



HEALTH INSURANCE EXCHANGES

Agenda-At-A-Glance

Tuesday, July 24, 2012

7:00 am - 8:00 am	<i>Pre-Summit Workshop Registration and Welcome Coffee</i>	
8:00 am - 11:00 am	PRE-SUMMIT WORKSHOPS (CHOOSE 1 OF 2)	
	Workshop A: Creating a Health Plan for Dual Eligibles	Workshop B: Building and Implementing a Qualified Health
11:00 am - 12:00 pm	<i>Pre-Summit Workshop Concludes; Lunch on Your Own; Summit Registration</i>	
12:00 pm - 12:15 pm	CHAIRPERSON'S WELCOME AND OPENING REMARKS	
12:15 pm - 12:45 pm	OPENING KEYNOTE ADDRESS: The Future of Government Programs and Policy in America (Co-Located with the World Congress 2nd Annual Leadership Summit on Medicaid and the World Congress 8th Annual Leadership Summit on Medicare)	
12:45 pm - 2:00 pm	KEYNOTE PANEL: 2012 Politics and the Supreme Court Ruling on the Individual Mandate, Medicaid Expansion and Health Reform (Co-Located with the World Congress 2nd Annual Leadership Summit on Medicaid and the World Congress 8th	
2:00 pm - 2:30 pm	KEYNOTE ADDRESS: A Complete Government Program Strategy for Providers and Payers Alike (Co-Located with the World Congress 2nd Annual Leadership Summit on Medicaid)	
2:30 pm - 3:00 pm	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>	
3:00 pm - 4:15 pm	KEYNOTE PANEL: To Implement or Not to Implement: The Final Rules for the Health Insurance Exchange and the Implications of State Action or Inaction	
4:15 pm - 5:30 pm	CLOSING KEYNOTE PANEL DISCUSSION: Integration Between Medicaid and the Health Insurance Exchange (Co-Located with the World Congress 2nd Annual Leadership Summit on Medicaid)	
5:30 pm - 5:45 pm	CHAIRPERSON'S CLOSING REMARKS	
5:45 pm - 6:45 pm	<i>Networking Cocktail Reception in the Executive Networking Lounge</i>	

Wednesday, July 25, 2012

7:00 am - 8:00 am	<i>Welcome Coffee and Conference Registration</i>
8:00 am - 8:15 am	CHAIRPERSON'S WELCOME AND DAY 2 REMARKS
8:15 am - 9:15 am	OPENING KEYNOTE PANEL: Investing in the Health Plan Infrastructure Overhaul
9:15 am - 10:00 am	CASE STUDY: Health Choices: Building an Insurance Marketplace
10:00 am - 10:30 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
10:30 am - 11:15 am	CASE STUDY: The Colorado SHOP Exchange
11:15 am - 12:00 pm	The Impact of Public, Private and Federal Exchanges on Accountable Care Models
12:00 pm - 1:00 pm	Health Plan Strategies for the Private Exchange Marketplace
1:00 pm - 1:45 pm	<i>Networking and Lunch Break in the Executive Networking Lounge</i>
1:45 pm - 2:30 pm	Brokers, Agents and Navigators: The Future of New and Existing Industry Roles
2:30 pm - 3:15 pm	CLOSING KEYNOTE PANEL: The Implications of the Insurance Exchange Marketplace on Health Plan Business Models and the Industry as a Whole
3:15 pm - 3:30 pm	CHAIRPERSON'S CLOSING REMARKS; SUMMIT CONCLUDES

DISTINGUISHED SPEAKING FACULTY INCLUDES:

U.S. HOUSE OF REPRESENTATIVES



Nan Hayworth, MD
Congresswoman
(NY- 19)



Charlotte Ivancic
Counsel
US HOUSE OF REPRESENTATIVES
HOUSE BUDGET COMMITTEE

INDUSTRY LEADERS



Steve Davis
Managing Editor, Inside Health
Insurance Exchanges
HEALTH PLAN WEEK



John Gorman
Founder and Chairman
GORMAN HEALTH GROUP



John Graham
Director, Health Care Studies
PACIFIC INSTITUTE



Catherine Hamilton, PhD
Vice President of Planning
BLUE CROSS BLUE SHIELD
VERMONT



Thomas Johnson
President and Chief Executive Officer
MEDICAID HEALTH PLANS OF
AMERICA



Joy Johnson Wilson
Health Policy Director
NATIONAL CONFERENCE OF STATE
LEGISLATURES



David Knowlton
President & Chief Executive Officer
NEW JERSEY HEALTH CARE
QUALITY INSTITUTE
former Deputy Commissioner
NEW JERSEY DEPARTMENT OF
HEALTH



