



The SEVENTH NATIONAL Pay for Performance Summit

A Hybrid Conference & Internet Event

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THE LEADING FORUM ON PAY FOR PERFORMANCE, TRANSPARENCY AND VALUE BASED HEALTHCARE

www.PFPSummit.com

March 19 – 21, 2012

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David S. Joyner, MBA, Senior Vice President, Blue Shield of California; Chair-Elect, Integrated Healthcare Association

Tom Williams, DrPH, Executive Director, Integrated Healthcare Association

KEYNOTE FACULTY:

John L. Adams, Senior Statistician, RAND Corporation

Gail Amundson, MD, President and Chief Executive Officer, Quality Quest for Health of Illinois

Howard Beckman, MD, FACP, Chief Medical Officer, Focused Medical Analytics

Jim Chase, President, Minnesota Community Measurement

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Harold D. Miller, Executive Director, Center for Healthcare Quality and Payment Reform; President and CEO, Network for Regional Healthcare Improvement

Arnold Milstein, MD, MPH, Professor of Medicine and Director, Clinical Excellence Research Center, Stanford University

Elizabeth Mitchell, Chief Executive Officer, Maine Health Management Coalition

Jean Moody-Williams, RN, MPP, Director, Quality Improvement Group, Centers for Medicare and Medicaid Services

Peggy E. O'Kane, President, National Committee for Quality Assurance

Dana Gelb Safran, ScD, Senior Vice President, Performance Measurement & Improvement, Blue Cross Blue Shield of Massachusetts

David Sayen, Regional Administrator, Centers for Medicare and Medicaid Services, Region IX

Betsy L. Thompson, MD, DrPH, Chief Medical Officer, Centers for Medicare and Medicaid Services, Region IX

Dolores Yanagihara, MPH, Director, Pay for Performance Program, Integrated Healthcare Association

AND FEATURING THE FOLLOWING PRECONFERENCE SESSIONS:

- Measuring Resource Use, Efficiency, and Total Cost of Care
Sponsored by the Integrated Healthcare Association and the National Committee for Quality Assurance
- Defining the Efficiency Component in Value Based P4P
Sponsored by the Health Care Incentives Improvement Institute
- Ambition for Excellence: Small Physician Groups Aim High
Sponsored by the California Association of Physician Groups
- End of Life and Palliative Care: The Quality Improvement Opportunity
Sponsored by HealthCare Partners

Value — the word, which suggests a combination of both high quality and low cost, is oft-used these days in healthcare, but how can it be effectively operationalized? The theme of the 2012 National Pay for Performance Summit is “Value Based” Pay for Performance, which focuses on the evolution of P4P from purely quality-based incentive payments to the integration of cost and quality in performance payment initiatives.

Examples of Value Based P4P initiatives abound across the country and internationally, and implementers have had to work through a number of challenging issues, including data collection, aggregation, and analytics; measurement methodologies; designing new payment schemes; and working with different populations and settings.

Participants will hear from leaders in the field working to implement innovative reforms that focus on both lowering costs and increasing quality. Conference elements will include keynote addresses from senior executive leaders and national policy makers that highlight challenges and opportunities presented by the new law, with ample opportunity for audience participation, questions and answers.

The preconference symposia and mini-summits will provide in-depth perspectives on a variety of topics related to pay for performance, payment methods, and performance measurement. Concurrent sessions offer several best practices and case studies from experienced executives and experts.

Please join us for this exciting agenda.

Participation Options

Traditional Onsite Attendance

Simply register, travel to the conference city and attend in person.

PROS: subject matter immersion; professional networking opportunities; faculty interaction.

Live and Archived Internet Attendance

Watch the conference in live streaming video over the Internet and at your convenience at any time 24/7 for six months immediately following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.

PROS: Live digital feed and 24/7 Internet access for the next six months; accessible in the office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.



Onsite



At your office . . .



. . . or home

PRECONFERENCE SYMPOSIA

8:00 am Registration

9:00 am Preconference Symposia (Choose one Preconference only)

Preconference I: Measuring Resource Use, Efficiency, and Total Cost of Care

Sponsored by the Integrated Healthcare Association and the National Committee for Quality Assurance

9:00 am Welcome and Introductions

Dolores Yanagihara, MPH, *Director, Pay for Performance Program, Integrated Healthcare Association, Oakland, CA*

9:15 am Relative Resource Use

Jennifer Lenz, *Assistant Vice President, Quality Solutions Group, National Committee for Quality Assurance, Oakland, CA*

10:00 am Total Cost of Care

Dolores Yanagihara, MPH, *Director, Pay for Performance Program, Integrated Healthcare Association, Oakland, CA*

10:45 am Break

11:00 am Use of Episodes of Care

Michael van Duren, MD, MBA, *Chief Medical Officer, Sutter Physician Services, Emeryville, CA*

11:45 am Discussion and Q&A

Noon Preconference Adjournment and Lunch on Your Own

Preconference II: Defining the Efficiency Component in Value Based P4P

Sponsored by the Health Care Incentives Improvement Institute

In this session, participants will learn how two plans are using severity-adjusted prospective budgets as a way to measure and reward efficiency of physicians participating in Patient-Centered Medical Home (PCMH) and PCMH-like P4P efforts. This session is important for all those designing and implementing physician-based P4P and other programs.

