EFFECTIVE LEADERSHIP
in a time of change.
While reform takes shape in Washington, the intensifying demand for high performance and superior customer service is pressing organizations to become more flexible, more results-oriented, and able to quickly adapt to change. The Executive Forum is the can’t-miss event of the year where you’ll get firsthand insights from industry leaders on the future of health care and employee benefits. This year’s event will focus on navigating the turbulent economy and ensuring your company’s viability in unpredictable times by leveraging business diversification, aligning products and services with current reform initiatives, and employing other strategies which will successfully position your organization to capitalize on the opportunities of change.

Who Should Attend?

• Third Party Administrators (TPAs)
• Benefit Directors/Managers
• Insurance Carriers
• Managing General Underwriters
• Audit Firms
• Preferred Provider Organizations (PPOs)
• Brokers/Agents
• Consultants
• Human Resource Managers
• Pharmaceutical Benefit Managers

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Encore at Wynn Las Vegas
Las Vegas, NV

Encore is a distinct destination with its own repertoire of accommodations, culinary offerings and leisure activities.

The 2,034 suites offer the luxury of space in a comfortable residential setting. They feature floor-to-ceiling windows with dramatic views, advanced technologies and timeless design.

If creating the distinctive guest experience is an art, Steve Wynn’s newest masterpiece is an Encore. Our environments attempt to be unlike anything anywhere - uniquely Wynn, distinctly Encore.

Reservations

Rates: $139 per night + tax (single or double occupancy).
Call 1.888.320.7125 to book your hotel accommodations.

Reservation deadline: Saturday, January 9, 2010.
Refer to 2010 HCAA Executive Forum when making your reservation.

HCAA’s Value of Connection

HCAA helps you stay on top of your game by providing up-to-date information, the latest industry trends and real-life solutions from experts in the field of health care administration. Join us for our 2010 Executive Forum and experience the value of connection as industry leaders, from all aspects of the industry, offer their insights into the future of health care and employee benefits. Learn more about the newest, most practical solutions and their real-life applications.

About HCAA

Formed in 1980, Health Care Administrators Association is a not-for-profit organization for TPAs and other health care professionals. HCAA serves as a regulatory and legislative advisory source to its members and provides educational opportunities with leading experts in the industry.
Ernie Clevenger
2010 Executive Forum
Chief Change Officer

HCAA is honored to announce Ernie Clevenger, President of MyHealthGuide, LLC and CareHere, LLC as the 2010 Executive Forum facilitator. As facilitator, Ernie will weave his vast knowledge of industry trends and the various reform initiatives, along with his professional insights in a dynamic, interactive way, ensuring that key points from each session resonate with clarity.

TUESDAY, FEBRUARY 9

12:00 - 5:00 pm  Registration

5:30 - 7:00 pm  Welcome

Join us for the Welcome Reception where you can meet and network with your HCAA peers. Enjoy a hosted bar and hors d’oeuvres before the conference begins Wednesday.

WEDNESDAY, FEBRUARY 10

8:00 - 8:30 am  Continental Breakfast and Networking

8:30 - 10:15 am  Keynote Presentation - Playing Big: Leading in Challenging Times
presented by Dr. JP Pawliw-Fry

In today’s environment of economic downturn and health care reform it is more important than ever to provide positive leadership to our organizations. Learn how others perceive you and develop skills to become a more effective leader.

• How can we empower leaders - at all levels - to coach people to be their best?
• How can we retain the best and the brightest?
• Where can we find the edge to increase our own performance?

10:15 - 10:30 am  Break and Networking

10:30 - 11:45 am  Health Care Obama Style – The National Health Care Debate
presented by Jon Aubrey of AmeriBen / IEC Group

President Obama campaigned on the platform of quality and affordable health care for every American. During his first speech to Congress in February, he outlined his plan to carry out his campaign pledge and create comprehensive health care reform. Since that time, reform has been a newspaper headliner as politicians in the House and Senate have created thousands of pages of proposed bills. One of the biggest challenges of the health care reform is the potential price tag which under some proposals will top one trillion dollars over 10 years. In this session, we will review what President Obama has accomplished during his first year in office and continue the debate about affordable health care for every American.

11:45 am - 12:45 pm  LUNCHEON sponsored by Healthx
1:00 - 2:05 pm  Consultative Skills
presented by Kim Davis of HR Metrics, Inc.

Clients are looking for partners who provide value as consultative resources with expertise in multiple areas of insurance offerings, risk management, financial impacts and trends. They also seek innovative programs that can mitigate costs and improve health and productivity. They need these services just as much as they need a TPA that provides administrative services, PPO networks, claim management, processing and customer service. In many instances a broker/consultant is viewed as the expert and trusted advisor of the Client and therefore should be seen as an ally to the overall relationship. However, the TPA should also look for ways to create a direct relationship with the Client that can enhance the Client/TPA partnership and show value in more ways than “normal” TPA offerings. In this session, we will discuss the positive impacts brokers can provide in building and sustaining the Client relationship, how to enhance and manage the broker relationship while creating a direct partnership with the Client.

Learning Objectives:
- Understanding the Client and the objectives and challenges of their program offerings.
- Creating value for the Client through collaboration with brokers/consultants and other vendors.
- How to win over that overbearing broker that keeps you at arm’s length from the Client.
- Sharing a common mission to enhance the participants’ experiences and improve health outcomes.
- Creating a communication network that involves the Client and the Broker/Consultant.
- Establishing metrics to ensure quality and value of the services offerings.

