

# The THIRD NATIONAL Pay for Performance Summit

THE LEADING NATIONAL FORUM ON PAY FOR PERFORMANCE TO ENHANCE HEALTHCARE ACCESS, QUALITY & EFFICIENCY

FOR INFORMATION:  
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FEBRUARY 27-29, 2008  
THE BEVERLY HILTON • LOS ANGELES, CALIFORNIA

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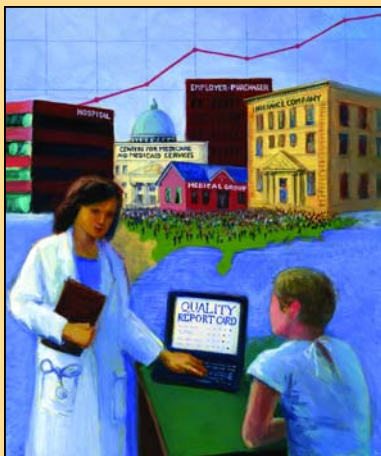
CONTINUING EDUCATION CREDITS: ACCME  
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**PRE-CONFERENCE SESSIONS:**

- Best Practices in Pay for Performance: Measurement, Data Collection and Reporting • Co-Sponsored by Integrated Healthcare Association and National Committee for Quality Assurance
- How to Achieve a Real Return on Investment (ROI) in Pay for Performance • Sponsored by Bridges to Excellence
- Implementing Efficiency Measurement in Pay for Performance • Sponsored by Thomson Healthcare
- Advanced Strategies in Hospital Pay for Performance • Sponsored by Premier, Inc.

**KEYNOTE SPEAKERS:**

- Geoffrey B. Baker, MBA, President and Chief Executive Officer, Med-Vantage
- Howard Beckman, MD, FACP, Medical Director, Rochester Individual Practice Association, Clinical Professor of Medicine and Family Practice, University of Rochester
- Carolyn M. Clancy, MD, Director, Agency for Healthcare Research and Quality
- Janet M. Corrigan, PhD, MBA, President and Chief Executive Officer, National Quality Forum
- Karen Davis, PhD, President, The Commonwealth Fund, Former Chairman, Department of Health Policy and Management, The Johns Hopkins Bloomberg School of Public Health
- Karen Ignagni, MBA, President and Chief Executive Officer, America's Health Insurance Plans, Former Director, AFL-CIO Department of Employee Benefits, Former Professional Staff Member, U.S. Senate Labor and Human Resources Committee
- Peter V. Lee, Esq., President and Chief Executive Officer, Pacific Business Group on Health
- Steve McDermott, Chief Executive Officer, Hill Physicians Medical Group, Past Chair, Integrated Healthcare Association
- Arnold Milstein, MD, MPH, U.S. Healthcare Thought Leader, Mercer Health & Benefits, Medical Director, Pacific Business Group on Health
- Peggy E. O'Kane, President, National Committee for Quality Assurance
- Dennis S. O'Leary, MD, President and Chief Executive Officer, Joint Commission on Accreditation of Healthcare Organizations
- Tom M. Priselac, MPH, President and Chief Executive Officer, Cedars-Sinai Medical Center, Former Chair, Association of American Medical Colleges, Former Chair, California Healthcare Association
- James Robinson, PhD, MPH, Editor, Health Affairs, Kaiser Permanente Distinguished Professor of Health Economics, School of Public Health, University of California, Berkeley
- Meredith B. Rosenthal, PhD, Associate Professor of Health Economics and Policy, Harvard School of Public Health
- Mark D. Smith, MD, MBA, President and Chief Executive Officer, California HealthCare Foundation
- Thomas B. Valuck, MD, MHSA, JD, Medical Officer and Senior Advisor to the Administrator, Director, Special Program Office of Value-Based, Centers for Medicare and Medicaid Services
- Andrew Webber, President and Chief Executive Officer, National Business Coalition on Health
- SUMMIT CO CHAIRS:**
- Francois de Brantes, Chief Executive Officer, Bridges to Excellence
- Suzanne Delbanco, PhD, Former Chief Executive Officer, The Leapfrog Group
- Tom Williams, Executive Director, Integrated Healthcare Association



The primary goal of the 2008 Summit is to continue the important ongoing dialogue about the appropriate role and structure of pay for performance in both the private and public sectors. This includes exploring key policy issues and practical challenges for implementing pay for performance, its potential to achieve meaningful improvements in healthcare access, quality and efficiency, and its influence on payment reform and value-based purchasing. These are relevant, dynamic topics in light of new and proposed health care reforms, increased engagement in pay for performance by Medicare and

Medicaid, new research, and findings from the practical experiences of pay for performance programs both nationally and internationally.

Summit topics will include presentations, panel discussions and case studies from leading researchers, policy experts and pay for performance administrators. Technical experts in performance measurement, data collection, public reporting and incentive design will also lend their experience and perspectives to the Summit proceedings.

