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Health Plan Executives to Share Winning Strategies in the Age of Reform during Health Integrated Forum

Two-day strategic summit focuses on improving health plan members' health while reducing costs.

Tampa, Fla. – Sept. 1, 2009 – Policy thought leaders, health plan executives and experts from Health Integrated will share perspectives on anticipated changes in healthcare policy and their impact on health plans during a provocative two-day program at the The Westin Michigan Avenue in Chicago, Sept. 15 and 16, 2009.

“Wins of Change: Winning Performance in the Age of Reform” will provide an engaging venue for health plan executives to openly discuss strategies, best practices and program experiences in the pursuit of improving the health outcomes of members while reducing costs. The forum, which includes a session that qualifies for three continuing education credits, is part of an ongoing Executive Leadership Series hosted by Health Integrated, a leading provider of Health Management Solutions for health plans.

“Health plans have a tremendous opportunity to demonstrate their leadership in developing models for cost-effectively managing health while improving member outcomes,” says Shan Padda, Chief Executive Officer, Health Integrated. “The upcoming Executive Leadership Series provides a perfect venue, at the right time, to share ideas and discuss the steps needed to deliver on this promise.”

Among the topics and speakers are:

- *The Plan for Health Plans: What Reform Means for the Nation's Insurers*, Julie Barnes, Deputy Director, Health Policy Program, New America Foundation.
- *Mental Health Parity Becomes Law: Interpreting the Rules*, William J. Flanagan, Partner, Crowell & Moring LLP
- *Healthcare Reform*, Meg Murray, Chief Executive Officer, Association for Community Affiliated Plans
- *Bringing PCMH (Patient Centered Medical Home) to Life*, Norman W. Lindenmuth, MD, former Vice President and Chief Medical Officer for Quality, Excellus BlueCross BlueShield
- *Healthier Members at a Lower Cost: Biopsychosocial Aspects of Chronic Illness*, Sam Toney, MD, Vice Chairman and Chief Medical Officer, Health Integrated

For a full agenda and registration information, go to www.healthintegrated.com.

About Health Integrated

Health Integrated is the leading innovation partner for health plans, providing evidence-based solutions to accelerate achievement of health management goals for clinical outcomes, quality measures and cost containment. For more information, visit www.healthintegrated.com.

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