John Littel
Executive Vice President, External
Relations
AMERIGROUP CORP



Larry McNeely
Senior Associate
NATIONAL COALITION ON HEALTH



Thomas Miller
Resident Fellow, Healthcare Policy
and Regulation
THE AMERICAN ENTERPRISE
INSTITUTE FOR PUBLIC POLICY
RESEARCH



Roni Mansur
Chief Operating Officer
MASSACHUSETTS HEALTH
CONNECTOR



Pearl McClain
Business Change Director
State Sponsored Business
WELLPOINT



David McNichols
President
WELLCARE GEORGIA



Rose Naff
Chief Executive Officer
FLORIDA HEALTH CHOICES



Scott P. Polansky
Chief of Business Development
BOSTON MEDICAL CENTER
HEALTHNET PLAN



John Rother
President and Chief Executive Officer
NATIONAL COALITION ON HEALTH
REFORM



Kirk Roy
Vice President, National
Health Reform
BLUE CROSS BLUE SHIELD OF
MICHIGAN



David Shore
President Elect
MASSACHUSETTS ASSOCIATION
OF HEALTH UNDERWRITERS



Jim Slattery
Former US Congressman
(D-KANSAS)



Jim Sugden
Health Insurance Exchange
Coordinator, Colorado
NATIONAL ASSOCIATION OF
HEALTH UNDERWRITERS
Member, SHOP Exchange
Working Group
COLORADO HEALTH BENEFIT
EXCHANGE



Norm Thurston
Health Reform Implementation
Coordinator
UTAH OFFICE OF THE GOVERNOR



James Verdier
Senior Fellow
MATHEMATICA POLICY RESEARCH



Jessica Waltman
VP Government Affairs
NATIONAL ASSOCIATION OF
HEALTH UNDERWRITERS

Pre-Summit Workshops (choose 1 of 2)

8:00 am – 11:00 am

WORKSHOP A: Creating a Health Plan for Dual Eligibles

Dual Eligible Health Plans will have to meet the same requirements as those outlined by CMS for Special Needs Plans.

- How do health plans meet the Medicare Advantage Requirements of a Special Needs Plan required for dual eligible operations?
- Fulfilling quality requirements, grievances and appeals
- What elements need to be considered in planning, strategy and product development
- Discuss Medicaid and Medicare Advantage Contracting
- Explore Home and Community Based Waivers- what do they look like?



Suzanne Gore
Director, Integrated Care for Dual Eligibles
CENTER FOR HEALTH CARE STRATEGY

Suzanne Gore is the Director of Integrated Care for the dual eligibles at the Center for Health Care Strategies (CHCS). She plays a key role in the organization's work with states to integrate care for individuals who are dually eligible for Medicare and Medicaid.



Beth Marootian
Director, Business Development
NEIGHBORHOOD HEALTH PLAN OF RHODE ISLAND

Beth Marootian is Director of Business Development at Neighborhood Health Plan of Rhode Island, responsible for strategic and business planning including identifying and developing business and policy opportunities for Neighborhood.

8:00 am – 11:00 am

WORKSHOP B: Building and Implementing a Qualified Health Plan

Recent guidance on Essential Benefits gave states the ability to allow for flexibility in the designing of a qualified health plan. If the goal is increased access, affordability and choice and the more you standardize, the less choice you have, how much is enough and how much is too much?

- How will states determine how much flexibility to give?
- Discuss actuarial evaluations in qualified health plans: how much wiggle room is there?
- What is the best way for insurers to design a plan that is effective, original, draws participation but falls within medal valuations?
- What critical points and factors need to be determined in plan design to differentiate your product and still fall within the law?
- What considerations need to be made in regards to how an individual exchange archetype will shape your QHP model?

Logistics, Challenges and Opportunities for Creating a Qualified Health Plan

- Analyze the business case for standardized products and an Exchange environment?
- Discuss the consumer and small business implications on Exchanges
- What are the implications for Qualified Health Plans?
- Explore the strategic and transformational issues that Qualified Health Plans need to grapple with as they prepare for Exchanges



Catherine Hamilton, PhD
Vice President of Planning
BLUE CROSS BLUE SHIELD VERMONT

Catherine Hamilton, PhD, Vice President of Planning at Blue Cross and Blue Shield of Vermont, is responsible for the development and monitoring of the strategic business plan, general management of the individual and senior markets, and oversees health care reform.

