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Population Health Web Summit

– a HealthcareWebSummit Event, 1PM Eastern, Wednesday, June 1st, 2016

2nd Annual **Population Health Web Summit** co-sponsored by


 **Wednesday, June 1st, 2016**
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
- Live 90 Minute Webinar, 2 On-Demand Sessions, 3 Months of Population Health News

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- ▶ Five health care trends that will impact your population health strategy
- ▶ Capturing triple aim value across the care continuum in value-based programs
- ▶ Telemedicine and the long-tail problem in healthcare
- ▶ Plus on-demand sessions on patient complexity, and population health in a large employer setting

Webinar Faculty: David Fairchild, MD, MPH, BDC Advisors Tamara Cull, DHA, MSW, LCSW, ACM, Catholic Health Initiatives Jeremy Kush, ASA, MAAA, Milliman Susan Philip, MPP, Milliman	On-Demand Presentation Faculty: Leslie Marshburn, Kurt Salmon Shobhika Somani, Kurt Salmon Michael Kobernick, MD, MS, FAAEM, FAAFP, Ascension Health SmartHealth
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Registration

 **The Second Annual Population Health Web Summit** co-sponsored by

Wednesday - 6/1/16- 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/pophealthsummit.htm>

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Overview

Population Health has gravitated to become a central component of the delivery of healthcare in the 21st century. 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 Second 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 and operational and clinical knowledge. BDC Advisors' David Fairchild, MD, MPH, will address five health care trends that impact population health strategy: Consumerism (narrow networks; price sensitivity); Direct provider - employer contracting (disruptive innovation and/or opportunity for providers to align with payer in pop health); Retail medicine- Medicine's new front door (do you build, buy, or partner with retail clinics?); Work site clinics (more fragmentation of the health care system, or cost – effective means to reach the working person?); and Telemedicine (leveraging the physician assets you have).

The webinar continues with 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. The webinar concludes with Milliman's Jeremy Kush, ASA, MAAA, and Susan Philip, MPP, discussing telemedicine utilization rates and patterns and their implications in addressing healthcare access barriers, along with addressing five other factors impacting telemedicine's potential in this regard, including coverage and payment; clinical appropriateness and quality of care; technological limitations; legal and regulatory constraints; and patient and provider comfort.

The event also includes two on-demand sessions, Leslie Marshburn and Shobhika Somani from Kurt Salmon discussing how and why patient complexity is reshaping care delivery; and Ascension Health's Doctor Michael Kobernick discussing applying the principles of population health to improve the health of a large employee population and illustrate the value of a population health driven approach to practicing physicians.

Position your organization for 2016 and beyond in the population health arena. Join us for the Second Annual Population Health Web Summit on Wednesday, June 1st, 2016, 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).

Webinar Agenda

Wednesday, June 1, 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** *Five Health Care Trends that will Impact Your Population Health Strategy* - David Fairchild, MD, MPH, Director, BDC Advisors
- **1:30 pm - 2:00 pm** *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
- **2:00 pm - 2:30 pm** *Telemedicine and the long-tail problem in healthcare--* Jeremy Kush, ASA, MAAA, Associate Actuary, Milliman and Susan Philip, MPP, Healthcare Management Consultant, Milliman

On-Demand Sessions & More

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

- *It's Complicated: Why Patient Complexity is Reshaping Care Delivery* - Leslie Marshburn, Senior Manager, Health Care Group, Kurt Salmon and Shobhika Somani, Manager, Health Care Group, Kurt Salmon (56 minutes)
- *Population Health in a Large Employer Setting - Illustrating Value of Approach to Practicing Physicians* - Michael Kobernick, MD, MS, FAAEM, FAAFP, Chief Medical Officer, Ascension Health SmartHealth (53 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*

Learning Objectives

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.
2. Examine five key health care trends that impact population health strategy
3. Explore how to achieve triple aim values and objectives from care delivered throughout the care continuum within value-based programs.
4. Consider telemedicine utilization rates and patterns and their implications in addressing healthcare access barriers, along with addressing five other factors impacting telemedicine's potential.
5. Understand how and why patient complexity is reshaping care delivery.
6. Ascertain how the principles of population health have improved the health of a large employee population, which in turn illustrated the value of a population health driven approach to practicing physicians.
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.

