

**FOR IMMEDIATE RELEASE**

**Health Care Administrators Association (HCAA) Announces 2017 Executive Forum**

*February 8-10, 2017 event to explore major impacts to self-funding industry following the U.S. presidential election*

**MINNEAPOLIS, Minn. – September 22, 2016** – The [Health Care Administrators Association \(HCAA\)](#), a leader in education, networking and advocacy for the self-funding industry, announces its 2017 Executive Forum to be held February 8-10, 2017 at the Bellagio in Las Vegas. The one-and-a-half-day event will feature educational sessions on a variety of pressing self-funding topics impacting the industry following the United States presidential election.

“The platforms of the U.S. presidential campaigns have focused heavily on foreign policy, economic growth, domestic security and civil freedoms, but there is another major story that hasn’t been getting nearly enough press – the outcome of November’s election and its fundamental impact on the way healthcare is administered in our country,” said HCAA Chief Executive Officer Carol Berry, CSFS. “Our conference focus will be on the disruptions coming to our industry from all sides – from new payment models that offer radical ways of measuring value to social communications changing how we market our businesses; from cognitive computing’s impact on the future to clinical and financial data mining changing how we use our data; and from integrated behavioral health strategies to captives that can extend their reach beyond risk management. Further complicating the picture will be how the possibility of a Congressional shakeup and the selection of a new Supreme Court Justice may affect the future of our industry. All this and more will be dissected by an expert lineup of TPA, self-funding and health care industry experts at our 2017 Executive Forum.”

In addition to a number of networking sessions and receptions, the educational lineup of the conference will include the following general session topics and speakers:

- **Art, Assassination, and America: How Transparency Disrupts an Industry and Changes a Nation** – Martin A. Makary MD, MPH, Professor of Surgery for Johns Hopkins University School of Medicine
- **Health Care Marketing in 140 Characters** – Russ Krueger, John Scott, Taylor Guido and Chris Robinson of Ocozzio, Inc.
- **How Will Millennials Disrupt Customer Engagement?** – Lynn Kesterson-Townes, worldwide commerce marketing leader for IBM
- **Health Psych: Brain Hacks, Opioid Epidemic, Behavioral Economics and Predatory Treatment Facilities** – Robert Mines, PhD, CEO and psychologist of Mines & Associates
- **Held Captive – The Benefits Extend Beyond Risk Management** – Mike Meloch, president of TPAC Underwriters; Park Eddy, president of Active Captive; and Kevin Larson, president of EBMS
- **Now that the Dust Has Settled – The Political Landscape in Washington** – Steven Hayes, senior writer at The Weekly Standard and a Fox News contributor



- **How to Leverage the Intersection of Financial and Clinical Data** – Rod Reasen, CEO of Springbuk Analytics
- **The Impacts of Value Based Care Market Transitions on TPA Service Offerings** – Jim Giordano, principal and president of Managed Transitions

All HCAA members, as well as non-member TPAs are invited to attend this conference. Early-bird registration and conference room rate discounts are available through November 18, 2016. For more information on registration, or to view the full schedule of session descriptions and speaker bios, visit the [HCAA website](#).

#### **About HCAA**

The Health Care Administrators Association is the nation's most prominent nonprofit trade association that supports the education, networking, resource and advocacy needs of third-party administrators (TPAs), insurance carriers, managing general underwriters, audit firms, medical managers, technology organizations, pharmacy benefit managers, brokers/agents, human resource managers and health care consultants. For nearly 35 years, HCAA has taken a leadership role in legislative advocacy, working to increase its influence with policymakers and other stakeholders in order to transform the self-funding industry and expand its role within healthcare.

For more information, visit [www.hcaa.org](http://www.hcaa.org), or connect with us at [@HCAAinfo](#), [HCAA LinkedIn](#) or [HCAA YouTube](#).

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