## Key Topics Will Include:

- Designing Pay for Performance Programs
- Medicare Hospital and Physician Pay for Performance Programs
- State Medicaid Pay for Performance Programs
- Standardizing Performance Measurement
- Efficiency Measurement in Pay for Performance
- Aligning Payment Reform and Care Integration
- Latest Research Findings in Pay for Performance
- Information Technology: Its Role in Pay for Performance
- Data Collection: Practical Challenges and Solutions
- Transparency and Public Reporting
- Pay for Performance and Health Disparities
- Integrating Cultural Competency in Pay for Performance
- Specialty Care and Pay for Performance
- Case Studies: Physician and Hospital Pay for Performance Programs

## Featuring Mini Summits On:

- Mini Summit I: Case Studies in Physician Engagement in P4P
- Mini Summit II: Medicaid Pay for Performance Programs
- Mini Summit III: Making Performance Measurement Work
- Mini Summit IV: Health Disparities and Pay for Performance
- Mini Summit V: Standardizing and Scoring Health Plan-based P4P Programs
- Mini Summit VI: Building Successful Efficiency Measurement: Lessons from the Field
- Mini Summit VII: Value Based Benefit Design and Pay for Performance
- Mini Summit VIII: Designing Reimbursement, Payment and Incentives

## Why Attend?

Whether participants are healthcare providers, health plan administrators, purchasers, consumers, or regulators, all will gain a better understanding of each stakeholder perspective on Pay for Performance measurement and transparency. Presentations and panel discussions will raise provocative issues and challenges with regards to performance measurement and management, and value-driven healthcare. The Summit offers dialogue with industry leaders on best practice solutions and case studies.

## Purpose Statement:

- To increase knowledge on policy issues and practical challenges for implementing pay for performance and its influence on improving healthcare access and value based purchasing.

## Learning Objectives:

- Explain the role of pay for performance and the impact it has on the stakeholders.
- Identify the challenges of performance measurements.
- Describe the framework for performance measurement standards.
- Outline ways to expand pay for performance in a value driven healthcare market.

## Who Should Attend:

Chief Executive Officers, Chief Medical Officers, Board Members, Executive Directors, Nurses, Health Information Managers, Healthcare Compliance Officers, Accountants, Senior Managers, and Consultants of Health Plans, Health Systems, Hospitals and Physician Organizations, Pharmacy, and Pharmacy Benefit Managers responsible for:

- Benefits Consulting and Management
- Clinical Quality Improvement
- Clinical Affairs
- Consumer Organizations
- Finance and Reimbursement Policy
- Government Programs
- Health Care Policy
- Health Care Purchasing (Private Employers or Public Purchasers)
- Health Care Law and Regulatory Affairs
- Health Services Research and Academics
- Medical Affairs
- Medical Management
- Medicare and Medicaid Programs
- Network Contracting and Management
- Payment Policy
- Pharmacy Management
- Pharmacy Benefit Management
- Physician Services
- Practice Management
- Provider Relations
- Quality Management
- Value-Based Purchasing Strategy

**7:00 am**                    **Registration**  
**8:30 am**                    **Pre-conference Symposia** (Choose one only)

**Pre-conference I: Best Practices in Pay for Performance: Measurement, Data Collection and Reporting**  
 Co-Sponsored by  
 Integrated Healthcare Association (IHA) and  
 National Committee for Quality Assurance (NCQA)

**8:30 am**                    **Introductions and Overview**  
 Tom Williams, *Executive Director, Integrated Healthcare Association (IHA), Oakland, CA*

**8:45 am**                    **Measurement Challenges and Creative Solutions: A National Perspective**  
 Phyllis Torda, *Vice President for Product Development, National Committee for Quality Assurance (NCQA), Washington, DC*

**9:45 am**                    **Data Collection and Aggregation: Making it Work for Your P4P Program**  
 Dolores Yanagihara, *Manager, Pay for Performance, Integrated Healthcare Association (IHA), Oakland, CA*

**10:30 am**                    **Break**

**10:45 am**                    **Reporting Approaches and Best Practices**  
 Jennifer Benjamin, *Assistant Vice President, Product Development, National Committee for Quality Assurance (NCQA), Washington, DC*

**11:30 am**                    **Panel Discussion**

**Pre-conference II: How to Achieve a Real Return on Investment (ROI) in Pay for Performance**  
 Sponsored by Bridges to Excellence (BTE)  
 François de Brantes, *Chief Executive Officer, Bridges to Excellence, Fairfield, CT*

**8:30 am**                    **Return on Investment — Where Are We Today: Overview of BTE Article based on Ingenix Data**  
 Amita Rastogi, MD, MHA, CHE, *Senior Director, Clinical Development, Ingenix*

**8:45 am**                    **Return on Investment — Where Are We Today: Overview of BTE MA Study**  
 Meredith B. Rosenthal, PhD, *Assistant Professor of Health Economics and Policy, Harvard School of Public Health, Boston, MA*

**9:00 am**                    **How Critical Mass Affects ROI and Physician Engagement in P4P: Critical Mass Study of Effects on Physician Rewards and Participation; Review of ROI Model**  
 Guy D'Andrea, *President and Founder, Discern Consulting, Baltimore, MD*

**9:45 am**                    **Question & Answers**

**10:00 am**                    **Break**

**10:15 am**                    **Examples of Practice and Physician Transformation**

**11:15 am**                    **Regional Examples: Collaboration that Maximize ROI using Critical Mass**

**11:45 am**                    **Health Plan Integration of BTE Programs**

**Noon**                        **Pre-conference Adjournment; Lunch on your Own**

**Pre-conference III: Implementing Efficiency Measurement in Pay for Performance**  
 Sponsored by Thomson Healthcare

**8:30 am**                    **Introductions and Overview of Efficiency Measurement**  
 Jeff Hanson, MPH, *Vice President, Thomson Healthcare, Washington, DC*

