



2021 National Medicare Advantage Conference

Implementing Successful Strategies that Focus on Member Enrollment, Revenue Enhancement, Medical Management, Compliance and Operations!

November 15 – 16, 2021 • Caesars Palace Hotel • Las Vegas, NV

Overview

Medicare Advantage is currently facing unprecedented challenges. The changes and cuts for Medicare Advantage have ushered in a much tougher climate for health plans. The cuts render revenues challenging and margins tight. It's more important than ever in this era of pay for performance that medical management, operations, customer service and the financial side all work together to both advance the metrics needle for Star Ratings and provide actual value-based services and improved outcomes. How to run a tighter ship to protect margins, provide real outcomes, and increase your plan payments?

The *2021 National Medicare Advantage Conference* promises to set standards within the industry, and will prove to be a game changer for leaders, experts, as well as policymakers involved within Medicare Advantage. In addition to having a strong focus on the larger issues facing Medicare Advantage – such as quality improvement, member acquisition/retention, profitability enhancement, compliance, etc. – the conference will feature topics focused on Product Development, Innovation and Value-Based Healthcare.

In this premier event, we bring together leaders and innovators to share their insights and offer solutions on the abundant challenges facing Medicare Advantage. By attending the *2021 National Medicare Advantage Conference*, you will learn what others in your industry are doing to be better prepared for the challenges that lie ahead in 2022.

Intended Audience

From Health Plans, Medicare Advantage Plans & Managed Care Organizations:

Chief Executive Officers, Chief Operating Officers, Chief Financial Officers, Chief Marketing Officers, Chief Medical Officers, Chief Strategy Officers, Chief Pharmacy Officers & Chief Information Officers

Also, Presidents, Vice Presidents, Directors & Managers of:

- Medicare
- Star Ratings
- Senior Products
- Quality Improvement
- Marketing
- Managed Care
- Compliance
- Care Management
- Operations
- Strategy
- Business Development
- Regulatory Affairs
- Risk Management
- Utilization Management
- Medicare Stars
- Medicare Advantage
- Government Programs
- Data & Analytics
- Value-Based Health
- Sales
- Medical
- Product Development
- Finance
- Quality
- Pharmacy
- Disease Management
- Community Health
- Network Management

• Business Development

• Pharmacy

This program is also geared towards Hospitals & Health Systems, Vendors, Healthcare Consultants, Solution Providers, Pharmacy Benefit Managers, Disease Management Organizations, Third Party Administrators, Pharmaceutical & Medical Device Companies, IT & Business Process Outsourcing Companies and Enrollment Brokers

Agenda

Day One – Monday, November 15, 2021

7:15 *Conference Registration & Morning Breakfast*

8:15 *Chairperson's Opening Remarks*

Nancy Everitt, PMP

Chief Executive Officer

LIFE COORDINATED®

8:30 A National Perspective: Reducing Future Legal Risk and Enhancing Effectiveness of Medicare Supplemental Services with Curated and Credentialed Non-Traditional Providers

Nancy Everitt, PMP

Chief Executive Officer

LIFE COORDINATED®

9:15 Developing a Viable Strategy Focused on Social Determinants of Health for Medicare Advantage

Nikki Hungate, MS, MHA

Senior Leader, Medicare Government Programs Product Strategy & Design

MVP Health Care

10:00 *Networking Break & Refreshments*

10:30 Using Social Determinants of Health (SDOH) Data to Drive Innovation within Medicare Advantage

April Demers

Director, Business Solutions

National Social Determinants of Health Institute

ProMedica

11:15 Home Delivered Meals; Leveraging Nutrition to Enhance Star Ratings

Melissa Hildebrand

Director, Healthcare Partnership

Mom's Meals

12:00 *Luncheon for All Attendees & Speakers*

1:15 Panel Discussion: Expanding Value-Based Healthcare within Medicare Advantage

Nancy Everitt, PMP
Chief Executive Officer
LIFE COORDINATED®

Jennifer Doyle
Manager, West Division
ProMedica Senior Care

Nikki Hungate, MS, MHA
Senior Leader, Medicare Government Programs Product Strategy & Design
MVP Health Care

2:15 Consumer Behavior Driven Data: Strongest Performing Lead Generation Strategies

Valerie Whitman
Vice President, Sales, Healthcare
LeadingResponse

3:00 *Networking Break & Refreshments*

3:30 Outcomes Variance and Risk in Value-Based Contracting

Ian Duncan, PhD, FSA, FIA, FCIA, FCA, CSPA, MAAA
President
SB Actuaries
Adjunct Professor, Actuarial Statistics
University of California Santa Barbara

4:15 Managing Transitions: Improving Quality and Optimizing Performance on Medicare STAR Related Measures

Debra Corbett
Director, Quality Program
Amida Care

5:00 *End of Day One*

Day Two – Tuesday, November 16, 2021

7:15 *Networking Breakfast*

8:15 *Chairperson's Recap of Day One*

Nancy Everitt, PMP
Chief Executive Officer
LIFE COORDINATED®

8:30 Winning Strategies for Medicare Advantage & Star Ratings Success

Melissa Smith

Executive Vice President, Consulting & Professional Services

HealthMine

9:15 Engage Members, Improve Health Outcomes, and Address SDOH with Fresh Grocery Delivery

Ashley Tyrner

Founder & CEO

FarmboxRx

10:00 Networking Break & Refreshments

10:30 Aligning Population Health Management and Physician Engagement to Boost Quality, Patient Satisfaction and Medicare Star Ratings

Judy Ducsik, MBA, ARRT (N)

Founder & CEO

Expert Vue

Former Executive Director

Swedish Heart & Vascular Institute

11:15 Case Study of Home Wound Care Practice for Medicare Advantage Plans – A Model for Home Hospital Care from a Geriatrician's Perspective

Wayne Chen, MD

Medical Director

Blue Shield of California

12:00 Conference Concludes