPERTY POLICY, page 6.

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

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

- Accountable Care News* \$ 295 *Predictive Modeling News* \$ 295
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* This price reflects a discount for registration and payment received through Friday, 4/27/12.

** This price reflects a discount for registration and payment received through Friday, 5/18/12.

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You may also register online at www.BundledPaymentSummit.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 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 online and onsite registrants there will be no refunds for "no-shows" or cancellations.

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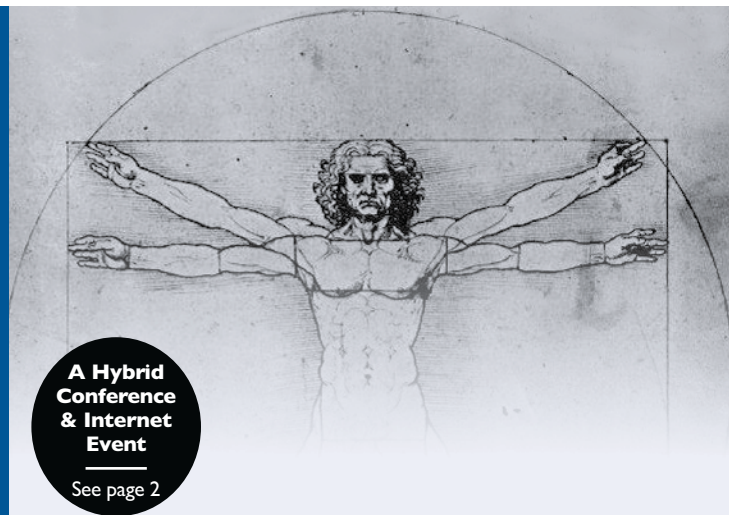
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