11:00 am – 12:00 pm

Pre-Summit Workshop Concludes; Lunch on Your Own; Registration for Main Summit

12:00 pm – 12:15 pm

CHAIRPERSON'S WELCOME AND OPENING REMARKS

12:15 pm – 12:45 pm

OPENING KEYNOTE ADDRESS: The Future of Government Programs and Policy in America

A doctor, mother, businesswoman, and community leader turned public servant, Nan Hayworth represents New York's 19th Congressional District in the U.S. Congress.



Nan Hayworth, MD
Congresswoman, (NY- 19)

Co-Located with the World Congress 2nd Annual Leadership Summit on Medicaid and the World Congress 8th Annual Leadership Summit on Medicare

12:45 pm – 2:00 pm

KEYNOTE PANEL: 2012 Politics and the Supreme Court Ruling on the Individual Mandate, Medicaid Expansion and Health Reform

- Debate the recent arguments presented on health reform in March and the outcome of the recent ruling
- What are the implications of the 2012 Presidential candidates and the election?
- Discuss the implications of the Supreme Court decision and what it means for the industry

Moderator:



Thomas Miller
Resident Fellow
Healthcare Policy
and Regulation
**THE AMERICAN
ENTERPRISE
INSTITUTE FOR
PUBLIC POLICY
RESEARCH**



Thomas Johnson
President and Chief
Executive Officer
**MEDICAID HEALTH
PLANS OF
AMERICA**



John Rother
President and Chief
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**NATIONAL
COALITION ON
HEALTH REFORM**



Jim Slattery
Former US
Congressman
(D-KANSAS)



Charlotte Ivancic
Counsel
**US HOUSE OF
REPRESENTATIVES
HOUSE BUDGET
COMMITTEE**

Co-Located with the World Congress 2nd Annual Leadership Summit on Medicaid and the World Congress 8th Annual Leadership Summit on Medicare

2:00 pm – 2:30 pm

Co-Located with the
World Congress 2nd
Annual Leadership
Summit on Medicaid

KEYNOTE ADDRESS: A Complete Government Program Strategy for Providers and Payers Alike

- Discuss Value-based purchasing and the new mandate for payers and providers
- Explore the concept of integrating care and thinking beyond the physician's office
- Learn about coordinating networks across multiple populations



John Gorman
Founder and Chairman
GORMAN HEALTH GROUP (confirmed)

2:30 pm – 3:00 pm

Networking and Refreshment Break in the Executive Networking Lounge

3:00 pm – 4:15 pm

KEYNOTE PANEL: To Implement or Not to Implement: The Final Rules for the Health Insurance Exchange and The Implications of State Action or Inaction

States are moving forward with implementation on varying levels. However, due to uncertainties many remain far behind meeting deadlines for a wholly state run exchange this year. With the recent Supreme Court ruling, how does this play out for states, plans and consumers?

- What types of partnerships will the states and federal government form to get exchanges up and running?
- Hear from states from both sides of the spectrum
- How are the final rules on exchanges being addressed on a state by state basis?
- What will a federally run exchange look like and who will benefit?
- Examine the private exchange option for state exchanges rollout

Moderator:



James Verdier
Senior Fellow
**MATHEMATICA POLICY
RESEARCH**

Panelists:



John Graham
Director, Health Care Studies
PACIFIC INSTITUTE



Joy Jonson Wilson
Health Policy Director
**NATIONAL CONFERENCE OF STATE
LEGISLATURES**



Roni Mansur
Chief Operating Officer
MASSACHUSETTS HEALTH CONNECTOR



Norman Thurston
Health Reform Implementation Coordinator
UTAH OFFICE OF THE GOVERNOR

4:15 pm – 5:30 pm

CLOSING KEYNOTE PANEL DISCUSSION: Integration Between Medicaid and the Health Insurance Exchange

- Discuss the changes in the final guidance that specify how and where eligibility for Medicaid and CHIP will be determined
- What role will Managed Care Plans play in the exchanges?
- Addressing churn within the marketplace
- What will the exchange/Medicaid interface look like?
- Examine Tools for Tracking and Managing Populations Moving through Coverage Eligibilities within the Exchange Structure
- How will old systems in Medicaid be modernized to interact with state-of-the-art exchanges?