9:00 am Welcome and Introductions

Francois de Brantes, *Executive Director, Health Care Incentives Improvement Institute, Newtown, CT*

9:15 am Establishing Prospective Budgets: A New Approach

Stacey Eccleston, *Implementation Leader, Health Care Incentives Improvement Institute, Newtown, CT*

10:00 am Managing Chronic Illness in the Cox Health Plan

Jeff Bond, *President and Chief Executive Officer, Cox Health Plans, Springfield, MO*

10:45 am Break

11:00 am Powering a PCMH Incentive Program

Speaker to be Announced

11:45 am Discussion and Q&A

12:00 pm Preconference Adjournment and Lunch on Your Own

Preconference III: Ambition for Excellence: Small Physician Groups Aim High

Sponsored by the California Association of Physician Groups

Much of the excitement for and early progress towards ACOs has come from large, integrated healthcare organizations. However, if reform is to reach all corners of America, we will need smaller organizations with lean resources to step up to the challenge of accountable care. California offers great optimism on this front. In this session we will hear from four smaller IPA's and medical groups who compete head to head with "the big guys." Speakers will be posted online at www.pfpsummit.com in mid-January.

9:00 am Welcome and Introductions

Speakers to be Announced

12:00 pm Preconference Adjournment and Lunch on Your Own

Preconference IV: End of Life and Palliative Care: The Quality Improvement Opportunity

Sponsored by HealthCare Partners

Quality of care in end of life treatment has been one of the biggest challenges in healthcare in the U.S. In response to this issue, HealthCare Partners implemented a program with the goal of making the transition from chronic care management to palliative care to hospice seamless, invisible, and all about meeting the needs of patients and families. In this session, different disciplines such as physicians, nurses, social workers, and operations staff will be featured to share their perspectives and show what each area brings to the table in this highly successful program. Speakers will be posted online at www.pfpsummit.com in mid-January.

9:00 am Welcome and Introductions

Stuart Levine, MD, MHA, *Medical Director, HealthCare Partners, Torrance, CA*

9:30 am Advanced Care Planning: The Big Picture

10:15 am Break

10:30 am Case Study: Best Practices at HealthCare Partners

11:15 am Case Studies: Best Practices at Leading California Organizations

12:00 pm Preconference Adjournment and Lunch on Your Own

DAY I: OPENING PLENARY SESSION

1:00 pm Welcome and Overview



Elaine Batchlor, MD, MPH, *Chief Medical Officer, L.A. Care Health Plan; Chair, Integrated Healthcare Association, Los Angeles, CA*

1:15 pm



Keynote Address: How We Get to Affordable, Quality Healthcare

Margaret (Peggy) E. O'Kane, *President, National Committee for Quality Assurance, Washington, DC*

2:00 pm



Keynote Address: The Changing Landscape: Episodes of Care Version 2012 — A New Deal

Francois de Brantes, *Executive Director, Health Care Incentives Improvement Institute, Newtown, CT*

2:30 pm



Keynote Panel: Updates from CMS — Value Based Purchasing, ACOs, and Other Initiatives

Jean Moody-Williams, RN, MPP, *Director, Quality Improvement Group, Centers for Medicare and Medicaid Services (CMS), Baltimore, MD*



David Sayen, *Regional Administrator — Region IX, Centers for Medicare and Medicaid Services (CMS), San Francisco, CA*



Betsy L. Thompson, MD, DrPH, *Chief Medical Officer — Region IX, Centers for Medicare and Medicaid Services (CMS), San Francisco, CA*

3:15 pm

Break

3:45 pm



Keynote Panel: Advancing to the Next Generation of Value Based Pay for Performance

Tom Leyden, MBA, *Director, Value Partnerships Program, Blue Cross Blue Shield of Michigan, Detroit, MI*



Dana Gelb Safran, ScD, *Senior Vice President, Performance Measurement and Improvement, Blue Cross Blue Shield of Massachusetts, Boston, MA*