**8:45 am**                    **Efficiency Measurement Methodology and the National Landscape**  
 Bob Kelley, *Vice President, Healthcare Analytics, Thomson Healthcare, Washington, DC*  
 David Schutt, MD, *Associate Medical Director, Thomson Healthcare, Washington, DC*

**10:15 am**                    **Break**

**10:30 am**                    **Implementing Efficiency Measurement**  
 Jon Conklin, *Vice President, Performance Measurement, Thomson Healthcare, Washington, DC*

**11:00 am**                    **Health Plan and Provider Case Studies**

**11:45 am**                    **Questions and Answers**

**Pre-conference IV: Advanced Strategies in Hospital Pay for Performance**  
 Sponsored by Premier, Inc.

**8:30 am**                    **General Overview of Advanced Strategies in Hospital Pay for Performance**  
 Frank Johnson, *Vice President, Premier, Inc., Charlotte, NC*

**9:15 am**                    **Part 1: Lessons Learned from Top Performers in the CMS/Premier Hospital Quality Incentive Demonstration (HQID)**  
 Jan McNeilly, *Director, Premier, Inc., Charlotte, NC*

**10:00 am**                    **Break**

**10:15 am**                    **Part 2: Lessons Learned from Top Performers in the CMS/Premier Hospital Quality Incentive Demonstration (HQID)**  
 Jan McNeilly, *Director, Premier, Inc., Charlotte, NC*

**11:00 am**                    **Next Steps in P4P: Quest — High Performing Hospitals**  
 Frank Johnson, *Vice President, Premier, Inc., Charlotte, NC*

**11:30 am**                    **Questions and Answers**

# Wednesday, February 27, 2008

## PFPP Summit Agenda: Day I

### Opening Plenary Session: The Role and Impact of Pay for Performance — Stakeholder Perspectives

#### 1:00 pm Welcome and Introductions

Don Rebhun, MD, *Medical Director, Healthcare Partners, Chair, Integrated Healthcare Association, Mission Hills, CA (Summit Co-chair)*

Tom Williams, *Executive Director, Integrated Healthcare Association, Oakland, CA (Summit Co-chair)*

#### 1:15 pm Keynote: Government Perspective

Carolyn M. Clancy, MD, *Director, Agency for Healthcare Research and Quality, Clinical Associate Professor, Department of Medicine, George Washington University School of Medicine, Senior Associate Editor, Health Services Research, Rockville, MD*

#### 1:45 pm Keynote: Health Plan Perspective

Karen Ignagni, MBA, *President and Chief Executive Officer, America's Health Insurance Plans, Former Director, AFL-CIO Department of Employee Benefits, Former Professional Staff Member, U.S. Senate Labor and Human Resources Committee, Washington, DC*

#### 2:15 pm Keynote: Hospital Perspective

Thomas M. Priselac, MPH, *President and Chief Executive Officer, Cedars-Sinai Medical Center, Former Chair, Association of American Medical Colleges, Former Chair, California Healthcare Association, Los Angeles, CA*

#### 2:45 pm Keynote: Physician Perspective

Nancy H. Nielsen, MD, PhD, *President-Elect, American Medical Association, Chicago, IL*

#### 3:15 pm Keynote Panel: The Current P4P Landscape: A Report on the Med-Vantage/Leapfrog Survey

Geoffrey B. Baker, MBA, *President and Chief Executive Officer, Med-Vantage, San Francisco, CA*

Karen Linscott, MA, PT, *Chief Operating Officer, The Leapfrog Group, Washington, DC*

#### 3:45 pm Break

#### 4:15 pm Keynote Panel Discussion and Debate: Is Pay for Performance Working?

François de Brantes, *Chief Executive Officer, Bridges to Excellence, Fairfield, CT (Summit Co-chair)*

Steve McDermott, *Chief Executive Officer, Hill Physicians Medical Group, Past Chair, Integrated Healthcare Association, San Ramon, CA*

Richard A. Norling, *President and Chief Executive Officer, Premier, Inc., Charlotte, NC*

Dennis S. O'Leary, MD, *President and Chief Executive Officer, Joint Commission on Accreditation of Healthcare Organizations, Oakbrook Terrace, IL*

Donald J. Palmisano, MD, JD, *President, Intrepid Resources, Former President, American Medical Association, Clinical Professor of Surgery and Medical Jurisprudence, Tulane University School of Medicine, Metairie, LA*

Meredith Rosenthal, PhD, *Assistant Professor of Health Economics and Policy, Harvard School of Public Health, Boston, MA*

Andrew Webber, *President and Chief Executive Officer, National Business Coalition on Health, Washington, DC*

Tom Williams, *Executive Director, Integrated Healthcare Association, Oakland, CA (Moderator)*

#### 5:30 pm Keynote: The National Quality Agenda: Aligning Payment Reform and Care Integration

Karen Davis, PhD, *President, The Commonwealth Fund, Former Chairman, Department of Health Policy and Management, The Johns Hopkins Bloomberg School of Public Health, New York, NY*

#### 6:15 pm Adjournment and Regional P4P Project Poster Board and Exchange Reception

# Thursday, February 28, 2008

## PFPP Summit Agenda: Day II

### Morning Plenary Session: Facing the Challenges in Performance Measurement

#### 8:00 am Welcome and Introductions:

François de Brantes, *Chief Executive Officer, Bridges to Excellence, Fairfield, CT (Co-chair)*

