



2022 Value Based Healthcare Conference

Creating a Viable Clinical and Financial Structure that that Produces Optimal Value-Based Healthcare Results; Engaging Physicians and Patients; Implementing Effective Performance Measures; Managing Reimbursement Opportunities and Challenges; and More!

March 24 – 25, 2022 • The Roosevelt, A Waldorf Astoria Hotel • New Orleans, LA

Conference Overview

The shift to value-based healthcare and reimbursement has greatly impacted the way healthcare is delivered and billed within hospitals and other healthcare providers. Transitioning from fee-for-service to value-based care has created several challenges as well as opportunities. Creating an optimal delivery of care system has been at the forefront of value-based healthcare. Providers are incentivized as well as penalized based on the quality of care that is administered. It will be critical for providers to effectively administer quality of care, as well as manage the cost shift when transition to value-based healthcare.

This conference will examine several strategies, models and case studies to understand how to best navigate the value-based healthcare system. Leading hospitals, health systems, healthcare providers and subject matter experts will present effective models to employ for a viable clinical and financial integrated value-based healthcare structure.

Don't miss this discussion-filled event filled with a variety of providers and value-based healthcare leaders and team members who will share their up-to-date experience and enriching insights. The more you hear, the better prepared you and your team will be to thrive in this new healthcare paradigm and build solid strategic programs.

Intended Audience

From Health Plans, Hospitals & Health Systems:

Chief Executive Officers, Chief Operating Officers, Chief Financial Officers, Chief Quality Officers, Chief Marketing Officers, Chief Medical Officers, Chief Strategy Officers, Chief Pharmacy Officers, Chief Information Officers, Chief Innovation Officers, Patient Safety Officers, Chief Technology Officers

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

- Value-Based Health
- Population Health
- Medical Management
- Medicare
- Senior Products
- Value-Based Health
- Innovation
- Compliance
- Care Management
- Operations
- Strategy
- Business Development
- Regulatory Affairs
- Risk Management
- Payment Reform
- Health Promotion & Wellness
- Community Health
- Medicare Advantage
- Government Programs
- Patient Quality & Safety
- Sales
- Managed Care
- Product Development
- Finance
- Quality
- Pharmacy
- Disease Management
- Community Health

- Utilization Management
- Health Reform

- Network Management
- Pharmacy

This program is also geared towards States, Government Agencies, Vendors, Employers, Purchasers, Population Health Management Organizations, Physician Groups, Managed Care Organizations, Wellness & Prevention Companies, Healthcare Technology Innovators, Healthcare Consultants, Solution Providers, Data Analytics Providers, Pharmacy Benefit Managers, Disease Management Organizations, Home Health Care Companies, Third Party Administrators, Pharmaceutical & Medical Device Companies, IT & Business Process Outsourcing Companies and Enrollment Brokers

Agenda

Day One – Thursday, March 24, 2022

7:15 *Conference Registration & Morning Breakfast*

8:15 *Chairperson's Opening Remarks*

Braxton Millar

Senior Director & Partner

Provider Enterprise Solutions

Optum

8:30 Practical Application of Digital Technologies in Achieving Value Based Outcomes: from Artificial Intelligence to Behavioral Health

Zenobia Brown, MD, MPH

Medical Director

Vice President, Population Health Care Management

Northwell Health

George Alvarado, MD

Medical Director, Northwell Health Home

Northwell Health

9:15 Utilizing Data & Analytics to Inform Value-Based Care Operations and Assess Financial Outcomes

Jessica Smith

Managing Director

Berkeley Research Group (BRG)

Rich Zhu

Associate Director

Berkeley Research Group (BRG)

10:00 *Networking Break & Refreshments*

10:30 Direct to Employer Bundle Model Development – Lessons Learned in Accelerating Clinical, Financial, and Service Transformation

Sabrina Poon, MD, MPH
Medical Director, Episodes of Care
Vanderbilt University Medical Center (VUMC)

Liam Woodard
Assistant Director, Operations
Episodes of Care
Vanderbilt University Medical Center (VUMC)

11:15 Next Gen RPM: The Future of Remote Patient Monitoring in Value Based Care

Tanay Tandon
CEO & Co-Founder
Athelas

12:00 Luncheon for All Attendees & Speakers

1:15 Establishing Effective Patient-Centered Outcomes of Care for Value-Based Healthcare

Erika Mallory, MPH
Program Manager, Providence Heart Institute
Clinical Program Services
Providence Health & Services

2:00 Panel Discussion: Implementing a Viable Clinical and Financial Integrated Model to Enhance Value-Based Healthcare

Steven Peskin, MD, MBA, MACP
Executive Medical Director
Population Health & Transformation
Horizon Blue Cross Blue Shield of New Jersey

William Munley
Administrator
Shriners Hospitals for Children – Greenville

Braxton Millar
Senior Director & Partner
Provider Enterprise Solutions
Optum

3:00 Networking Break & Refreshments

3:30 Advancing the Value Economy Through Workforce Development

Eric Weaver, DHA, MHA
Executive Director
Accountable Care Learning Collaborative

4:15 Managed Care Bundled Payments: Trials & Tribulations for an Effective Value Based Healthcare Program

William Munley

Administrator

Shriners Hospitals for Children – Greenville

5:00 *End of Day One*

Day Two – Friday, March 25, 2022

7:15 *Morning Breakfast*

8:15 *Recap of Day One*

Braxton Millar

Senior Director & Partner

Provider Enterprise Solutions

Optum

8:30 Optimizing Engagement and Alignment to Ensure a More Viable Value Based Healthcare System

Christine Ahn

Director, Value Care Redesign & QIPM

UCLA Health

9:15 Establishing an Effective Value-Based Healthcare Network to Optimize Care and Cost Strategies

Steven Peskin, MD, MBA, MACP

Executive Medical Director

Population Health & Transformation

Horizon Blue Cross Blue Shield of New Jersey

10:00 *Networking Break & Refreshments*

10:30 Implementing an Effective Risk-Based Structure to Support Value-Based Healthcare

Gregory Shufelt

Vice President, Strategy & Growth

Optum Advisory Services

Optum

Jane Kim

Senior Director, Advisory Services

Optum

11:15 Effectively Integrating Hospital Readmission Strategies with Value-Based Healthcare

Mark Green, MBA, PMP, LSSBB
Vice President, Care Management
Ochsner Health Network

12:00 Conference Concludes

Workshop Session

Thursday, March 24, 2022 • 5:15 p.m. – 7:15 p.m.

Measuring Clinical and Financial Programs: Implementing and Improving Effective Value-Based Healthcare Models Based on Performance Measurements

Value based healthcare delivery comes in many different forms and models which can be significantly different market to market and system to system. In this session, we will explore the role that tracking metrics plays in improving performance across these varied VBC models.

When performance is measured, performance improves. The process of developing a consistent framework to utilize in measuring and reporting performance for meaningful metrics will be described and discussed as a foundational element to success in VBC initiatives.

The balance of our time will be spent unpacking several real-life case studies where the framework has been deployed to develop meaningful VBC reporting tools with an exploration of their positive impact on performance and the challenges encounter in building them.

About the Workshop Leaders:

Braxton Millar

Senior Director & Partner
Provider Enterprise Solutions
Optum

Cooper Harris

Management Consultant
Health System Performance Improvement
Optum