Additional Speakers to be Announced

Elaine Batchlor, MD, MPH, *Chief Medical Officer, L.A. Care Health Plan; Chair, Integrated Healthcare Association, Los Angeles, CA (Moderator)*

5:30 pm Adjournment and Opening Networking Reception



MORNING PLENARY SESSION

8:00 am Welcome & Introductions



David S. Joyner, MBA, *Senior Vice President, Blue Shield of California; Chair-Elect, Integrated Healthcare Association, San Francisco, CA*

8:15 am Keynote Debate: Measurement, Reliability, Public Reporting, Tiering, and Motivating Behavioral Change



John L. Adams, *Senior Statistician, RAND Corporation, Santa Monica, CA*



Howard Beckman, MD, FACP, *Chief Medical Officer, Focused Medical Analytics, Pittsford, NY*



Arnold Milstein, MD, MPH, *Professor of Medicine and Director of the Clinical Excellence Research Center, Stanford University, Stanford, CA*



Elizabeth Mitchell, *Chief Executive Officer, Maine Health Management Coalition, Portland, ME*



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

9:30 am Break

MORNING MINI-SUMMITS (Choose one Mini-Summit only.)

Mini-Summit I: International P4P and Payment Reform

10:00 am International P4P and Payment Reform

Evaluation of National Financial Incentive Initiatives in the United Kingdom Department of Health

Ruth McDonald, *Professor of Healthcare Innovation and Learning, University of Nottingham, Nottingham, UK*

Performance Evaluation Program for Hospital Doctors in Brazil

Cesar Abicalaffe, MD, MSc, *Executive Director, Impacto Medica, Curitiba, Brazil*

Provider Pay for Performance in Global Health: Selected Country Case Studies

Brent D. Fulton, MBA, PhD, *Assistant Research Economist, University of California at Berkeley, Berkeley, CA*

Richard M. Scheffler, PhD, *Distinguished Professor of Health Economics and Public Policy, University of California at Berkeley, Berkeley, CA*

12:00 pm Mini-Summit Adjourns and Networking Luncheon in the Exhibit Hall

Mini-Summit II: The National Quality Forum Convened Measure Applications Partnership (MAP)

10:00 am The National Quality Forum Convened Measure Applications Partnership (MAP)

Constance W. Hwang, MD, MPH, *Vice President, Measure Applications Partnership (MAP), National Quality Forum, Washington, DC*

Thomas B. Valuck, MD, MHSA, JD, *Senior Vice President for Strategic Partnerships, National Quality Forum, Washington, DC*

12:00 pm Mini-Summit Adjourns and Networking Luncheon in the Exhibit Hall

Mini-Summit III: Insurance Benefit Design and Cost Sharing for Payment Reforms

10:00 am Insurance Benefit Design and Cost Sharing for Payment Reforms

Aldo De La Torre (Invited), *Vice President, Provider Contracting, Anthem Blue Cross, Rancho Cordova, CA*

Kimberly MacPherson, MBA, MPH, *Program Director, Health Policy and Management, School of Public Health, University of California at Berkeley; Co-Director, Berkeley Center for Health Technology, Berkeley, CA*

James C. Robinson, PhD, *Leonard D. Schaeffer Professor of Health Economics, University of California at Berkeley; Director, Berkeley Center for Health Technology, Berkeley, CA*

Brad Wolfson, MBA (Invited), *Chief Operating Officer, Safeway Health, Pleasanton, CA*

12:00 pm Mini-Summit Adjourns and Networking Lunch in the Exhibit Hall

Mini-Summit IV: Updates from CMS: Value Based Purchasing, ACOs, and Other Initiatives – Interactive Session

10:00 am Updates from CMS: Value Based Purchasing, ACOs, and Other Initiatives – Interactive Session

Value Based Purchasing

Jean Moody-Williams, RN, MPP, *Director, Quality Improvement Group, Centers for Medicare and Medicaid Services (CMS), Baltimore, MD*

Accountable Care Organizations

David Sayen, *Regional Administrator – Region IX, Centers for Medicare and Medicaid Services (CMS), San Francisco, CA*

Other CMS Initiatives

Betsy L. Thompson, MD, DrPH, *Chief Medical Officer – Region IX, Centers for Medicare and Medicaid Services (CMS), San Francisco, CA*

12:00 pm Mini-Summit Adjourns and Networking Luncheon in the Exhibit Hall

AFTERNOON PLENARY SESSION

1:00 pm Keynote Address: Creating Win-Win-Win Strategies for Successful Payment and Delivery Reform



Harold Miller, *Executive Director, Center for Healthcare Quality and Payment Reform; President and Chief Executive Officer, Network for Regional Healthcare Improvement, Pittsburgh, PA*