Who Should Attend

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



David Fairchild,
MD, MPH
Director
BDC Advisors

David Fairchild, M.D. is a Director at BDC Advisors with a particular expertise in physician organization and engagement, clinical quality improvement, and shared-risk contracting in academic health systems. He has extensive successful experience in the development of Accountable Care Organizations, Clinically Integrated Physician Networks, and Population Health Management strategies.

David has had a distinguished academic and clinical career including over eight years of C-Suite experience serving as a Chief Medical Officer and as a Senior Vice President in major academic health systems, and as President of a Medicare Shared Savings Program (MSSP) ACO. As Chief Medical Officer at the Tufts Medical Center and Associate Professor of Medicine at Tufts Medical School in Boston, David worked with over 1,000 community physicians and faculty in the New England Quality Care Alliance (NEQCA), the first academic system to sign the total cost of care Alternative Quality Contract (AQC) with Blue Cross of Massachusetts. More recently, at UMass Memorial Health Care, he was responsible for the clinical integration of over 1,600 academic and community physicians, a risk-sharing network with commercial and government contracts. He served as the first President of the Health System's Medicare Shared Savings Program Accountable Care Organization.

David's specific areas of specialization include: Physician/Hospital Population Health Management Strategy; Accountable Care and CIN Organization and Design; Physician Network Development and Product Design; Health System/Physician Leadership Organization and Governance; Physician Engagement and Compensation; Patient Satisfaction and Consumer Engagement; Physician Organizations and Faculty Practice Plan Development; and Operations Cost Management and Care Process Improvement.

In addition to serving as President of the UMass Memorial Health Care's MSSP ACO, David served as the system's Senior Vice President for Clinical Integration, and Professor of Medicine at the University of Massachusetts Medical School. He previously served as Division Chief of General Medicine and Chief Medical Officer at Tufts Medical Center where he was also Associate Professor of Medicine at Tufts University School of Medicine. Prior to joining Tufts, David was the Director of Primary Care Services at Brigham and Women's Hospital and Assistant Professor of Medicine at Harvard

Medical School. Board Certified in Internal Medicine and a Fellow of the American College of Physicians, David is also a healthcare researcher with a keen interest in physician engagement and quality improvement in ambulatory care settings. He has published over 30 papers on a variety of topics ranging from primary care, population health, hypertension, physician and patient satisfaction. Additionally, David is the editor-in-chief of Physician's First Watch, an e-publication of The New England Journal of Medicine (NEJM) Group, providing daily medical news to over 160,000 primary care clinicians worldwide.

David received his undergraduate degree from Haverford College in Philadelphia, PA, and his medical degree from the Pennsylvania State University School of Medicine in Hershey, PA.

After completing his residency and chief residency at Yale New Haven Hospital in Connecticut, he was a general medicine fellow at the Brigham and Womens Hospital in Boston and earned his Masters of Public Health degree from the Harvard School of Public Health. David also served for three years on the Navajo Reservation as a physician in the Indian Health Service.



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.

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



Michael Kobernick, MD, MS, FAAEM, FAFAP is Chief Medical Officer of Ascension Health's SmartHealth. SmartHealth is the ERISA based health insurance provider for 95,000 Ascension employees. SmartHealth covers around 210,000 employees in 70 different hospitals owned by Ascension across the United States. Dr. Kobernick has overall responsibility for all care performance programs including the departments of population health, utilization management, quality, and pharmacy.

Dr. Kobernick completed his undergraduate and medical education at Michigan State University. Prior to joining SmartHealth, Dr. Kobernick was Medical Director of the Macomb ED. In 2007, the University of Detroit-Mercy recognized him as Alumni of the Year and in 2012, he was recognized as a "Top Doc" in the Detroit area. He recently enrolled in the Master's program in Health Policy at Jefferson Medical College.

Michael Kobernick,
MD, MS, FAAEM,
FAAFP
Chief Medical Officer
Ascension Health
SmartHealth



Jeremy Kush,
ASA, MAAA
Associate Actuary
Milliman

Jeremy joined the Chicago-Milwaukee Health practice in 2010. Prior to joining Milliman, Jeremy worked in the strategic development area of Assurant Health. He currently manages multiple teams, focusing his efforts on helping clients navigate the Patient Protection and Affordable Care Act (ACA).

