

PROGRAM RECAP

Executive Leadership Series – St. Petersburg, FL, April 15-16, 2010

Thriving in the New Decade of Healthcare

Health Integrated held its fifth Executive Leadership event in St. Petersburg, FL. More than fifty national policy thought leaders, health plan executives and healthcare experts from Health Integrated convened to share perspectives on a range of topics during the highly-interactive two-day program. The program provided an engaging venue for health plan executives to share and actively 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, compliance and cost mitigation related to impending mental health parity regulations, and the need for stronger integration of medical and behavioral healthcare. Participants in the event included health plan CEOs, CMOs and other leaders of medical and care management representing Medicaid, Medicare and Commercial health plans from across the country.

Topics and speakers included:

- **Population Health Management Strategies: Real-World Successes from Health Plan Leaders**
 - ◇ *Dr. Marylou Buyse, M.S., Chief Medical Director, Scott & White Health Plan*
 - ◇ *Dr. James W. Howatt, MBA, Chief Medical Officer, Molina Healthcare*
 - ◇ *Mary McKendry, Senior Director, Clinical Affairs, Network Health*
 - ◇ *Dr. Margaret Rowland, Chief Medical Officer, CareOregon*
- **Integrated Health Management by the Numbers**
 - ◇ *Stephen P. Melek, FSA, MAAA, Principal, Consulting Actuary, Milliman*
- **Reform Legislation 2010: What it Means to Health Plans**
 - ◇ *Julie Barnes, Acting Director, Health Care Policy Program, New America Foundation*
 - ◇ *Dr. Marylou Buyse, M.S., Chief Medical Director, Scott & White Health Plan*
 - ◇ *Mark E. Lutes, Member of the Firm, Epstein Becker & Green, P.C.*
- **Behavioral Health Best Practices in the Age of Parity (Optional – CME Credits)**
 - ◇ *Dr. Sam D. Toney, Chief Medical Officer, Health Integrated*

Day One of the event explored the latest healthcare public policy changes and what they mean to health plans.

- Following introductory comments from Shan Padda, Health Integrated's Chief Executive Officer, a panel containing Dr. Marylou Buyse, Dr. James W. Howatt, Mary McKendry and Dr. Margaret Rowland, focused on requirements for a successful approach to managing diverse populations and interfacing the provider community. The panel shared pioneering health management strategies, ranging from expansion and transformation of medical management to integration of the medical, behavioral, social and wellness elements of care management. Each of these approaches is being used to manage health, reduce costs, and leverage provider relationships across diverse membership bases, including programs that reach lower-income families and children, seniors and the general population.
- The day was capped off with a wonderful dinner, fabulous view, great conversation and professional networking at the Columbia Restaurant located at the St. Petersburg Pier.

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Day Two explored the interplay between medical and behavioral health, honed in on identifying what reform means to health plans, and addressed ways to mitigate overall healthcare costs related to the impact of behavioral health.

- Dr. Sam D. Toney kicked off the day with a discussion of the impact of behavioral health issues in medical management. He examined best practices for managing behavioral healthcare with an emphasis on integrated approaches, an approach especially important in light of mental health parity regulations. Participants were eligible to receive three CME/CEU credits for this part of the program.
- Stephen P. Melek followed that up with an enlightening presentation that took a look at important parameters that measure the impact of behavioral health on overall healthcare costs and the effectiveness of integrated health management, including medical/behavioral health integration strategies for adults and children. With the Federal Mental Health Parity and Addiction Equity Act in effect, this presentation took an early look at the impact to the industry and how health plans are performing.
- Our Reform panel, Julie Barnes, Dr. Marylou Buyse and Mark E. Lutes, then gave a snapshot of the current state of healthcare reform legislation, and what it means to health plans as they plan for the coming decade.



The next Health Integrated Executive Leadership Series (ELS) event will be held in the Fall of 2010. In addition to participating in lively discussions on topics pertinent to today's healthcare executive, the ELS always provides ample opportunity for participants to connect and network 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.