#### 8:15 am Keynote Address: National Framework for Measurement Standards

Janet M. Corrigan, PhD, MBA, *President and Chief Executive Officer, National Quality Forum, Washington, DC*

#### 8:45 am Keynote Address: Provider Recognition Programs

Peggy O'Kane, *President, National Committee for Quality Assurance, Washington, DC*

#### 9:15 am Keynote Address: Challenges on the Ground in Performance Measurement

Peter V. Lee, Esq., *President and Chief Executive Officer, Pacific Business Group on Health, San Francisco, CA*

#### 9:45 am Transition Break

#### 10:00 am Pay for Performance Summit Day 2: Mini Summits (Choice of One Mini Summit)

**Mini Summit I: Case Studies in Physician Engagement in Pay for Performance**

**Mini Summit II: Medicaid Pay for Performance Programs**

**Mini Summit III: Making Performance Measurement Work**

**Mini Summit IV: Health Disparities and Pay for Performance**

**Mini Summit V: Standardizing and Scoring Health Plan Based P4P Programs**

See Mini Summit speakers and details on following page.

### Mini Summit I: Case Studies in Physician Engagement in P4P

#### 10:00 am Case Study I: California — Hill Physicians Medical Group

Steve McDermott, *Chief Executive Officer, Hill Physicians Medical Group, Past Chair, Integrated Healthcare Association, San Ramon, CA (Mini Summit Moderator)*

Michael van Duren, MD, *Vice President of Clinical Services, Hill Physicians Medical Group, San Ramon, CA*

Ann Woo, PharmD, *Director of Clinical Support, Hill Physicians Medical Group, San Ramon, CA*

#### 10:30 am Case Study II: Minnesota — How Providers are Really Responding to P4P and Public Reporting

Barry Bershaw, MD, *Medical Director for Quality and Informatics, Fairview Health Services, Minneapolis, MN*

Jim Chase, *Chief Executive Officer, Minnesota Community Measurement, St. Paul, MN*

Linda Davis, *Consultant, BHCAG/MN Community Measurement, Minneapolis, MN*

#### 11:00 am Case Study III: Illinois — Physician P4P Program Design

Lee Sacks, MD, *Executive Vice President and Chief Medical Officer, Advocate Health Care, Oak Brook, IL*

Mark Shields, MD, *Senior Medical Director, Advocate Health Care, Oak Brook, IL*

### Mini Summit II: Medicaid Pay for Performance Programs

#### 10:00 am New York Perspective: Pay for Performance in Medicaid Managed Care

Robert Berenson, MD, *Senior Fellow, The Urban Institute, Washington, DC (Mini Summit Moderator)*

Joseph P. Anarella, MPH, *Director, Quality Measurement and Improvement, Office of Health Insurance Programs/NYSDOH, Albany, NY*

Thomas J. Foels, MD, *Medical Director, Independent Health Association, Buffalo, NY*

#### 10:40 am California Perspective

Elaine Batchlor, MD, MPH, *Chief Medical Officer, LA Care Health Plan, Integrated Healthcare Association Board Member, Los Angeles, CA*

#### 11:00 am Arizona Perspective: Medicaid Value-Based Purchasing: Trends in 2008

Dianne Hasselman, MSPH, *Associate Vice President, Center for Health Care Strategies, Hamilton, NJ*

Marc Lieb, MD, JD, *Chief Medical Officer, Arizona Health Cost Containment System, Phoenix, AZ*

### Mini Summit III: Making Performance Measurement Work

Janet M. Corrigan, PhD, MBA, *President and Chief Executive Officer, National Quality Forum, Washington, DC (Mini Summit Moderator)*

#### 10:00 am Measuring Specialty Care: AMA Physician Consortium for Measurement Development

Nancy H. Nielsen, MD, PhD, *President-Elect, American Medical Association, Chicago, IL*

#### 10:30 am Measurement Attribution: Individual Physician and Group Level Measurement

David S.P. Hopkins, PhD, *Director of Quality Measurement and Improvement, Pacific Business Group on Health, San Francisco, CA*

#### 10:50 am Resolving Challenges in Data Collection and Aggregation

Barbara Rabson, *Executive Director, Massachusetts Health Quality Partners, Watertown, MA*

#### 11:10 am Aligning Program Needs with the Use of Standardized Measures

Dolores Yanagihara, *Manager, Pay for Performance, Integrated Healthcare Association, Oakland, CA*

### Mini Summit IV: Health Disparities and Pay for Performance

Peggy O’Kane, *President, National Committee for Quality Assurance, Washington, DC (Mini Summit Moderator)*

#### 10:00 am A Research Perspective: P4P and Health Disparities

Lawrence Casalino, MD, PhD, *Associate Professor, Department of Health Studies, University of Chicago, Chicago, IL*

#### 10:30 am P4P and Regional Variation: Do the Rich get Richer and the Poorer get Poorer

Michael Belman, MD, MPH, FACP, *Medical Director, Clinical Quality and Innovations, Blue Cross of California, Woodland Hills, CA*

Tracy Wang, MPH, *Clinical Research Manager, Blue Cross of California, Woodland Hills, CA*

