



MASSACHUSETTS HEALTH COUNCIL, INC.

# Return on Investment for Prevention and Wellness:

*Innovative, replicable  
programs that prove  
prevention reduces cost  
and improves health status*

**Tuesday, March 27, 2012 7:45 AM – 2:30 PM**  
**Westin-Waltham Hotel • Waltham, MA**

The soaring cost of health care concerns every sector of the health care system, and threatens the health and well-being of every individual. Something must be done, and soon. The solution is simple: Prevention.

By preventing illness, the demands on the health care system – particularly high cost interventions – are dramatically lowered.

Learn how leading health care providers, organizations and institutions are already achieving these results at this exciting forum.

## **Prevention = Less Usage = Lower costs!**

We will present successful, replicable, cost-saving interventions/programs that focus on prevention and wellness. We hope you will use and promote these best practices in a way that spreads the success for a high return on investment for prevention and wellness programs. We will be presenting creative, successful programs in the areas of tobacco control, asthma control, diabetes, oral health, health coaching, and community health initiatives. This program will encourage everyone in the health care arena to look at innovative ways to improve health status and lower costs. It is a shared responsibility. In this age of economic downturn, budgets are being cut particularly in the area of prevention. We will prove that prevention is the way to cut costs.

We hope you, our audience, will consider implementing some of the programs described in the conference but also move forward with some of your own ideas and not be hesitant to change the way your institutions provide care or the way your communities get involved in improving health status.

### **About our Keynote Speaker**

**James A. Hester, Ph.D.** is a Senior Advisor at the Innovation Center in CMS assisting in the development of the delivery system transformation and payment reform initiatives such as ACO's and medical homes. Prior to joining CMS, he was the Director of the Health Care Reform Commission for the Vermont state legislature. The commission was charged with overseeing the implementation of a comprehensive package of health reform legislation and recommending the long term strategy to ensure that all Vermonter's have access to affordable, quality health care. Reforms included a statewide enhanced medical home program and the development of pilot community health systems based on the ACO concept. Dr. Hester has 35 years experience in the health care field, and has held senior management positions with MVP Healthcare in Vermont, ChoiceCare in Cincinnati, Pilgrim Health Care in Boston, and Tufts Medical Center in Boston.



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Westin-Waltham Hotel • 70 Third Avenue • Waltham, MA

7:45 am  
8:15 am

## Registration and Coffee

WELCOME  
& REMARKS

### Paul Mendis, MD

*President MA Health Council  
Chief Medical Officer, Neighborhood Health Plan*

8:15 am  
8:30 am

KEYNOTE  
ADDRESS

*New ideas, new promising models are the way  
to reduce cost and improve health status*

8:30 am  
9:15 am

### James A. Hester, PhD

*Senior Advisor, Innovation Center  
Centers for Medicare & Medicaid Services (CMS)*

MORNING  
SESSION

*Asthma control and prevention: Evidence-based,  
cost-effective asthma practices with measured ROI*

9:15 am  
10:00 am

### Laurie Stillman, MM

*Chief Strategy Officer, Health Resources in Action*

### Urmi Bhaumik, MMBS, MS, DSc

*Manager, Children's Community Health Program  
Office of Child Advocacy, Children's Hospital Boston*

10:00 am  
10:45 am

*Changing Behaviors  
– Health Coaching with measured ROI*

### Thad Schilling, MD

*Medical Director, Patient-Centered Medical Home  
Harvard Vanguard Medical Associates*

### Heidi Duskey, ACC, CHFS

*Health Coach, Harvard Vanguard Medical Associates*

## Break

11:00 am  
11:25 am

## Diabetes Prevention and Control

### David M. Harlan, MD

*Director, Diabetes Center of Excellence  
UMass School of Medicine*

11:25 am  
11:50 am

## Oral Health Disease: Prevention and Control of Early Childhood Caries as a Chronic Condition

### Isabelle Chase, DMD, MPH

*Associate, Pediatric Dentistry, Children's Hospital Boston  
Director of Pre-doctoral Pediatric Dentistry,  
Harvard School of Dental Medicine*

## Lunch

## Tobacco use prevention and control

1:00 pm  
1:25 pm

### Lois Keithly, PhD, MBA, MSMIS

*Director, Massachusetts Tobacco Cessation and Prevention  
Program, Massachusetts Department of Public Health*

1:25 pm  
1:50 pm

## Employee Education and Assistance Programs that control costs and create healthier employees

### Richard Paul, MSW, CEAP

*Senior VP, Health and Performance Solutions, ValueOptions*

CLOSING  
KEYNOTE

## City-wide initiatives to lower health care costs and create healthier communities

1:50 pm  
2:15 pm

### Hon. Joseph A. Curtatone

*Mayor, City of Somerville, Massachusetts  
Shape Up Somerville*

2:15 pm  
2:30 pm

## Final Remarks



## Return on Investment for Prevention and Wellness • Tuesday, March 27, 2012

To register on-line please go to our website [www.mahealthcouncil.org](http://www.mahealthcouncil.org)

### MHC Members (includes lunch)

\_\_\_\_ Tickets @ \$ 85.00  
\_\_\_\_ Tables for 8 @ 600.00

### Non-Members (includes lunch)

\_\_\_\_ Tickets @ \$ 95.00  
\_\_\_\_ Tables for 8 @ \$ 700.00

Advance registration is requested.  
Tickets at the door \$115.00  
Admission only if space is available.

Applying for CEU's (\$10.00 processing fee)  yes  no \_\_\_\_\_ Type (nursing, social work, etc.)

Please call MHC office to inquire if CEU's for your profession have been approved. Please list additional names. Registrations held at door.

Name (please print)

Organization

Address

City

State

Zip

E-mail

Phone

**MHC Membership Discount Offer.** My application fee is included with my registration above.

Annual Revenue  
Under \$100,000.

\$ 100.00  
(normally \$120.00)

Annual Revenue  
\$100,001. – 300,000

\$ 290.00  
(normally \$360.00)

Annual Revenue  
\$300,001. – 750,000.

\$ 580.00  
(normally \$720.00)

Annual Revenue  
\$750,001. – 1 Million

\$ 800.00  
(normally \$1,000.00)

Annual Revenue  
\$1 Million – 1.5 Million

\$ 1,000.00  
(normally \$1,200.00)

Annual Revenue  
\$1.5 Million – 5 Million

\$ 1,200.00  
(normally \$1,500.00)

Annual Revenue  
Over \$ 5 Million

\$ 1,500.00  
(normally \$1,800.00)

Registration fee only \$ \_\_\_\_\_

Registration + Membership fee \$ \_\_\_\_\_

**Make checks payable and return to:**  
**Massachusetts Health Council**  
**73 Oak Street 1st Floor**  
**Newton, MA 02464**

Cancellation Policy: Request for cancellation must be made in writing and mailed or faxed to The Massachusetts Health Council no later than March 22, 2012.

All refunds subject to a \$20.00 processing fee. No refunds will be provided after March 23, 2012.