Jeremy performs financial valuation, pricing, product development, and strategic risk management activities for a number of commercial healthcare companies. He helps a variety of clients, including insurance companies, provider-owned health plans, employers, and administrators. Examples of Jeremy's expertise include the following: Developing financial projections for two Consumer Operated and Oriented Plans (CO-OPs); Performing feasibility analyses for multiple carriers considering expanding/ contracting markets; Designing new products for several commercial carriers to help shape their risk profile and optimize the ACA's "3Rs"; Empowering ACA issuers to maximize profitability by identifying data driven process improvements in risk adjustment; Assisting health plans in three states with ACA individual and small group pricing and filing; Working with international large employers to develop health plan strategies which balance long-term sustainability and employee retention; Performing due diligence and appraisal valuation for mergers and acquisitions; Assessing capital adequacy through economic capital models and valuation of claim liability reserves; and Assisting two Medicare Part D carriers with product development, pricing, and filing.

Jeremy is an Associate, Society of Actuaries, and a Member, American Academy of Actuaries. He received his BBA, in Actuarial Science, at the University of Wisconsin, Milwaukee.



Susan Philip,
MPP
Healthcare
Management
Consultant
Milliman

Susan Philip is a healthcare management consultant with Milliman. She focuses on developing practical solutions to align payment incentives with value and drive progress in healthcare efficiency. She has advised hospitals and health systems, employer coalitions, and public and private purchasers with issues such as payment reform, quality of care, performance measurement, and strategic planning.

Susan brings nearly 20 years of experience in health policy, healthcare finance, and health services research within federal and state governments, academia, and the nonprofit sector. Most recently she has worked with clients on strategies for telehealth/telemedicine financing and adoption. She also works with providers on utilization and care management, benchmarking performance, and population health management.

Prior to joining Milliman, her client engagements included: Helping the federal government understand the impact of programs designed to drive innovation and adoption of health information technology; Developing and facilitating board approval of a large public sector employer's enterprise-wide strategic plan; Advising hospital systems on value and performance metrics and reporting; and Surveying market trends and payer strategies to better manage chronic conditions.

Prior to that, Susan was the director of the California Health Benefits Review Program at the University of California, which provides the state legislature with nonpartisan analytic reports on proposed laws regarding health insurance benefits. She was also a Medicare consultant at Kaiser Permanente where she provided policy and regulatory expertise to the northern and southern California regions.

In that role, she worked with the health plan and contracting provider groups to ensure compliance with Medicare regulations, such as access to care and encounter data reporting requirements.

Her experience includes developing quality measurement and improvement programs at the Pacific Business Group on Health and developing recommendations to Congress and the Secretary of Health and Human Services at the Medicare Payment Advisory Commission. She has presented to MedPAC, the Institute of Medicine, and the California State Legislature. She received her AB, Economics and English Literature, from Columbia College, and a MPP, Health Policy and Nonprofit Management, from Georgetown University.



Leslie Marshburn
Senior Manager,
Health Care Group
Kurt Salmon

Leslie Marshburn is a senior manager in Kurt Salmon's Health Care Group and has almost 10 years of consulting experience with health care organizations. She joined Kurt Salmon upon graduating from Emory University with an MBA focused in healthcare strategy and finance and a master's in public health (MPH) in health policy and management.

In her time at Kurt Salmon, Leslie has specialized in creating solutions for academic and community clients in the ambulatory arena, organizational structure and alignment, and service line planning with a specific expertise in behavioral health services.

Most recently she has led engagements with UCSF Health, Barnabas Health and several entities within the University of Maryland Medical System.



Shobhika Somani
Manager, Health
Care Group
Kurt Salmon

Shobhika is a Manager in the Healthcare Strategy practice and has seven years of consulting experience. She joined Kurt Salmon after completing her MBA degree with a concentration in Healthcare and Strategy. In her time at Kurt Salmon, Shobhika has established a strong interest in Children's Hospitals on strategic, capital asset planning and network development planning. She has also had extensive experience working in academic medical centers in strategic and business planning.

Most recently she has led strategic planning engagements with Children's Hospital and Medical Center at Omaha, Our Lady of the Lake Children's Hospital in Louisiana, Children's at University of Mississippi Medical Center and University of Arkansas Medical Sciences.

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