#### 11:00 am P4P Financial Disparities and Impact on Healthcare Disparities

Rodney G. Hood, MD, *President, Multicultural IPA, San Diego, CA*

### Mini Summit V: Standardizing and Scoring Health Plan-based P4P Programs

François de Brantes, *Chief Executive Officer, Bridges to Excellence, Fairfield, CT (Mini Summit Moderator)*

#### 10:00 am e-Value8: Setting Expectations for Health Plans in Pay for Performance

Emma Hoo, *Director of Value-Based Purchasing, Pacific Business Group on Health, San Francisco, CA*

Dennis White, *Senior Vice President, National Business Coalition on Health, Washington, DC*

#### 10:45 am NCQA PHQ Certification

Phyllis Torda, *Vice President for Product Development, National Committee for Quality Assurance (NCQA), Washington, DC*

#### 11:15 am Scoring Health Plan-based P4P Programs

Edison Machado, MD, *Program Leader, Health Plan Integration, Bridges to Excellence, New York, NY*

#### 11:30 am Individual Panel Discussions for Each Mini Summit

Noon      **Networking Luncheon in the Exhibit Hall**

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**1:00 pm PFP Summit Concurrent Sessions I**

**1.01 Government Programs: CMS/ Premier Demonstration — Innovations in Hospital Quality Performance and Outcomes Research**

Stephanie Alexander, *Senior Vice President, Premier, Inc., Charlotte, NC*

**1.02 Case Studies: Physicians: P4P Success Story — Minnesota Bridges to Excellence Program**

Barry Bershow, MD, *Medical Director, Quality and Informatics, Fairview Health Services, Minneapolis, MN*

**1.03 Case Studies: Hospitals and Health Systems: Healthcare System Administration of P4P — The Baylor Healthcare System Expertise**

David J. Ballard, MD, MSPH, PhD, *Senior Vice President and Chief Quality Officer, Baylor Health System, Dallas, TX*

**1.04 Physician/Hospital Collaboration: Reducing Harm and Improving Care Delivery through Unprecedented Collaboration and Quality-Based Incentives**

Allan Korn, MD, *Chief Medical Officer and Senior Vice President, Blue Cross Blue Shield Association, Chicago, IL*

Matthew Schuller, MS, RHIA, *Project Manager, Clinical Affairs, Blue Cross Blue Shield Association, Chicago, IL*

**1.05 Innovations: Paying for the Advanced Medical Home**

Hymen Zucker, MD, *Chief Medical Officer, Metcare, West Palm Beach, FL*

**1.06 Specialties: Proving Value in Oncology: the Visible and Invisible Issues**

Dawn Holcombe, *Executive Director, Connecticut Oncology Association, South Windsor, CT*

**1.07 Information Technology and Data Collection: Optimizing Lab Results and Pharmacy Data Collection under P4P**

Horace Clark, *President and Chief Executive Officer, Diversified Data Design, Culver City, CA*

Cherise Funakoshi, *Director, Payer Accounts, Diversified Data Design, Culver City, CA*

**1.08 Return on Investment (ROI): The Return of Investment on P4P**

Kathleen Curtin, *Senior Consultant, MedVentive, Cambridge, MA*

**2:00 pm      Transition Break**

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**2:15 pm PFP Summit Concurrent Sessions II**

**2.01 Government Programs: Lessons from the CMS PGP Demo — Emphasis on Heart Failure**

F. Douglas Carr, MD, MMM, *Medical Director, Education and System Initiative, Billings Clinic, Billings, MT*

**2.02 Case Studies: Physicians: Designing and Implementing P4P within a Physician-Hospital IPA**

Michael Edbauer, MD, *Medical Director, Catholic IPA of Western New York, Buffalo, NY*

Dennis R. Horrigan, *President and Chief Executive Officer, Catholic IPA of Western New York, Buffalo, NY*

**2.03 Case Studies: Hospitals and Health Systems: Health System's Experience Implementing Internal P4P**

Barry Bershow, MD, *Medical Director, Quality & Informatics, Fairview Health Services, Minneapolis, MN*

**2.04 Physician/Hospital Collaboration: Experience with Anthem Quality Insights — Northeast Provider Quality Incentive Program Interactive Web Portal**

Meredith Day, *Clinical and Data Lead Analyst, Wellpoint-Anthem Blue Cross and Blue Shield, North Haven, CT*

Randy Solomon, *Director, Regional Network Performance, Wellpoint-Anthem Blue Cross and Blue Shield, North Haven, CT*

Rome Walker, MD, *Medical Director, Anthem Blue Cross and Blue Shield in Virginia, Roanoke, VA*

Jeff Walter, *Director Network Profiling, Wellpoint-Anthem Blue Cross and Blue Shield, Richmond, VA*

**2.05 Innovations: Using Clinical Pharmacist as a Vehicle for Successful P4P Outcomes**

Lisa Meland, RPh, Pharm D, *Clinical Pharmacist, WellPoint, North Haven, CT*

Helen Pervanus, RPh, *Clinical Pharmacist, WellPoint, Manchester, NH*

**2.06 Specialties: Engaging Specialty Physicians in P4P**

Karen Murphy, RN, PhD, *Chief Executive Officer, Physicians Health Alliance, Clarks Summit, CA*

**2.07 Information Technology and Data Collection: Using Automated EMR-Based Reporting for P4P Participation**

Michael Lieberman, MD, MS, *Informatics Director, GE Healthcare, Clinical Business Solutions, Hillsboro, OR*

