



## SCHEDULE-AT-A-GLANCE

### Monday, February 4, 2019

12:00 PM - 5:00 PM                      Registration & Networking with Sponsors

5:30 PM - 7:00 PM                      Welcome Reception

### Tuesday, February 5, 2019

7:30 AM - 8:30 PM                      Breakfast & Networking

8:30 AM - 9:00 AM                      Welcome and Opening Remarks

9:00 AM – 10:30 AM                      **“Healthcare Remixed”**

Through an engaging mix of song, humor, and creative storytelling, Dr. Damania examines the challenges of delivering compassionate care in our dysfunctional healthcare system while proposing collaborative ways to revitalize it. He explores how we might work individually and collectively to ensure that the future of medicine is a bright one.

Presented by: Zubin Damania, MD (ZDoggMD)

10:30 AM – 10:50 AM                      Break

10:50 AM – 11:45 AM                      **“Next Frontiers in Healthcare Reform/Direct Primary Care: A market-based solution to lower healthcare costs”**

While Washington, DC continues to struggle to find its way through the quagmire of healthcare policy, self-funded plans and physicians are increasingly realizing that the cavalry is not coming from DC to help them. They are seeking their own solutions. This panel will explore how a group of pioneering primary care doctors can work together with self-funded health plans to revolutionize healthcare delivery. We will explore how embracing a primary care revolution can return control of health care back to patients and lead a free-market transformation of competition and price transparency. We will explore Washington's latest legislative initiatives, state-based efforts and how that will affect the healthcare landscape.

Presented by: Sal Nuzzo The James Madison Institute and Dr. Lee Gross, Epiphany Health Direct  
Primary Care

11:45 PM – Noon                      Announcements/Notices

Noon – 1:30 PM                      Lunch

1:30 PM – 1:35 PM                      Emcee Introduction of Afternoon Sessions

1:35 PM – 2:30 PM                      **“Connecting the Links of Blockchain in Healthcare”**

Imagine going to the doctor and the doctor scans the chip on your ID card or a barcode from your phone. You sign nothing, you update nothing, you don't have to recall your family medical history - again. With that one scan from a secure data access point the doctor has: Eligibility information, deductible accumulators, you also just paid your co-pay with your HSA, HRA or Flex account, and when your visit is done the doctor will be able to submit your claim real time to your insurance - and best of all you will not get a bill in 60 days. If you choose to do so, by entering a secure PIN - you can grant your doctor the medical record notes from the previous doctors and allow this doctor to add to your personal health record - which you now hold in your wallet.

This is not the future. This technology exists today. Are you ready for this world? If you want to be, it is time to start learning how blockchain will make it happen.

In this session, we will explore blockchain technology which has earned its place in history as the engine behind the crypto-currency surge. You can expect to learn the basics about how the technology works at a practical level, how blockchain leverages the power of community data sources with cutting edge security. Molly will take her experience in healthcare and help us piece together how blockchain can transform our industry.

Presented by: Molly Moore, Decent

2:30 PM – 2:45 PM

Break

2:45 PM – 3:45 PM     **“Health Care Is Stealing The American Dream. How TPAs Can Help Take it Back.”**

The current status-quo U.S. health care system offers perverse incentives that reinforce a crooked system, costs lives, promotes suffering, and is literally stealing the American dream of middle class prosperity from an entire generation. If we don’t fix it, millennials will invest half to two-thirds of their expected income on health care.

It’s time we work together to take it back.

Recognizing we didn’t get better lighting in homes and cities by optimizing oil lamp technology, Dave Chase, nationally renowned health care entrepreneur, strategist best-selling author and co-founder of Health Rosetta, reveals best thinking in controlling health care costs, offers pragmatic, best practice solutions, and powerfully illustrates why self-funded employers, forward leaning benefits advisors and TPAs hold the keys to disrupting health care faster than any stakeholder in health care.

Attendees leave with strengthened resolve, a pathway and partners to bring fundamental change in our convoluted health care system, and identify why employers, benefits advisors, TPAs, civic leaders and mission-aligned partners--**NOT** Washington D.C.--are in the best position to enable widespread adoption of next generation healthcare models that over-achieve on Quadruple Aim objectives and restore hope, health and well-being in our communities.

