Webinar: Reducing Hospital Readmissions
– a HealthcareWebSummit Event, Noon Eastern, Wednesday, April 16th, 2014

Reducing Hospital Readmissions through Stakeholder Collaboration

**Wednesday, April 16th, 2014**
12:00 – 1:00 p.m. Eastern (9:00 a.m. to 10:00 a.m. Pacific)

- Findings from NEBGH project with series of intensive sessions with 67 stakeholders
- Stakeholders from employers, health plans, hospital systems, suppliers and more

- Requirements for a successful multi-stakeholder cooperative care model
- Designing and managing a collaboration-oriented clinical program – the key elements
- Defining new performance-based contracts incorporating shared risk/reward
- Increasing employee awareness and engagement

**Faculty:**
- Laurel Pickering, MPH
  President & CEO
  Northeast Business
  Group on Health
- Jeremy Nobel, MD, MPH
  Medical Director
  Northeast Business
  Group on Health
- Michelle Martin
  Director,
  H.R.Specialty Services
  CBS Corporation

Registration

**Individual Registration Fee:** $195. Web Summit Flash Drive: $45 for attendees; $260 for non-attendees after the event.

**Corporate Site licensing** also available (see inside for details) **Use the form on the back page to fax or mail your registration or call 209.577.4888**

Online: To register or get detailed information on the web, go to:
[http://www.healthwebsummit.com/nebgh041614.htm](http://www.healthwebsummit.com/nebgh041614.htm)
Health plans and health systems typically pursue independent and unaligned readmission reduction activities, including independent data analysis and unilateral patient outreach and support. Collaboration among hospitals, providers and health plans is the key to reducing unnecessary hospital readmissions, and employers are an important catalyst in facilitating this process, according to a recent project completed by Northeast Business Group on Health (NEBGH) that featured a series of intensive multi-stakeholder work sessions involving 67 executives from employer organizations, health plans, hospital systems, suppliers and other stakeholders.

Among the findings of the NEBGH project are that sharing timely data and taking a coordinated approach to care management encompassing pre-admissions and post-discharge care are essential – including better identifying patients at high risk for readmissions, engaging patients through education and communications, and establishing a mutually accountable environment that does not simply penalize hospitals for unnecessary readmissions.

Please join us on Wednesday, April 16, 2014, at 12:00 PM Eastern, as Laurel Pickering, MPH, President & CEO, Northeast Business Group on Health; Jeremy Nobel, MD, MPH, Medical Director, Northeast Business Group on Health, Executive Director, NEBGH’s Solutions Center, and Adjunct Lecturer, Harvard School of Public Health; and Michelle Martin, Director of Human Resources Specialty Services, CBS Corporation discuss Reducing Hospital Readmissions through Stakeholder Collaboration.

**Overview**

For an integrated, collaborative approach to be successful, a multi-stakeholder cooperative care model needs to be better defined. In this webinar, learn about the requirements for a successful model, including:

- **Collaboration and Clinical Outreach and Care**
  - Risk identification and stratification
    - Elements of a shared data platform between health plans and health systems
    - Likely factors for readmission risk
  - Designing and managing a collaboration-oriented clinical program – the key elements
    - Leading causes of hospital readmissions
  - Assessing program process and outcomes

- **Business Sustainability**
  - Establishing a clear, shared vision
Defining new performance-based contracts incorporating shared risk/reward
Start now; don’t wait

Employee Communications and Outreach
- Increasing employee awareness and engagement
- Addressing the caregiver’s needs

Who Should Attend

Interested attendees would include:

- C-Suite Executives
- Medical Directors
- Human Resource Executives and Staff
- Care Management Executives and Staff
- Case Management Executives and Staff
- Wellness and Preventative Care Managers
- Nursing Executives
- Managed Care Executives and Staff
- Health Benefit Managers
- Planning and Strategic Executives and Staff
- Business Intelligence Staff
- Other Interested Parties

Attendees would represent organizations including:

- Employers
- Health Plans
- Hospital Systems
- Medical Groups
- Provider Networks
- Other Providers
- Government Agencies
- Third Party Administrators
- Care Management Organizations
- Pharmaceutical Organizations
- Health Benefit Consultants
- Solutions Providers
- Associations, Institutes and Research Organizations
- Media
Laurel Pickering is President and CEO of Northeast Business Group on Health (NEBGH), a 200-member multi-stakeholder business coalition representing more than 2 million covered lives, committed to market-based health care reform, quality improvement and value-based purchasing. During her tenure at NEBGH, Ms. Pickering has focused on mobilizing employers, health plans, health systems, benefit consultants and other stakeholders to work together to improve healthcare quality and services while driving down costs. NEBGH provides the employer perspective on current health care issues to legislators and healthcare organizations.

NEBGH represents employer interests in a wide range of projects and initiatives, including those undertaken by the Solutions Center, the organization’s platform for generating new ideas and practical solutions for the nation’s critical healthcare issues. Recent NEBGH initiatives include Weight Control and the Workplace, Reducing Preventable Hospital Readmissions, the New York Metro Mental Health Collaborative One Voice, and New Jersey Gaps in Care. Ms. Pickering is Board Chair of the NEBGH subsidiary HealthPass, a health insurance exchange for small businesses.

Ms. Pickering currently serves on NCQA’s Standards Committee, the Board of Directors of The Leapfrog Group, National Business Coalition on Health, the Foundation for Art & Healing, CDC’s Business and Labor Responds to AIDS Board of Business and Labor Partners, the Commissioner of NYC Department of Health and Mental Hygiene’s Advisory Council, and the Community Advisory Committee of the New York State Health Foundation. She was selected as one of New York’s rising stars by Crain’s and featured in the 2007 40 Under 40 issue.