**2.08 Modern Leadership and Pay for Performance**

Katharina Janus, PhD, *Commonwealth Fund Harkness Fellow in Health Care Policy, Department of Health Policy and Management, Mailman School of Public Health, Columbia University, Former Senior Lecturer, Hannover Medical School, New York, NY*

**2.09 Advancing Health Information Technology: The Role of State Government**

Cindy Ehnes, JD, *Director, Department of Managed Health Care, Sacramento, CA*

**3:15 pm      Transition Break**

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**3:45 pm PFP Summit Concurrent Sessions III**

**3.01 Government Programs: Medicare Value Based Purchasing from Bench to Clinical Practice**

Peter Boumenot, *Healthcare IT Consultant, Lumetra, San Francisco, CA*

Mininder Khalsa, MD, MBA, *Medical Director of Managed Care and Utilization Management, Mercy Medical Group, Rancho Cordova, CA*

Leonard F. Smith, MD, MS, *Associate Medical Director for IT, Woodland Healthcare - Blevins Medical Group, Woodland, CA*

**3.02 Case Studies: Physicians: Using Past Experience to Define a New Framework for Physician P4P**

Michael Belman, MD, MPH, *Medical Director, Clinical Quality and Innovations, WellPoint, Woodland Hills, CA*

Michael Jaeger, MD, *Medical Director, WellPoint, Pewaukee, WI*

Catherine MacLean, MD, PhD, *Medical Director, WellPoint, Thousand Oaks, CA*

Randy Solomon, *Director, Regional Network Performance, WellPoint, North Haven, CT*

**3.03 Case Studies: Hospitals and Health Systems — Methodological Considerations in the Development and Application of Hospital Composite Performance Measures**

Lisa DeLong, PhD, *Professor of Biostatistics, Duke University Medical Center, Durham, NC*

Sean O'Brien, PhD, *Assistant Professor of Biostatistics, Duke University Medical Center, Durham, NC*

**3.04 Health Disparities: Measuring and Reporting Health Disparities**

Cori Reifman, MPH, *Research Analyst, State of California Office of the Patient Advocate, Sacramento, CA*

John Zweifler, MD, MPH, *Medical Consultant, State of California Office of the Patient Advocate, Sacramento, CA*

**3.05 Innovations: Building a Community Coalition for Marketwise Alignment of P4P**

Carolyn Pare, *Chief Executive Officer, Buyers Health Care Auction Group, Bloomington, MN*

**3.06 Specialties: Quality Improvement in Neurosurgery — A Pay for Participation Model**

Robert E. Harbaugh, MD, FACS, FAHA, *Chair, Quality Improvement Workgroup, American Association of Neurological Surgeons, Hershey, PA*

**3.07 Bridges to Excellence Performance Assessment: Leveraging HIT**

François de Brantes, *Chief Executive Officer, Bridges to Excellence, Fairfield, CT*

**3.08 Return on Investment (ROI): Clinical Integration — Strengthening Quality and Promoting Cost Savings through P4P**

Deb Lange, MS, *Director, Analysis, Greater Rochester IPA, Rochester, NY*

Eric Nielsen, MD, *Chief Medical Officer, Greater Rochester IPA, Rochester, NY*

4:45 pm Transition Break

**5:00 pm PFP Summit Concurrent Sessions IV**

**4.01 Government Programs: Metrics to Inform Medicaid and State P4P Strategies: An E-prescribing Case Study**

Jonah Frohlich, MPH, *Senior Program Officer, California HealthCare Foundation, Oakland, CA*

Timathie Leslie, *Managing Director, Manatt Health Solutions, San Francisco, CA*

**4.02 Case Studies: Physicians: the IHA California P4P Program — Developing Efficiency Measurement**

Tom Williams, *Executive Director, Integrated Healthcare Association (IHA), Oakland, CA*

Dolores Yanagihara, MPH, *Manager, Pay for Performance, Integrated Healthcare Association (IHA), Oakland, CA*

**4.03 Case Studies: Hospitals and Health Systems — Aligning Hospital and Physician Payment for P4P**

Rome Walker, MD, *Medical Director, Anthem Blue Cross and Blue Shield in Virginia, Roanoke, VA*

**4.04 Healthcare Disparities: What P4P Means for Medically Underserved Populations and Safety Net Provider**

Rich Bettini, MPH, *Chief Executive Officer, Waianae Coast Comprehensive Health Center, Waianae, HI*

Merle Cunningham, MD, *Medical Director, Sunset Park Family Health Center, Brooklyn, NY*

Darnell Dent, MPA, *Chief Executive Officer, Community Health Plan and Community Health Network of Washington, Chair, Association for Community Affiliated Health Plans, Seattle, WA*

**4.05 Innovations: The Value of On-Site Support in the Adoption of P4P Programs**

William J. Anderson, MD, *Physician Director of Quality, HealthSpring, Inc., Nashville, TN*

Sid King, MD, *Managing Partner and Chief Executive Officer, Sumner Medical Group, Gallatin, TN*

**4.06 Specialties: Real-Time Quality Measurement and Anesthesiology and P4P**

Richard L. Gilbert, MD, MBA, *Chief Executive Officer, Southeast Anesthesiology Consultants, Charlotte, NC*

**4.07 Information Technology and Data Collection: Evaluation of Provider Submitted Clinical Data for P4P and Public Reporting**

