

# healthcarewebsummit

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## Population Health Web Summit

– a HealthcareWebSummit Event, 1PM Eastern, Wednesday, May 24, 2017

**3<sup>rd</sup> Annual** Population Health Web Summit co-sponsored by 

 **Wednesday, May 24, 2017**  
1:00 p.m. to 2:30 p.m. Eastern (10:00 - 11:30 a.m. Pacific) **Register for \$295**  
Call 209.577.4888 or [Click here](#) to register

 Population Health insights, innovations, strategies, actionable intelligence and more [LEARN MORE >](#)  
 Live 90 Minute Webinar, 2 On-Demand Sessions, 3 Months of Population Health News

- ▶ Advancing Patient Care with Physician Engagement-Utilizing the Quadruple Aim in the Era of MACRA
- ▶ Driving Population Health Management Through Patient Engagement
- ▶ The State of Population Health Analytics
- ▶ Plus on-demand sessions on Building Blocks for Population Health; Capturing Triple Aim Value

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| <b>Webinar Faculty:</b><br>Peter Aran, M.D., Blue Cross Blue Shield of Oklahoma<br>Jake Dorst, Tahoe Forest Hospital District<br>J. Bryan Bennett, Healthcare Center of Excellence | <b>On-Demand Presentation Faculty:</b><br>Meena Bansal, MD, Mount Sinai Health Partners<br>Lindsay Jubelt, MD, MSc, Mount Sinai Health Partners<br>Tamara Cull, DHA, MSW, LCSW, ACM,<br>Catholic Health Initiatives |
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## Registration

 **The Third Annual Population Health Web Summit** co-sponsored by   
Wednesday - 5/24/17- 1 pm Eastern [LEARN MORE >](#)

**Individual Registration Fee: \$295.** Post-Event Materials: \$45 for attendees; \$360 for non-attendees after the event.

[REGISTER NOW >](#)

[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/pophealthsummit17.htm>

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## Overview

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Population Health has gravitated to become a central component of the delivery of healthcare in the 21st century, and takes on particular importance given the evolution towards value based care. It is critical for leaders, clinicians and staff of healthcare organizations to have a vision going forward on how to best incorporate population health into their approach - sharing from insights, innovations, best practices, strategies and experiences from national leaders involved with population health.

The Third Annual Population Health Web Summit features a 90 minute webinar with three prominent population health speakers that will share their organizational experience, insights, strategic perspectives, research findings, case studies and more.

Peter Aran, M.D., Medical Director of Population Health Management at Blue Cross Blue Shield of Oklahoma will discuss the importance of physician engagement in order to achieve quadruple aim in population health management. His presentation will include focus on the current crossroads physicians are at, with respect to MACRA participation in MIPS or APMs, and how health plans can work with physicians from a population health perspective in response, assisting them in their decision-making process as well as embarking on quality improvement projects for MIPS or the myriad of issues associated with APM participation.

The webinar continues with Jake Dorst discussing Tahoe Forest Health System's (TFHS) award-winning blue:life application, a comprehensive wellness program for self-insured employee populations with the ultimate goal of putting in place a population health programs that can scale out to large communities and beyond. Jake discusses how they built common infrastructure, established best practices, developed core competencies and enhanced value performance with blue:life - their next generation, mobile first population health management solution.

The webinar concludes with Professor J. Bryan Bennett discussing the state of population health analytics, as he presents findings as well as current insights from the 2016 State of Population Health Analytics (SOPHA) study conducted by the Healthcare Center of Excellence, which annually tracks the healthcare industry's progress towards population health analytics using their proprietary Healthcare Transformation Change Model.

The event also includes two on-demand sessions, Mount Sinai Health Partners' Meena Bansal, MD and Lindsay Jubelt, MD, MSc share their health system population health insights and experiences; and Catholic Health Initiatives' Tamara Cull, DHA, MSW, LCSW, ACM, exploring how to achieve triple aim values and objectives from care delivered throughout the care continuum within value-based programs.

Position your organization for 2017 and beyond in the population health arena. Join us for the Third Annual Population Health Web Summit on Wednesday, May 24th, 2017, and participate in the live 90-minute national webinar, additional on-demand faculty sessions, population health e-poll and more, featuring national experts providing key insights, trends, strategies, actionable intelligence and more on critical population health topics, plus receive a three month trial subscription to *Population Health News* for no additional cost (new subscribers only).

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## Webinar Agenda

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### Wednesday, May 24, 2016

**1:00 p.m. to 2:30 p.m. Eastern** (10:00 a.m. - 11:30 a.m. Pacific)

[Click here](#) to find out what time your event starts in your time zone.

