



2023 National Medicare Advantage Conference

Implementing Successful Strategies that Focus on Member Enrollment, Revenue Enhancement, Medical Management, Compliance and Operations!

November 13 – 14, 2023 • Caesars Palace Hotel • Las Vegas, NV

Overview

Medicare Advantage is currently facing unprecedented challenges. The changes and cuts for Medicare Advantage have ushered in a much tougher climate for health plans. The cuts render revenues challenging and margins tight. It's more important than ever in this era of pay for performance that medical management, operations, customer service and the financial side all work together to both advance the metrics needle for Star Ratings and provide actual value-based services and improved outcomes. How to run a tighter ship to protect margins, provide real outcomes, and increase your plan payments?

The *2023 National Medicare Advantage Conference* promises to set standards within the industry, and will prove to be a game changer for leaders, experts, as well as policymakers involved within Medicare Advantage. In addition to having a strong focus on the larger issues facing Medicare Advantage – such as quality improvement, member acquisition/retention, profitability enhancement, compliance, etc. – the conference will feature topics focused on Product Development, Innovation and Value-Based Healthcare.

In this premier event, we bring together leaders and innovators to share their insights and offer solutions on the abundant challenges facing Medicare Advantage. By attending the *2023 National Medicare Advantage Conference*, you will learn what others in your industry are doing to be better prepared for the challenges that lie ahead in 2024.

Intended Audience

From Health Plans, Medicare Advantage Plans & Managed Care Organizations:

Chief Executive Officers, Chief Operating Officers, Chief Financial Officers, Chief Marketing Officers, Chief Medical Officers, Chief Strategy Officers, Chief Pharmacy Officers & Chief Information Officers

Also, Presidents, Vice Presidents, Directors & Managers of:

- Medicare
- Star Ratings
- Senior Products
- Quality Improvement
- Marketing
- Managed Care
- Compliance
- Care Management
- Operations
- Strategy
- Business Development
- Regulatory Affairs
- Risk Management
- Utilization Management
- Medicare Stars
- Medicare Advantage
- Government Programs
- Data & Analytics
- Value-Based Health
- Sales
- Medical
- Product Development
- Finance
- Quality
- Pharmacy
- Disease Management
- Community Health
- Network Management

• Business Development

• Pharmacy

This program is also geared towards Hospitals & Health Systems, Vendors, Healthcare Consultants, Solution Providers, Pharmacy Benefit Managers, Disease Management Organizations, Third Party Administrators, Pharmaceutical & Medical Device Companies, IT & Business Process Outsourcing Companies and Enrollment Brokers

Agenda

Day One – Monday, November 13, 2023

7:15 Conference Registration & Morning Breakfast

8:15 Chairperson's Opening Remarks

Julia Rupp

Principal

Hummingbird Consulting

Former Chief Executive Officer

HealthWest

8:30 Developing a Competitive Medicare Advantage Design and Pricing Structure that is Appealing to Current and Potential Members

Nikki Hungate, MS, MHA

Director, Medicare & Gov't Programs Product Strategy

MVP Health Care

9:15 Home-Based Care: Meeting Polychronic Members Where They Are

Melissa Steffan

President

Evernorth Home-Based Care

Pooja Bhardwaja, MD, MBA, FACP

Senior Medical Director

Evernorth Care Group

10:00 Networking Break & Refreshments

10:30 Achieving Stars and Quality Success Amidst Dramatic Regulatory Changes

John Willis

Vice President, Consulting & Professional Services

Healthmine

11:15 Finding Your Center of Excellence: Supporting and Sustaining Best Practices

Natalie Maples, DrPH, MA

Assistant Professor, Department of Psychiatry & Behavioral Sciences

Director, International Center for Excellence in Evidence-Based Practice
University of Texas Health Science Center

12:00 *Luncheon for All Attendees & Speakers*

1:15 How SCAN Group is Diversifying Beyond Medicare Advantage

Deepa Sheth

Chief Corporate Development Officer
SCAN Health Plan

2:00 Panel Discussion: Examining Innovative Programs and Trends within Medicare Advantage

John Willis

Vice President, Consulting & Professional Services
Healthmine

Jamie Galbreath, PhD, MPH, CHES

Director, Quality & Population Health
UCare

Nikki Hungate, MS, MHA

Director, Medicare & Gov't Programs Product Strategy
MVP Health Care

3:00 *Networking Break & Refreshments*

3:30 Utilizing Member Engagement Strategies for Home Based Programs that Enhance Quality of Care

Jamie Galbreath, PhD, MPH, CHES

Director, Quality & Population Health
UCare

4:15 Certified Community Behavioral Health Clinics: A Sustainable Model for Integrated Service Delivery

Lisa Williams, PhD

Chief Executive Officer
West Michigan Community Mental Health

5:00 *End of Day One*

Day Two – Tuesday, November 14, 2023

7:15 *Networking Breakfast*

8:15 *Chairperson's Recap of Day One*

Julia Rupp

Principal

Hummingbird Consulting

Former Chief Executive Officer

HealthWest

8:30 How your Quality Department can be a Central Resource to Improve Quality Audits, Engage Departments, and Even Boost Star Ratings

Linda Lee

Vice President, Quality Improvement

MCS Health Plan

9:15 Best Practices to Behavioral Health Needs in Medicare Advantage: Behavioral Health Homes, Recovery/Peer Support, Addressing SDOH

Julia Rupp

Principal

Hummingbird Consulting

Former Chief Executive Officer

HealthWest

10:00 Networking Break & Refreshments

10:30 How Home and Community Based Services (HCBS) Providers Can Help to Close Gaps to Enhance Quality

Devin Woodley

Vice President, Managed Care Contracting

Visting Nurse Service of New York

11:30 Conference Concludes