Jim Chase, *Chief Executive Officer, Minnesota Community Measurement, St. Paul, MN*

**4.08 Return on Investment (ROI): Measuring the Return on Investment in Patient Safety Reporting**

Donna Scott, RN, MBA, CHPHQ, LHRM, *Director of Project Management, ACE, Quantros, Inc., Valrico, FL*

6:00 pm Adjournment

**Friday, February 29, 2008**

**PFP Summit Agenda: Day III**

**Closing Plenary Session: Pay for Performance, Transparency and Value Driven Healthcare**

**8:00 am Welcome and Introduction**

Arnie Milstein, MD, *National Thought Leader, Mercer Health & Benefits, Medical Director, Pacific Business Group on Health, Chair, Integrated Healthcare Association (IHA) P4P Steering Committee, San Francisco, CA*

**8:15 am Keynote Address: Expanding P4P: IHA Value-Based Purchasing of Drugs, Biologics, and Medical Devices**

James Robinson, PhD, MPH, *Editor, Health Affairs, Kaiser Permanente Distinguished Professor of Health Economics, School of Public Health, University of California, Berkeley, Integrated Healthcare Association (IHA) Board Member and Chair: Value-Based Purchasing of Medical Device Project, Berkeley, CA*

**8:45 am Keynote Address: CMS and Value-Based Purchasing: What Do We Most Want to Change and How Will We Do It.**

Thomas B. Valuck, MD, MHSA, JD, *Medical Officer and Director, Special Program Office of Value-Based Purchasing, Centers for Medicare & Medicaid Services (CMS), Department of Health and Human Services, Washington, DC*

**9:15 am Keynote Panel: Is Efficiency Measurement in High Stake Programs Ready for Prime Time?**

Howard Beckman, MD, *Medical Director, Rochester Individual Practice Association, Clinical Professor of Medicine and Family Practice, University of Rochester, Rochester, NY*

Steve Ellwing, *Director, Physician Practice Advocacy, American Medical Association, Chicago, IL*

Peter V. Lee, Esq., *President and Chief Executive Officer, Pacific Business Group on Health, San Francisco, CA*

Arnie Milstein, MD, *National Thought Leader, Mercer Health & Benefits, Medical Director, Pacific Business Group on Health, Chair, Integrated Healthcare Association (IHA) P4P Steering Committee, San Francisco, CA*

Thomas B. Valuck, MD, MHSA, JD, *Medical Officer and Director, Special Program Office of Value-Based Purchasing, Centers for Medicare & Medicaid Services (CMS), Department of Health and Human Services, Washington, DC*

Mark D. Smith, MD, MBA, *President and Chief Executive Officer, California HealthCare Foundation, Oakland, CA (Moderator)*

10:15 am Break

**Mini Summit VI: Building Successful Efficiency Measurement: Lessons from the Field**

**10:45 am Elements of a Successful Efficiency Measurement Program**

Howard Beckman, MD, *Medical Director, Rochester Individual Practice Association, Clinical Professor of Medicine and Family Practice, University of Rochester, Rochester, NY (Mini Summit Moderator)*

**11:15 am Panel Presentations: Using Efficiency Measurement to Reduce Overuse and Misuse — Bringing Cost Concerns into the Quality Paradigm**

Chris R. Cammisa, MD, *Medical Director, Partnership HealthPlan of California, Fairfield, CA*

Robert A. Greene, MD, FACP, *Chief Executive Officer, Focused Medical Analytics, LLC, Rochester, NY*

Michael T. Myers, Jr., MD, MBA, *Associate Medical Director, Partners Community HealthCare, Inc., Needham, MA*

Wells Shoemaker, MD (Invited), *Medical Director, California Association of Physician Groups, Los Angeles, CA*

Thomas B. Valuck, MD, MHSA, JD, *Medical Officer and Director, Special Program Office of Value-Based Purchasing Centers for Medicare & Medicaid Services (CMS), Department of Health and Human Services, Washington, DC*

**12:15 pm Panel Conversation with Audience: The Trials and Tribulations of Efficiency Measurement: Is It Possible? How is it Structured? What is the ROI?**

**Mini Summit VII: Value Based Benefit Design and Pay for Performance**

**10:45 am Role of Value Based Benefit Design in Value Based Purchasing**

Andrew Webber, *President and Chief Executive Officer, National Business Coalition on Health, Washington, DC (Mini Summit Moderator)*

**11:15 am Value Based Benefit Design: Is it Sustainable and Scalable?**

David Hom, *Chairman, The Center for Health Value Innovation, Stamford, CT*

**11:35 am Value Based Benefit Design: Case Study for Medical Services**

Peter Hayes, *Director of Associate Health & Wellness, Hannaford Bros., Scarborough, ME*

**11:55 am Value Based New Medication Formulary**

Charles M. Cutler, MD, MS, *National Medical Director for Quality Management, Aetna, Inc., Hartford, CT*

**12:15 pm Panel Discussion**

**Mini Summit VIII: Designing Reimbursement, Payment and Incentives**

James Robinson, PhD, MPH, *Editor, Health Affairs, Kaiser Permanente Distinguished Professor of Health Economics, School of Public Health, University of California, Berkeley, Integrated Healthcare Association (IHA) Board Member and Chair: Value-Based Purchasing of Medical Device Project, Berkeley, CA (Mini Summit Moderator)*