2:05 - 3:20 pm  Strategic Partners Perspectives on the Future
panel discussion

Rusty Ring - Senior Vice President, Government Affairs, CVS Caremark Corporation
Paul Fallisi - President and CEO, Cairnstone
Dolores Green - CEO, California Foundation for Medical Care (CFMC)
Phil Bruns - COO, Benefit Informatics

Challenging times are here for the thousands of players in our cottage industry. Our strategic partners are an integral part of our ongoing success. During this session learn where four strategic industry partners are going, what initiatives are being put in place to ensure their industry’s sustainability and how TPAs successfully fit into those strategies. Working together we can make the system better.

3:30 - 3:35 pm  Break and Networking

3:35 - 4:30 pm  Dealing with Large Consulting Houses
speaker TBD

TPA Marketing strategies:
- Core Competencies - What is needed (reporting, analytics, disease management/ wellness, legal/compliance, member communications, report analysis, strategic planning, engaging clients, etc.)?
- What are the differences in services agents/brokers/consultants receive from the various vendor partners they work with (+s, and -s for each)?
- Client Interface - When do they interact directly, when do they encourage their vendor partners to interact directly, developing collaborative service strategy?
- What obstacles & opportunities are presented by reform for TPAs when working with Brokers?
WEDNESDAY, FEBRUARY 10 - CONTINUED

4:30 - 5:35 pm  
CEO Panel: Navigating the Economic Downturn

**Moderator:** Andrew Rowe, CEO AllMed Healthcare Management, Inc.

**Panelists:**
- Tom Partlow, President, Delta Health Systems Administration Services
- Jennifer Schmidt, President & CEO, A&I Benefit Plan Administrators, Inc.
- Lawrence Thompson, Senior Vice President, HealthNow New York, Inc.

Moderated by Andrew Rowe, CEO of AllMed Healthcare Management, join three executives from TPAs around the country as they openly share how they have used their leadership skills to keep their companies focused, productive and growing during some of the toughest economic conditions many of us have experienced in our careers. We’ll hear from each leader and learn their differing approaches to success. Then, we’ll open it up to the audience, and the panel will take questions in an open microphone format. Put on your thinking caps and bring your best questions so you can learn from these seasoned industry veterans.

5:35 pm  
Wrap Up Wednesday

6:00 - 7:30 pm  
**NETWORKING RECEPTION**  
sponsored by The Phia Group, LLC

THURSDAY, FEBRUARY 11, 2010

8:15 - 8:45 am  
Continental Breakfast and Networking

8:45 - 9:00 am  
Announcements and President’s Closing Remarks

9:00 - 10:00 am  
**Keynote Presentation - Deep Dive: Strategic Thinking for Competitive Advantage**  
**presented by Rich Horwath**

A recent study conducted by the Wall Street Journal showed that the #1 most valued skill in leaders today is strategic thinking. Unfortunately, only 3 out of every 10 managers are strategic.

In this dynamic and interactive session, participants will learn the most effective ways for developing their leader’s strategic thinking skills. Using a combination of exercises, real-world examples and frameworks, Rich Horwath will provide you with practical tools for giving managers a clear roadmap for going from tactical to strategic. The result is that you will be able to more effectively use your resources for increased profitability (more time invested in the right activities) and productivity (less time invested in the wrong activities).

10:00 - 10:15 am  
Break and Networking

10:15 - 11:10 am  
**2010 Health and Welfare Benefit Plan Compliance Update: What Every Administrator Wants to Know in 2010 About Compliance But Is Afraid to Ask**  
**presented by Ashley Gillihan, Esq of Alston & Bird**

Keeping up with the myriad of new health and welfare benefit laws is a daunting task for even the most sophisticated administrator. Join Mr. Ashley Gillihan, Esq. of Alston & Bird, LLP for an interactive session where he walks you through both the fundamental elements of these new laws and the nuances of each that impact your administrative policies and procedures. Discussion topics include, but are not limited to:
Mental health parity (including the new regulations that we expect to be issued by then)

Michelle’s law

GINA

HIPAA HITECH Privacy Changes

State health care reform laws

This session will take complex and convoluted laws and apply them to everyday fact patterns so that you are able to have a better grasp of the requirements when you leave this session. There will also be an open Q&A that will allow you to pose questions on both the topics discussed and any other health and welfare plan-related topic—a sort of “Stump the Expert” session.

11:10 am - 12:00 pm  Driving Value and Eliminating Waste  
Presented by Michael Sullivan of Accenture Management Consulting

In this time of change, “business as usual” is not a good survival strategy for TPAs. The competition we face, the economic crunch and the new rules we must follow to administer health plans, have forced us to change the way we do business. This session will detail how Continuous Improvement methodologies and benchmarking can successfully drive value creation for TPAs and the clients they serve. Attendees will discover how to: define requirements and implement continuous improvement business strategies; define and develop clear and effective improvement roadmaps; and provide training, coaching and mentoring for project leaders so that your organization can achieve sustainable results.

12:00 - 12:15 pm  Conference Wrap Up, Prize Drawings

Registration

Register today for the 2010 Executive Forum at www.hcaa.org.

Rates

Rates per person before January 15, 2010:

$500 - HCAA Member TPAs
$400 - Additional HCAA Member TPA
$850 - HCAA Member, but non TPA
$800 - Additional HCAA Member, but non TPA
$850 - Non-Member TPA
- Non-Member, non TPA Not Available

Rates per person after January 15, 2010:

$600 - HCAA Member TPAs
$500 - Additional HCAA Member TPA
$950 - HCAA Member, but non TPA
$900 - Additional HCAA Member, but non TPA
$950 - Non-Member TPA
- Non-Member, non TPA Not Available

Still Have a Question?

If you have any questions about the Executive Forum, please contact:

Sean R. Schuette, CMP, Director of Meetings & Events, HCAA
Phone: 888.637.1605 • E-mail: sean@hcaa.org

For more information on our speakers and topics, visit us online at www.hcaa.org.
REGISTER NOW!
space is limited.