Moderator:



Steve Davis
Managing Editor, Inside
Health Insurance
Exchanges
HEALTH PLAN WEEK

Panelists:



Catherine Hamilton, PhD
Vice President of Planning
**BLUE CROSS BLUE SHIELD
VERMONT**



David McNichols
President
WELLCARE GEORGIA



John Littel
Executive Vice President,
External Relations
AMERIGROUP CORP



Pearl McClain
Business Change Director
State Sponsored Business
WELLPOINT

5:30 pm – 5:45 pm

CHAIRPERSON'S CLOSING REMARKS

5:45 pm – 6:45 pm

Networking Cocktail Reception in the Executive Networking Lounge



WEDNESDAY, JULY 25, 2012

7:00 am – 8:00 am

Registration and Welcome Coffee in the Executive Networking Lounge

8:00 am – 8:15 am

CHAIRPERSON'S WELCOME AND DAY TWO OPENING REMARKS

8:15 am – 9:15 am

OPENING KEYNOTE ADDRESS: Investing in the Health Plan Infrastructure Overhaul

- Hear what is being done to overhaul insurance infrastructure to help consumers understand their healthcare costs
- Why are these changes important, regardless of regulatory developments and possible changes?
- How can these changes to insurer business models contain costs and improve quality of care for customers?



Kirk Roy
Vice President, National Health Reform
BLUE CROSS BLUE SHIELD OF MICHIGAN

9:15 am – 10:00 am

CASE STUDY: Health Choices: Building an Insurance Marketplace

As a state designed solution to ease the burden for small businesses purchasing health insurance, Florida's Marketplace strives to succeed while keeping an eye on a changing health care landscape.

- Understand the organizational environment
- Find out what stakeholders may need to know
- How to identify resources and gaps

Stakeholder Groups: If you are not at the table, you are on the menu

Building A Marketplace: Construction zone, hard hat required

On A Shoestring: Estimates vary, what does it really take? Marketplace v. Exchange: Know the difference

Changing Landscape: Who will survive and thrive?



Rose Naff
Chief Executive Officer
FLORIDA HEALTH CHOICES

10:00 am – 10:30 am

Networking and Refreshment Break in the Executive Networking Lounge

10:30 am – 11:15 am

CASE STUDY: The Colorado SHOP Exchange

Colorado has made solid progress in creating a state health insurance exchange including plans for a viable SHOP Exchange. The effort has been bipartisan but not without its controversy. How were they able to bring diverse groups together and what challenges still lay ahead?

- Bringing stakeholders into the process
- Discuss strategies for attracting employers
- Employing multiple distribution channels
- Avoiding adverse selection
- Impacting premium rates



Jim Sugden
Exchange Coordinator, Colorado
NATIONAL ASSOCIATION OF HEALTH UNDERWRITERS; MEMBER
SHOP exchange working group, COLORADO HEALTH BENEFIT EXCHANGE

11:15 am – 12:00 pm

The Impact of Public, Private and Federal Exchanges on Accountable Care Models

- Ensuring Seamless Delivery of Services within the Exchange Marketplace
- How will coverage eligibility impact patients receiving care within the PCMH or ACO model?



David Knowlton
President & Chief Executive Officer,
NEW JERSEY HEALTH CARE QUALITY INSTITUTE; former Deputy Commissioner, NEW JERSEY DEPARTMENT OF HEALTH

12:00 pm – 1:00 pm

Networking Luncheon in the Executive Networking Lounge

1:00 pm – 1:45 pm

Health Plan Strategies for the Public vs. Private Exchange Marketplace

- Examining private exchange models for Medicare, small groups, large groups and individuals
- Explore strategies for selling products on the private exchange and differentiating yourself in this marketplace
- Discuss the impact on the industry and consumers of the shop and compare model?



Scott P. Polansky
Chief of Business Development
BOSTON MEDICAL CENTER HEALTHNET PLAN

1:45 pm – 2:30 pm

Brokers, Agents and Navigators: The Future of New and Existing Industry Roles

- How can agents and brokers compliment navigators in a new exchange-based market environment?
- Understand why agent and broker participation in state-based exchanges is critical to ensure exchange participation and year-round health plan service support for both individual and small employer health plan consumers
- Hear how agents and brokers assisting qualified individuals in obtaining any premium tax credits or cost-sharing assistance that may be available to them will only increase overall coverage rates.



Jessica Waltman
VP Government Affairs
NATIONAL ASSOCIATION OF HEALTH UNDERWRITERS



David Shore
President Elect
MASSACHUSETTS ASSOCIATION OF HEALTH UNDERWRITERS

2:30 pm – 3:15 pm

CLOSING KEYNOTE PANEL: The Implications of The Insurance Exchange Marketplace on Health Plan Business Models and the Industry as a Whole

- Everyone knows that business models will change, but what are the wider implications?
- State Perspective: who's prepared and who isn't, what do different states look like on the ground?
- With the landscape already changing, what other changes are in store for the industry?



Larry McNeely
Senior Associate
NATIONAL COALITION ON HEALTH CARE REFORM

3:15 pm – 3:30 pm

CHAIRPERSON'S CLOSING REMARKS; CONGRESS CONCLUDES