



Healthcare

DEAL MAKING SUMMIT

Pre-Summit
Executive
Forum

September 21-22, 2009 | Loews Vanderbilt Hotel | Nashville, TN

Positioning the Healthcare Organization for an Era of Reform

September 21, 2009 • 8:25 am – 11:45 am

—Executive Forum Agenda—

7:30 – 8:25 *Registration and Continental Breakfast*

8:25 – 8:30 Welcoming and Opening Remarks by Forum Chair
Joseph A. Sowell, III, *Partner*, WALLER LANSDEN DORTCH & DAVIS, LLP

8:30 – 9:15 **Healthcare Comparative Effectiveness Reviews**

- Fundamentals and scope of the comparative effectiveness plan
- Separating the truths and myths of effectiveness reviews
- Coordinating the complexities of treatment across multiple facilities
- The expected impact to healthcare providers' bottom lines

Speaker:

Paul Bogorad, Ph.D., *Senior Manager*, PUTNAM ASSOCIATES

9:15 – 10:00 **Expansion of Government Medicare**

- Understanding the role of Medicare in a reformed marketplace
- The impact on providing healthcare services
- Issues patients using Medicare should expect to encounter
- Changes to the healthcare marketplace as a result of expanded government coverage

Speaker:

Kim Monk, *Managing Director*, *Washington Healthcare Analyst*,
CAPITAL ALPHA PARTNERS LLC

10:00 – 10:15 *Refreshment Break*

10:15 – 11:00 **Episode Bundled Healthcare Reimbursement: What Does it Mean?**

- Learn about the impact of episode bundled payments on health care delivery and financing
- Explore practical considerations when evaluating episode based reimbursement
- Compare the tools used to build episodes of care, and how providers and payers can use this bundling technology to align care incentives for better care
- Examine implications to multiple stakeholders of a change in reimbursement based on episodes

Speaker:

Andrew Stephenson, *Executive Director*, WASHINGTON COUNCIL ERNST & YOUNG

11:00 – 11:45 **The Move to Electronic Patient Record Keeping**

- Benefits and challenges to adopting Electronic Medical Records
- Data integrity and health data security responsibility must be coordinated
- Evolving world of electronic health records may present Privacy and Security challenges
- The need to modify your Business Associate and other contracts to ensure the confidentiality and integrity of patient information related to HIPAA challenges
- How the HIT stimulus money can be accessed by providers

Speaker:

David Reitzel, *National Provider HITECH Co-Leader*, DELOITTE & TOUCHE LLP

Executive Forum Concludes — Main Summit begins at 1:15