Ms. Pickering received her BA in Anthropology from SUNY Albany and MPH from Emory University.
Dr. Nobel designs health care management and delivery systems that focus on cost and quality concerns as well as the reimbursement models and user engagement dynamics that sustain them. Working with employers, government, and other purchasers, as well as health plans and providers, he develops and evaluates approaches to value based care delivery that coordinate critical aspects of healthcare delivery, support optimal practice patterns, and improve quantifiable outcomes including patient satisfaction. His contributions to this field span twenty five years, and include providing health policy insight to a variety of transformative initiatives including the landmark Institute of Medicine of 1991 study addressing the automated patient record, which helped launch the Electronic Health Record (EHR) movement.

Nobel’s work focuses particularly on the use of technologies to better coordinate information flow between patients, providers, payers and purchasers, including electronic health records, personal health records, interactive websites, remote physiologic monitoring, hand-held devices, “smart” registries, and related software applications. At a practical level, Nobel’s work has been the basis of significant acute care and chronic care improvements including improvements in diabetes care, cardiovascular care, as well as improvements in hospital quality and safety.

His recent activities have involved integration of emerging technology deployment, with personalized health insurance benefit design, to encourage user engagement and behavior change on the part of healthcare consumers, as well as innovative provider reimbursement models to encourage physician participation. In addition to working with payers, purchasers, and providers, much of his effort is focused on care delivery at the community level and in particular, the health care safety net; including homes and workplaces, community clinics, public health departments, the VA, and public hospitals.

He has worked in consultation to several major health plans, corporations, not for profit organizations and foundations in the design and evaluation of effective health care management programs, including Aetna, Blue Cross/Blue Shield of Massachusetts, J&J, Mercer, Chrysler, GM, Safeway, Sanofi-Aventis, Pfizer, GSK, Verizon, Hannaford Bros., CAREMARK, IBM, iMetrikus, NaviNet, IHA, WebMD, SCAN Health Plan, Medtronic, McKesson, the Leapfrog Group, Blue Shield of CA Foundation, the California Health Care Foundation (CHCF) and the California Endowment. He is currently Medical Director for the Northeast Business Group on Health, (NEBGH) formerly known as the New York Business Group on Health (NYBGH)
and is also on the Board of Directors of the Care Continuum Alliance (CCA) formerly known as the Disease Management Association of America (DMAA). Dr. Nobel is on the adjunct faculty of the Harvard School of Public Health where he teaches and does research on the health policy and management issues related to improving care delivery processes through better electronic information management.

Dr. Nobel is Board Certified in both Internal Medicine and Preventive Medicine with Master’s Degrees in Epidemiology and Health Policy from the Harvard School of Public Health. He graduated magna cum laude from Princeton University within the Science and Human Affairs program. He received his medical education at the University of Pennsylvania and completed his internal medicine residency at the Beth Israel Hospital, Boston.

Michelle Martin is a professional with over 10 years of benefit management experience encompassing all aspects of benefits. Ms. Martin joined CBS Corporation in 2006 as Director of Health & Welfare Benefits, and in 2011, was promoted to Director of Human Resources Specialty Services. She is responsible for strategy, design and performance of CBS’s health and welfare plans which include over 30,000 active members and 80,000 inactive participants related to legacy Viacom / Westinghouse operations. Michelle is also responsible for employee engagement and management of the employee portal, including total reward statements.

As a benefit professional with broad experience, Ms. Martin taught a CEBS course at Hofstra University that placed emphasis on key economic, accounting and financial concepts essential in the administration of employee benefit plans.

Ms. Martin is a Certified Employee Benefits Specialist with a certification in Global Benefits Management. She holds an MBA from Adelphi University.

Michelle is an active member of the benefits community. She is on the boards of directors of the Northeast Business Group on Health and of HealthPass New York. She is Chair of the National Business Group on Health Pharmaceutical Council and member of the NCQA Purchasers Advisory Council.
Corporate Pricing, Terms and Conditions

Individual vs. Corporate Site License Pricing

- Individual registrations cover a single phone line.
- Multiple persons may listen via speaker phone for the individual registration fee.
- Each individual receives a unique dial-in ID that is not re-useable.
- Corporate pricing is available when registrations are desired for more than one phone line.

Corporate Site License Attendee Registrations

- Organizations individually register all participants for web access and e-mail delivery unless arranged otherwise with MCOL, but corporate pricing will apply based on the number of employees registered.

Eligibility

- Corporate pricing is only available to single organizations, or parent organizations and their affiliates.
- Professional Associations or other groups of separate organizations may not combine for corporate pricing.

Pricing Schedule

**Events Priced at $195 Individually:** Site License pricing for one of any $195 individual events is based upon the number of covered phone lines, according to the following table:

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<th>Covered Phone Lines /Logins</th>
<th>Total Price</th>
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<tr>
<td>Under 10</td>
<td>$870.00</td>
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<tr>
<td>10-29</td>
<td>$2,005.00</td>
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<tr>
<td>30-74</td>
<td>$4,425.00</td>
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<tr>
<td>75-174</td>
<td>$9,230.00</td>
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<tr>
<td>175-249</td>
<td>$12,525.00</td>
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<tr>
<td>250+</td>
<td>Call for quote</td>
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Equivalent Price per employee and total savings compared to individual $195.00 price*:

<table>
<thead>
<tr>
<th>Covered Phone Lines /Logins</th>
<th>Price per Line</th>
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<tbody>
<tr>
<td>Under 10</td>
<td>$174.00</td>
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<tr>
<td>10-29</td>
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<td>175-249</td>
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* based upon the midpoint of employees in each range