



2022 Population Health Management Forum for Payers & Providers

Innovative Strategies to Advance Population Health: Achieve the Triple Aim Through Value-Based Care, Improve Patient Centered Care, Enhance Healthcare Data & Technology, and Reduce Overall Healthcare Costs!

July 14 – 15, 2022 • Swissotel Chicago • Chicago, IL

Overview

Payers and Providers are being greatly challenged to create effective programs and methods to deliver high quality, patient-centric healthcare that significantly improves patient outcomes while dramatically reducing healthcare spending. Today, Population Health Management is at the forefront of the value-based healthcare landscape, in an effort to successfully achieve the Triple Aim. Population Health Management strategies are being focused on improving the health of the nation's patient population through enhanced care coordination and preventative measures that deliver the highest quality of patient care, while significantly reducing costs. Innovative processes have been implemented and are continuing to evolve and expand, including collaborative programs and efforts between Health Plans, Hospitals and Health Systems.

We have created an exciting, high-level forum featuring knowledgeable leaders and executives from the nation's leading Health Plans, Hospitals and Health Systems who will share their perspectives, valuable insights and expertise on how to be best equipped for the rapidly evolving landscape of Population Health Management. By attending the **2022 Population Health Management Forum for Payers & Providers**, attendees will benefit from learning about best practices and strategies that have been deployed to address the challenges in transforming the nation's healthcare to improve and maintain a healthy population while reducing healthcare spending. This exclusive event targets senior level executives in order to maximize educational and networking opportunities.

Intended Audience

From Health Plans, Hospitals & Health Systems:

Chief Executive Officers, Chief Operating Officers, Chief Financial Officers, Chief Quality Officers, Chief Marketing Officers, Chief Medical Officers, Chief Strategy Officers, Chief Pharmacy Officers, Chief Information Officers, Chief Innovation Officers, Patient Safety Officers, Chief Technology Officers

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

- Population Health Management
- Medical Management
- Medicare
- Senior Products
- Value-Based Health
- Innovation
- Compliance
- Care Management
- Health Promotion & Wellness
- Community Health
- Medicare Advantage
- Government Programs
- Patient Quality & Safety
- Sales
- Managed Care
- Product Development

- Operations
- Strategy
- Business Development
- Regulatory Affairs
- Risk Management
- Utilization Management
- Health Reform

- Finance
- Quality
- Pharmacy
- Disease Management
- Community Health
- Network Management
- Pharmacy

This program is also geared towards States, Government Agencies, Vendors, Employers, Purchasers, Population Health Management Organizations, Physician Groups, Managed Care Organizations, Wellness & Prevention Companies, Healthcare Technology Innovators, Healthcare Consultants, Solution Providers, Data Analytics Providers, Pharmacy Benefit Managers, Disease Management Organizations, Home Health Care Companies, Third Party Administrators, Pharmaceutical & Medical Device Companies, IT & Business Process Outsourcing Companies and Enrollment Brokers

Agenda

Day One – Thursday, July 14, 2022

7:15 *Conference Registration & Morning Breakfast*

8:15 *Chairperson's Opening Remarks*

Virginia Burchett

Chief Executive Officer

Virginia Burchett Consulting

8:30 Innovative Approaches to Improve Healthcare Delivery and Reduce Per Capita Costs through Population Health Management

Steven Peskin, MD, MBA, MACP

Executive Medical Director

Population Health & Transformation

Horizon Blue Cross Blue Shield of New Jersey

9:15 Improving Care for Patients at Increased Risk of Hospitalization: Translating the Comprehensive Care Model from Theory to Practice and Policy

David Meltzer, MD, PhD

Director, Center for Health and the Social Sciences

Chair, Committee on Clinical & Translational Science

UChicago Medicine

10:00 *Networking Break & Refreshments*

10:30 Next Gen RPM – Remote Patient Monitoring in Population Health Management

Taylor Jackson

AVP, Strategic Growth

Athelas

11:15 Looking for Answers to Value-Based Care: Breakfast with Bill & Tom

Bill Nordmark
President & CEO
Enlace Health

Tom Aubel
Associate Vice President, Reimbursement
UPMC Health Plan

12:00 Luncheon for All Attendees & Speakers

1:15 Aligning Population Health Management and Physician Engagement to Boost Quality and Patient Satisfaction

Jeff Heatherington, LDH (Hon)
President & CEO
FamilyCare Health Plans

2:00 Panel Discussion: Best Collaborative Approaches to Population Health Management through Improved Quality of Care and Reduced Costs

Moderator:

Virginia Burchett
Chief Executive Officer
Virginia Burchett Consulting

Panelists:

Braxton Millar
Senior Director & Partner
Provider Enterprise Solutions
Optum

Eleni Wilson, MPH
Senior Project Manager, Providence Heart Institute
Clinical Program Services
Providence

Katharine Iskrant, MPH, CHCA, CPHQ
President
Healthy People, Inc.

3:00 Networking Break & Refreshments

3:30 Digital Strategy for Cardiovascular Health: A System Approach

Eleni Wilson, MPH

Senior Project Manager, Providence Heart Institute

Clinical Program Services

Providence

4:15 Strategies to Improve Patient and Physician Engagement in Managing Population Health

Braxton Millar

Senior Director & Partner

Provider Enterprise Solutions

Optum

5:00 *End of Day One*

Day Two – Friday, July 15, 2022

7:15 *Morning Breakfast*

8:15 *Recap of Day One*

Virginia Burchett

Chief Executive Officer

Virginia Burchett Consulting

8:30 Integrating Predictive Modeling to Mitigate Future Risk and Improve Health Outcomes

Rebekah Lane

Head of Sales & Account Management

Health Cost & Risk Management

9:15 FHIR Up HEDIS Population Health Management and Improve Your HEDIS STARS

Katharine Iskrant, MPH, CHCA, CPHQ

President

Healthy People, Inc.

10:00 *Networking Break & Refreshments*

10:30 Examining Value Based Health Models for Specialty Care in a Post-Pandemic Environment

Lili Brillstein, MPH

Chief Executive Officer

BCollaborative

11:30 *Conference Concludes*

Workshop Session

Thursday, July 14, 2022 • 5:15 p.m. – 7:15 p.m.

Optimizing Digital Health Solutions for Population Health Management

About the Workshop Leader:

Virginia Burchett is the *Chief Executive Officer* of **Virginia Burchett Consulting**, and Chief Strategy and Implementation Officer for ES Digital Health, is an experienced speaker and noted healthcare innovator. She is an accomplished Healthcare Consultant and Population Health expert with over 30 years of experience in the Healthcare industry, including nearly 25 years of experience at Kaiser Permanente. Ms. Burchett has leveraged \$10 million+ budgets to operationalize system-wide programs. She brings diverse experience in population health, healthcare policy, quality, healthcare IT/digital health, regulatory compliance, accreditations, value-based care, CMS and commercial programs, physician relations, and managed care. Ms. Burchett supports the strategic alignment of business plans with the healthcare delivery system, improving processes and identifying areas of improvement that produce significant savings and meet the goals of the Quadruple Aim. Ms. Burchett has evaluated health technologies, designed digital health platforms, and implemented meaningful behavior change management programs for patients. She coordinated the closure and opening of hospitals and medical centers and helped to create centers of excellence for Kaiser Permanente. She instituted population health programs, saving \$1.5 million for a major hospital system. Ms. Burchett coordinated the closure and opening of hospitals/medical centers and established centers of excellence. She created a National Silver Award-Winning Marketing Brand for Providence Health System. Furthermore, Ms. Burchett brings a track record of driving business expansion, such as growing health plan membership by 90% for a large hospital account.