**10:45 am New Payment Systems to Accelerate Value Driven Health Care**

Sanne Magnan, *President, Institute for Clinical Systems Improvement, Minneapolis, MN*

Harold D. Miller, *Strategic Initiative Consultant, Pittsburgh Regional Health Initiative, Pittsburgh, PA*

Nancy Zions, *Senior Program Officer, Jewish Healthcare Foundation, Pittsburgh, PA*

**12:00 pm Pay for Performance in Australian Hospitals: Comparing US, UK, Australian Paths of Episode-Based Payment**

Paul Gross, PhD, *Director, Institute of Health Economics and Technology Assessment, Former Commissioner, National Hospitals and Health Services Commission, Dee Why, Australia*

**12:45 pm Summit Adjournment**

Continuing Education Credits:



This activity jointly sponsored by Medical Education Collaborative and Health Care Conference Administrators.

Total credit hours include Pre-Conference.

**ACCME** - This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for continuing Medical Education through the joint sponsorship of Medical Education Collaborative, Inc. (MEC) and Health Care Conference Administrators, LLC. MEC is accredited by the ACCME to provide continuing medical education for physicians.

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**MCLE** - Required sponsor documentation has been forwarded to and credit requested from most MCLE states with general requirements for all lawyers. We have requested a total of 23.1 CLE hours from most MCLE states. Lawyers seeking credit in Pennsylvania must pay fees of \$1.50 per credit hour directly to the PA CLE Board. Medical Education Collaborative pays applicable fees in other states where the sponsor is required to do so, and in states where a late fee may become applicable. Please be aware that each state has its own rules and regulations, including its definition of CLE; therefore, certain programs may not receive credit in some states. For information on approved credit hours for your state, please contact Medical Education Collaborative at 303-420-3252, ext 23 starting two to three weeks prior to the program date. MEC is a State Bar of California approved MCLE provider. Please note: those seeking MCLE credit from Kansas and Virginia will be required to apply individually to their respective bars — no credit for these states can be issued by MEC.

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For more information regarding administrative policies such as complaint or refund, call MEC at (866) 420-3252 x37.

Participants must attend at least one program session and complete an evaluation plus an application for credit in order to receive credit. Statements of credit will be mailed within 6-8 weeks.

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Wednesday, February 27, 2008 **\$ 495**

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### PRECONFERENCE SYMPOSIA Wednesday, February 27, 2008

Select One:

PRECONFERENCE I: **Best Practices in Pay for Performance: Measurement, Data Collection and Reporting** — Co-Sponsored by Integrated Healthcare Association (IHA) and National Committee for Quality Assurance (NCQA)

PRECONFERENCE II: **How to Achieve a Real Return on Investment (ROI) in Pay for Performance** — Sponsored by Bridges to Excellence (BTE)

PRECONFERENCE III: **Implementing Efficiency Measurement in Pay for Performance** — Sponsored by Thomson Healthcare

PRECONFERENCE IV: **Advanced Strategies in Hospital Pay for Performance** Sponsored by Premier, Inc.

### CONCURRENT SESSIONS Select One Track:

(For tracking purposes only — you may change your choices later.)

### Thursday, February 28, 2008

1:00 pm  1.01  1.02  1.03  1.04  1.05  1.06  1.07  1.08

2:15 pm  2.01  2.02  2.03  2.04  2.05  2.06  2.07  2.08  2.09

3:30 pm  3.01  3.02  3.03  3.04  3.05  3.06  3.07  3.08

4:45 pm  4.01  4.02  4.03  4.04  4.05  4.06  4.07  4.08

### PFP SUMMIT MINI SUMMITS

#### Thursday, February 28, 2008 Select One Track:

MINI SUMMIT I: Case Studies in Physician Engagement in P4P

MINI SUMMIT II: Medicaid Pay for Performance Programs

MINI SUMMIT III: Making Performance Measurement Work

MINI SUMMIT IV: Health Disparities and Pay for Performance

MINI SUMMIT V: Standardizing and Scoring Health Plan-based P4P Programs

#### Friday, February 29, 2008 Select One Track:

MINI SUMMIT VI: Building Successful Efficiency Measurement: Lessons from the Field

MINI SUMMIT VII: Value Based Benefit Design and Pay for Performance

MINI SUMMIT VIII: Designing Reimbursement, Payment and Incentives

## 5: OTHER INFORMATION

We cannot guarantee your attendance or issuance of a letter confirming attendance unless payment is received with your registration.

**FOR REGISTRATION QUESTIONS:** Phone: 800-684-4549, 9-5 Pacific Time (Continental US, Alaska and Hawaii only)

Email: [registration@hconferences.com](mailto:registration@hconferences.com) (registration is not available by phone or email)

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### HOW DID YOU LEARN ABOUT THIS CONFERENCE?

Brochure  Magazine Ad  Friend/Colleague  E-mail Notice

## HOTEL ACCOMMODATIONS

Special rates of \$260.00/single or double per night (plus tax) have been arranged. Please make reservations directly with The Beverly Hilton and mention “Pay for Performance Summit” to receive the reduced rate. We encourage **early registration as there are a limited number of rooms at the hotel.** Reservations will be accepted until Monday, February 11, 2008. After this date, reservations will be accepted on a space-available basis.

### The Beverly Hilton

9876 Wilshire Boulevard  
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