Presented by: Dave Chase, Health Rosetta

3:45 PM – 4:45 PM     **“I’M A GOOD PERSON, (EXCEPT WHEN I’M NOT) : HOW OUR BRAINS RATIONALIZE UNETHICAL AND FRAUDULENT BEHAVIORS”**

Almost every day, we hear stories of good people who have done bad things. Do these stories ever make you wonder how this could have happened? Could something bad happen to your organization? In this interactive block of instruction, you will learn how to apply the latest scientific research to interfere with our brain's natural rationalization processes in order to become a more effective leader as well as to improve your organization's ethical culture.

Presented by: Bret Hood, 21<sup>st</sup> Century Learning & Consulting, LLC

4:45 PM – 5:00 PM Emcee Wrap-up and Notices  
5:00 PM – 5:30 PM Attendee Free Time  
5:30 PM – 7:00 PM Second Night Reception

### **Wednesday, February 6, 2019**

7:30 AM - 8:30 AM Breakfast & Networking  
8:30 AM - 8:45 AM Emcee Welcome, Notices & Introductions  
8:45 AM – 9:40 AM **“Standing Firm: Workplace Solutions for Marijuana and Opiate Use and Abuse”**

Impairing effect prescription medication use and abuse in the workplace is rampant according to a July 2014 Center for Disease Control report. Because medications can affect an employee's ability to make decisions, exercise good judgment and operate equipment, employers may have a legitimate interest in addressing the use of both prescription and over-the-counter medications in their drug-free workplace policy and safety risk reduction program. The expansive protections for medical marijuana cardholders in some states also dictates that employers need to have a legally defensible plan.

There is a right and wrong way for employers who institute drug free workplace programs to fulfill their duty to provide a safe workplace, reduce accidents, be respectful of employee’s privacy and not run afoul of the ADA, Rehabilitation Act and state laws.

Presented by: Thomas M. Eden, III, Constangy, Brooks, Smith & Prophete LLP

9:40 AM - 10:00 AM Break  
10:00 AM – 10:55 AM **“Constructive Disruption: Data and Technology as Driving Forces for Healthcare Delivery Change...How Does the TPA Industry Cope With Impending Massive Change”**

Data and technology are making continual and deliberate inroads into healthcare, an industry, unlike other industries, that has been traditionally slow to react to these forces. We will explore “Constructive Disruption” and its role in shaping health care organization and delivery in the United States. We will explore organizational theories and relate these theories to current and future trends in health care. We will explore the changing role of TPAs in this changing environment. TPAs must take charge of their individual and collective future to retain their value and relevance to the health care delivery system.

Presented by: Paul Gallese, Inner Circle Health Advisors

10:55 AM – 11:50 AM            **“Reference/Metric Based Pricing: 10+ Years of Lessons Learned”**

Over the past 10 years, bundled payments have grown in popularity with purchasers of health care due to their ability to improve clinical outcomes while controlling costs. Among the earliest implementations of bundles were "Center of Excellence" (or COE) programs, where self-insured employers directly contract with brand name providers for certain high acuity services. While generally effective, relatively few members take advantage of these arrangements due to their limited clinical scope and stringent requirements. This session will provide attendees with an overview of best practices to consider when launching these programs along with recent success stories where purchasers have deployed bundles across a wider set of services, thus generating a greater impact on quality and cost.

Presented by: Ted Lavender, Fisher Broyles, LLC

11:50 AM - 12:00 PM            Closing Remarks and Wrap Up

## **POST CONFERENCE EMERGING LEADERS SESSION**

**Wednesday, February 6, 2019**

12:30 PM - 1:15 PM            Lunch & Networking

1:15 PM - 1:30 PM            Welcome and Opening Remarks

1:30 PM – 4:50 PM            **“Fire Up Your Speaking”**

If you have ever experienced a churning stomach, shaky knees and a heart pounding walk to the podium, our speaker has good news, “no one ever died from giving a speech”. Fire Up Your Speaking will help you master your presentation techniques. Donna Hartley is an international speaker. You will learn to build your credibility by developing your personal brand of firepower.

Presented by: Donna Hartley, Hartley International

4:50 PM – 5:00 PM            Closing Remarks