- **1:00 pm - 1:30 pm** *Putting Population Health: Advancing Patient Care with Physician Engagement-Utilizing the Quadruple Aim in the Era of MACRA* - Peter Aran, M.D., Medical Director, Population Health Management, Blue Cross Blue Shield of Oklahoma
- **1:30 pm - 2:00 pm** *Driving Population Health Management Through Patient Engagement* - Jake Dorst, Chief Information and Innovation Officer, Tahoe Forest Hospital District
- **2:00 pm - 2:30 pm** *The State of Population Health Analytics* - J. Bryan Bennett, Executive Director, Healthcare Center of Excellence

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## On-Demand Sessions & More

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On-Demand Video Presentations with audio and synchronized slide advancement:

- *Building Blocks for Population Health: The health system perspective* - Meena Bansal, MD, Deputy Chief Medical Officer, Mount Sinai Health Partners and Chief Medical Officer, Mount Sinai Care LLC; and Lindsay Jubelt, MD, MSc, Senior Medical Director, Mount Sinai Health Partners (31 minutes)
- *Capturing Triple Aim Value Across the Care Continuum in Value-Based Programs* - Tamara Cull, DHA, MSW, LCSW, ACM, National Director, Population Health Account Management, Catholic Health Initiatives (30 minutes)
- *Plus other Web Summit features* including a Population Health Article Library, an exclusive Population Health e-poll, and a three month trial subscription to *Population Health News*

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## Learning Objectives

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Participants will be able to:

1. Gain an overall sense of selected applicable current strategies, approaches, innovations, challenges, experiences, clinical issues and insights relating to population health that will be applicable for the coming year ahead, particularly with positioning for value based care.
2. Explore the importance of quadruple aim and physician engagement in population health management.
3. Consider how health plans can engage physicians to support them in positioning for value based care with population health initiatives.
4. Examine how hospitals can develop employee population health programs that can scale out to large communities and beyond.
5. Ascertain the current state of population health analytics, and key trends going forward.
6. Review strategies to develop an ambulatory quality and utilization management program across a large delivery system.

7. Obtain relevant case experience and lessons learned offered by the faculty, with insights provided from multiple perspectives.
8. Experience e-learning at the attendees' convenience, with on-demand sessions, article library, and other online Summit features available 24/7.
9. Engage in interactive learning through live webinar providing online question submission, attendee surveys, feedback and opportunity for follow up questions, and networking with attendees, faculty and other professionals through dedicated LinkedIn group.

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## Who Should Attend

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Interested attendees would include:

- C-Suite Executives
- Medical Directors
- Population Health Executives and Staff
- Clinical Executives
- Care Management Executives
- Quality Management Executives
- Strategy and Planning Executives and Staff
- Innovation Executives and Staff
- Health Reform, Transformation and Clinical Integration Executives and Staff
- Informatics Executives and Staff
- Managed Care Executives and Staff
- Provider Network Managers and Staff
- Provider Contracting Managers and Staff
- Business Intelligence Executives and Analysts

Attendees would represent organizations including

- Hospitals and Health Systems
- Health Plans
- Provider Networks
- Medical Groups
- Accountable Care Organizations
- Government Agencies
- Business Process Organizations
- Solutions Providers
- Care Management Organizations
- Associations, Institutes and Research Organizations
- Pharmaceutical Organizations
- Media
- Other Interested Parties

## Faculty



**Peter Aran, M.D.**  
Medical Director,  
Population Health  
Management  
Blue Cross Blue  
Shield of Oklahoma

Dr. Aran is Medical Director of Population Health Management at Blue Cross Blue Shield of Oklahoma. Dr. Aran received his medical degree from the University of Iowa School of Medicine. He completed an Internal Medicine residency program at University of Iowa Hospitals, followed by fellowship programs in gastroenterology and liver disease at the University of Chicago where he stayed on as a faculty member until coming to Tulsa in 1990 when he began his gastroenterology practice.

He served in a number of leadership positions with the Saint Francis Health System as both a physician executive and a board member. At the national level he has served on the Section on Medical Schools/Academic Physician Section and the Organized Medical Staff Section where he has chaired the reference committee and served on various education committees. He was the co-leader of a national accountable care collaborative involving 26 healthcare systems. He has been very involved in medical education initiatives in Tulsa and Oklahoma.



**Jake Dorst**  
Chief Information  
and Innovation  
Officer  
Tahoe Forest  
Hospital District

Mr. Dorst began his role as CIO of Tahoe Forest Health District, which includes Tahoe Forest Hospital, in August 2014. In May 2015, he also began serving as the district's interim CEO, a position he held until December 2015.

Previously, Mr. Dorst served as vice president and CIO of Hagerstown, Md.-based Meritus Health and CIO of Petersburg, Va.-based Southside Regional Medical Center. He has also held IT leadership positions at Franklin, Tenn.-based Community Health Systems and Madison, Ind.-based The Kings Daughters' Hospital.



