**Webinar: Reducing Hospital Readmissions**  

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**New Considerations and Approaches**  
Reducing Hospital Readmissions

**Wednesday, September 19th, 2012**  
12:00 - 1:00 p.m. Eastern (9:00 a.m. to 10:00 a.m. Pacific)

- Co-sponsored by Northeast Business Group on Health’s Solutions and Innovations Center Research  
- Health Plan, Hospital Systems & Employer perspectives on preventable readmissions

**Faculty:**  
- Laurel Pickering, MPH  
  President & CEO  
  Northeast Business Group on Health  
- Jeremy Nobel, MD, MPH  
  Medical Director  
  Northeast Business Group on Health  
- David Bernard, MD  
  Chief Medical Officer  
  Continuum Health Partners  
- Anne Travisano, RN  
  Senior Director, Care and Case Mgmt  
  EmblemHealth

**Registration**

**Individual Registration Fee:** $195. Audio Conference CD-ROM: $40 for attendees; $285 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:  
[www.healthwebsummit.com/nebgh091912.htm](http://www.healthwebsummit.com/nebgh091912.htm)
Preventable hospital readmissions are a threat to patient safety, a burden to numerous stakeholders, occur far too often, and contribute to rising health care costs. Nationally, preventable readmissions cost an estimated $25 billion per year. Private sector stakeholders and policymakers – at both state and federal levels – have made tackling these precarious events a major priority. Yet there remains significant opportunity for further innovation to more fully address the readmissions challenge.

Please join us on Wednesday, September 19th at 12:00pm EDT for this timely webinar that will highlight findings from Northeast Business Group on Health’s Solutions and Innovations Center’s (SIC) recent investigation into health plans’, hospital systems’, and employers’ perspectives related to preventable readmissions. A number of observations were made and opportunities highlighted during this exploration, including:

- Significant opportunity to align public and private purchaser reimbursement models to maximize incentives and efficiencies
- Beyond the clinical aspect of readmissions: the exploration of readmission reduction payments as part of an expanded “pay for value” program
- Providers in particular are caught in a Catch-22 scenario. Despite identifying and deploying new approaches for reducing readmissions, a sustainable financial model for doing so remains elusive.
- Understanding how patients’ psycho-social circumstances affect readmissions patterns is critical to effecting long-term improvements.
- Employers play a major role in engaging and educating their employees about the importance of avoiding preventable readmissions and the role they themselves can play.
- Future efforts aimed at reducing readmissions should seek to explore specific opportunities for multi-stakeholder collaboration between hospital systems and health plans.

Joining Jeremy Nobel, MD, MPH, NEBGH Medical Director and the SIC’s Executive Director, will be representatives from health plan, hospital system, and employer stakeholder groups who will share their response to the report’s findings as well as their outlook on the future direction of readmissions reduction efforts.

**Learning Objectives**

Participants will be able to:

1. Consider the insights and findings from a recent investigation into the perspectives and concerns of health plans, hospital systems, and employers on preventable readmissions.
2. Hear how stakeholders came together to explore and define issues underlying the readmissions problem as well as lay the groundwork for future progress.
3. Learn about potential areas of collaboration among hospital systems, health plans, and employers as it relates to readmissions reduction efforts.
4. Be equipped to understand how stakeholders can overcome traditional challenges and barriers to work more synergistically to tackle an urgent and pressing systemic health care
problem.

5. Engage in interactive learning through online question submission, attendee 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
- Hospitalists and Other Clinicians
- Provider Contracting Executives and Staff
- Care Management Executives and Staff
- Case Management Executives and Staff
- Nursing Executives
- Discharge Planning Managers
- Managed Care Executives and Staff
- Network Management Executives and Staff
- Health Benefit Managers
- Planning and Strategic Executives and Staff
- Business Intelligence Staff
- Other Interested Parties

Attendees would represent organizations including:

- Hospital Systems
- Health Plans
- Medical Groups
- Provider Networks
- Other Providers
- Government
- Third Party Administrators
- Care Management Organizations
- Pharmaceutical Organizations
- Employers
- Solutions Providers
- Associations, Institutes and Research Organizations
- Media

Faculty

Laurel Pickering is President & CEO of Northeast Business Group on Health (NEBGH), a 190 member business coalition representing over 1 million covered lives, committed to market-based health care reform, quality improvement and value-based purchasing. NEBGH also provides the employer's perspective on current health care issues to legislators and healthcare organizations. During her tenure at NEBGH, Ms. Pickering has focused on mobilizing the business community to drive improvement in healthcare, providing access to health insurance for small businesses by creating a health insurance exchange and organizing health plans to work together to improve quality. Recent initiatives include the New York Metro Mental Health Collaborative One Voice, the New Jersey Gaps in Care Initiative and the Solutions and Innovations Center. Ms. Pickering is Chair of the Board of
Laurel Pickering, MPH  
President & CEO  
Northeast Business Group on Health

Directors of the NEBGH subsidiary, HealthPass, a health insurance exchange for small businesses. NEBGH leads the Leapfrog Group regional rollout in the NY Metro area and Ms. Pickering is overseeing that initiative.

Ms. Pickering currently serves on NCQA’s Standards Committee, the Board of Directors of The Leapfrog Group and National Business Coalition on Health, 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.

Jeremy Nobel, MD, MPH  
Medical Director, Northeast Business Group on Health  
Executive Director, NEBGH’s Solutions & Innovations Center

Dr. Nobel designs health care management and delivery systems that focus on cost and quality concerns. Working with employers, government, and other purchasers, as well as health plans and providers, he develops and evaluates computer based information technology applications that coordinate critical aspects of healthcare delivery, support optimal practice patterns, and improve patient satisfaction. His contributions to this field span twenty years, and include providing health policy insight to 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 specifically encompasses the use of technologies to better coordinate information flow between patients, providers, payers and purchasers, including electronic health records, personal health records, interactive web-sites, 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 Blue Cross/Blue Shield of Massachusetts, J&J, Mercer, Chrysler, GM, Safeway, Sanofi-Aventis, Pfizer, GSK, Verizon, Hannaford Bros., CAREMARK, IBM, Metrikus, 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 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.

David B. Bernard, M.D., FACP, FRCP (UK), a board-certified nephrologist, is currently a Senior Vice President and the Chief Medical Officer at Beth Israel Medical Center(BIMC), New York. In this capacity he leads all of BIMC’s Quality Improvement and Patient Safety initiatives and is responsible for managing all
physician and patient issues at the medical center. He is also a Professor of Clinical Medicine at the Albert Einstein College of Medicine.

Over his 45 year career, Dr. Bernard has held numerous clinical, executive and academic positions. From 1975 to 1995, he was on the faculty at Boston University School of Medicine where he rose to the rank of Professor of Medicine. He held the positions of Associate Dean and Vice President for Clinical Affairs Boston University Medical Center.

In 1995, Dr. Bernard joined the program in Quality Management at the Hospital of the University of Pennsylvania. As Professor of Medicine at the University of Pennsylvania School of Medicine he built the largest provider-based disease management program in the country.

In 2002, Dr Bernard became the Chief Medical Director of the Care Management Organization of the Montefiore Medical Center. In that capacity, he took the lead in shaping medical management, and quality improvement initiatives in accordance with the overall strategic plan for the institution.

Dr. Bernard has both written and lectured extensively on the subjects of renal disease and healthcare quality. He has published over 100 abstracts, articles and book chapters on the topics. He is also a member of the editorial board of several medical journals dedicated to quality improvement.

Anne Travisano, RN, BSN, MS-HCM is Senior Director of Care and Case Management for EmblemHealth.

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**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

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