

Executive Leadership Series – Fall 2009
Wins of Change: Winning Performance in the Age of Reform

Program Recap

September 15 – 16, 2009
The Westin Michigan Avenue
Chicago, IL - USA

National policy thought leaders, health plan executives and healthcare experts from Health Integrated convened to share perspectives on a range of topics highly pertinent to health plans during a provocative two-day program at the beautiful Westin Michigan Avenue in Chicago. The program provided an engaging venue for health plan executives to openly discuss winning strategies, best practices and program experiences in the pursuit of improving the overall health of members while reducing costs.

The discussion included anticipated changes in healthcare policy and their impact on health plans, the role of the patient centered medical home, compliance and cost mitigation with impending mental health parity, and the need for stronger integration of medical and behavioral healthcare. Participants in all manner of health plan leadership including CEO, CMO and leaders of medical and care management representing Medicaid, Medicare and Commercial health plans came from across the country to attend the event.



Following morning arrivals and lunch on the top floor of the Westin with sweeping views of Chicago, Day One of the event explored the latest healthcare public policy proposals in congress and what it means to health plans. Day One also included an in-depth case example of the implementation of a Patient-Centered Medical Home as one way to improve care quality while driving down costs.

- Following introductory comments from Shan Padda, Health Integrated's Chief Executive Officer, Julie Barnes, Deputy Director, Health Policy Program, New America Foundation, and Meg Murray, Chief Executive Officer, Association for Community Affiliated Plans, teamed up to drive discussion around the latest politics of healthcare, the political context of reform and the major provisions: reduce uninsured and underinsured numbers by providing greater access to quality, affordable care, improve the quality of care and delivery system efficiency, the need for sustainable financing and plan to reduce costs.
- Dr. Norm Lindenmuth, former Vice President and Chief Medical Officer for Quality at Excellus BlueCross BlueShield, then presented a case study and led the discussion on bringing a patient centered medical home to life. Dr. Lindenmuth walked through the steps taken and challenges overcome to go live for the Rochester Medical Home Initiative pilot.

After adjourning for the day, event participants enjoyed a fun-filled evening in a suite at Wrigley Field where they were treated to a Chicago Cubs win.

Day Two explored the interplay between medical and behavioral health, honed in on understanding the Mental Health Parity and Addiction Equity Act, and addressed ways to mitigate overall healthcare costs related to the impact of behavioral health.

- Dr. Sam Toney, Chief Medical Officer, Health Integrated, kicked off the day with a presentation about targeting the chronically ill with psychosocial co-morbidity. A discussion ensued about strategies to improve health and clinical outcomes while reducing the cost of care for one of the most expensive member segments - individuals with chronic illness and co-morbid behavioral health issues, such as depression. Participants were eligible to receive three CME/CEU credits for this part of the program.
- Steve Melek, Principal and Consulting Actuary, Milliman, followed that up with an enlightening presentation that delved into the numbers, further highlighting the impact of behavioral health issues on overall healthcare costs. Steve also shared information on strategies to mitigate those costs, including an integrated medical – behavioral care management program.
- Bill Flanagan, Partner, Crowell & Moring LLP, then followed with an in-depth look at interpreting the rules of the new Mental Health Parity law and a discussion on the interplay between federal and state laws or mandates.
- Dr. Jay Pomerantz, former Chief Medical Officer, Health Now New York, closed the session with a case study of ways to mitigate potential increased costs due to mental health parity requirements. Dr. Pomerantz shared some compelling outcomes and emphasized a multi-pronged strategy that included integrated utilization management, case management and selectively targeted population management to address members with psychosocial issues and chronic illness.

Health Integrated's Executive Leadership Series (ELS) will be back in 2010. In addition to timely topics pertinent to today's healthcare executive, the ELS always includes networking opportunities and a chance to have some fun with peers. Please stay tuned for more information and be sure to join us. For more information, contact Dawn Shivers, Health Integrated, 813.388.4061 or email executiveleadershipseries@healthintegrated.com.