**J. Bryan Bennett,**  
Executive Director  
Healthcare Center of  
Excellence

Professor J. Bryan Bennett is the executive director for the Healthcare Center of Excellence (healthcarecoe.org), a privately-funded healthcare research and consulting firm, where he researches and consults on transformation, advanced analytics and leadership issues for healthcare organizations.

He is the author of the books, "Competing on Healthcare Analytics: The Foundational Approach to Population Health Analytics" and "Prescribing Leadership in Healthcare", and was contributor of the Data Stewardship chapter to the book "Adaptive Health Management Information Systems".

Bryan is also a professor for Northwestern University's School of Professional Studies where he is a predictive analytics subject matter expert and is responsible for the development and teaching of predictive analytics courses domestically and internationally. Additionally, he teaches leadership, healthcare marketing and consumer behavior courses at the graduate and undergraduate levels for other universities.



**Meena Bansal,**  
**MD**  
Deputy Chief  
Medical Officer,  
Mount Sinai Health  
Partners  
Chief Medical  
Officer, Mount  
Sinai Care LLC

Since 2015 Dr. Bansal has served as the Chief Medical Officer of Mount Sinai Care LLC and Deputy Chief Medical Officer for Mount Sinai Health Partners, the population health platform the entire Mount Sinai Health System. In this role, Dr. Bansal has the opportunity to translate findings from research/clinical trials to address population health needs in an ever-changing healthcare landscape.

Dr. Bansal joined the faculty at Mount Sinai in 2001 after completing Gastroenterology Fellowship at the University of Pennsylvania. In 2002 she became the Transplant Hepatology Fellowship Director, leading one of the largest transplant hepatology fellowships in the United States.

While remaining clinically active, she has also developed an NIH-funded basic research program focusing on understanding underlying molecular mechanisms of liver fibrosis/cirrhosis in an effort to develop novel anti-fibrotic therapies. Her current research interests focus on how HIV may promote hepatic inflammation and fibrosis as well as novel treatments for Non-Alcoholic Steatohepatitis (NASH).

She became the Director of Translational Research in the Division of Liver Diseases in 2013 and is the principal investigator in a number of clinical trials for the treatment of Hepatitis C and NASH.



**Lindsay Jubelt,**  
**MD, MSc**  
Senior Medical  
Director  
Mount Sinai Health  
Partners

Lindsay Jubelt, MD, MSc is the Senior Medical Director of Population Health at Mount Sinai Health System and Assistant Professor of Medicine in the Icahn School of Medicine. Dr. Jubelt leads clinical program redesign across the health system.

She is a practicing general internist in a team-based primary practice at Mount Sinai Hospital that cares for high-risk patients. Her research is focused on care coordination and delivery system redesign. In her work, she aims to strengthen the health system's role as a learning laboratory to improve the quality and value of care provided to patients.

Dr. Jubelt received her B.A. from the University of Pennsylvania her M.D. from Stony Brook University. She completed her internal medicine residency at the Massachusetts General Hospital followed by training in health services research via the Robert Wood Johnson Clinical Scholars Program at the University of Pennsylvania.



**Tamara Cull,**  
DHA, MSW, LCSW,  
ACM,  
National Director,  
Population Health  
Account Management  
Catholic Health  
Initiatives

Tamara Cull, DHA , MSW, LCSW, ACM is currently the National Director of Population Health for Catholic Health Initiatives with leadership responsibility for Value Based Programs and Operations and Population Health Account Management.

Prior to this role at CHI, Dr. Cull served for over 20 years in acute hospital settings as the System Director of Care Management. Dr. Cull holds a Doctorate of Health Administration from Medical University of South Carolina and a Master's Degree in Social Work and is frequently a featured speaker at national conferences as a subject matter expert on Population Health.

# 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 \$295 Individually:** Site License pricing for one of any \$295 individual events is based upon the number of covered phone lines, according to the following table

### Price Schedule

| Covered Phone Lines /Logins | Total Price    |
|-----------------------------|----------------|
| Under 10                    | \$870.00       |
| 10-29                       | \$2,005.00     |
| 30-74                       | \$4,425.00     |
| 75-174                      | \$9,230.00     |
| 175-249                     | \$12,525.00    |
| 250+                        | Call for quote |

Equivalent Price per employee and total savings compared to individual \$295.00 price\*:

| Covered Phone Lines /Logins | Price per Line | Total Savings |
|-----------------------------|----------------|---------------|
| Under 10                    | \$174.00       | \$605.00      |
| 10-29                       | \$100.25       | \$3,895.00    |
| 30-74                       | \$88.50        | \$10,325.00   |
| 75-174                      | \$73.84        | \$27,645.00   |
| 175-249                     | \$59.64        | \$49,425.00   |

\* based upon the midpoint of employees in each range