1:45 pm Keynote Panel: Confronting the Realities of Implementing Payment and Delivery Reforms



Gail Amundson, MD, *President and Chief Executive Officer, Quality Quest for Health of Illinois, Peoria, IL*



Dolores Yanagihara, MPH, *Director, Pay for Performance Program, Integrated Healthcare Association, Oakland, CA*

Additional Speakers to be Announced

Harold Miller, *Executive Director, Center for Healthcare Quality and Payment Reform; President and Chief Executive Officer, Network for Regional Healthcare Improvement, Pittsburgh, PA (Moderator)*

2:45 pm Break



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4:30 pm Concurrent Sessions – Group 2

Session 2.1: Engaging Hospitals in Quality Improvement through Pay for Performance

Missy Danforth, *Senior Director, Communications and Membership, The Leapfrog Group, Washington, DC*

Michelle Merchant, *Manager, Network Hospital Relations, Horizon Blue Cross Blue Shield of New Jersey, Newark, NJ*

Session 2.2: The Minnesota Experience: The Role of Measurement and Collaboration in Advancing the Triple Aim

Jim Chase, *President, Minnesota Community Measurement, Minneapolis, MN*

Sanne Magnan, MD, PhD, *President and Chief Executive Officer, Institute for Clinical Systems Improvement, Bloomington, MN*

Session 2.3: It Starts with Appropriateness: Successfully Reducing Overuse of Cardiac Testing

Howard Beckman, MD, FACP, *Chief Medical Officer, Focused Medical Analytics, Pittsford, NY*

Jamie Kerr, MD, FACP, *Chief Medical Officer, Utilization Management, Excellus Health Plans, Rochester, NY*

Session 2.4: Integrating Behavioral Health into Primary Care to Improve Value by Leveraging Resources Across States

Richard L. Brown, MD, MPH, *Clinical Director, Wisconsin Initiative to Promote Healthy Lifestyles; Professor of Family Medicine, School of Medicine and Public Health, University of Wisconsin, Madison, WI*

Nancy Jaeckels, *Vice President and Chief Consultant, Institute for Clinical Systems Improvement, Bloomington, MN*

Keith T. Kanel, MD, FACP, *Chief Medical Officer, Pittsburgh Regional Health Initiative, Pittsburgh, PA*

Session 2.5: Cleveland Clinic: Aligning Quality and Finance in a Hospital

Kevin Anderson, MBA, *Program Manager, Cleveland Clinic, Cleveland, OH*

Shannon Phillips, MD, MPH, *Quality and Patient Safety Officer, Cleveland Clinic, Cleveland, OH*

Session 2.6: Integrating Quality Metrics with Focused Interventions to Improve Medication Adherence

Maureen Bieltz, *Clinical Pharmacy Specialist, Highmark, Inc., Pittsburgh, PA (Invited)*

Annette Boyer, RPh, *Vice President, Business Development, CECity.com, Inc., Homestead, PA (Invited)*

Jesse McCullough, *Clinical Services Manager, Rite Aid Corporation, Pittsburgh, PA (Invited)*

Jan Pringle, *Director, Program Evaluation Research Unit, University of Pittsburgh School of Pharmacy, Pittsburgh, PA (Invited)*

Session 2.7: A New Compensation Approach for Cancer Care: A Prototype for Payment Reform

Dan Ayala, *Director, Clinical Analysis and Physician Compensation, Hill Physicians Medical Group, San Ramon, CA*

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

Session 2.8: Improving Quality through Physician Alignment Strategies: Legal and Valuation Issues

Jill H. Gordon, Esq., *Partner and Vice Chair, Health Law Practice, Davis Wright Tremaine LLP, Los Angeles, CA*

Jen Johnson, MBA, CFA, *Partner, VMG Health, Dallas, TX*

5:30 pm Adjournment

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Take advantage of this unique opportunity to expand your reach! The Summit is attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader. For more information call 206-673-4815 or email exhibits@hconferences.com.

AFTERNOON CONCURRENT SESSIONS

(Choose one Concurrent Session from each group.)

3:15 pm Concurrent Sessions – Group 1

Session 1.1: The National Quality Forum Measure Use Evaluation

Karen Adams, PhD, *Vice President, National Quality Forum, Washington, DC*

Cheryl Damberg, PhD, *Senior Researcher, RAND Corporation, Santa Monica, CA*

Session 1.2: What Motivates Change?

Arnold Milstein, MD, MPH (Invited), *Professor of Medicine and Director of the Clinical Excellence Research Center, Stanford University, Stanford, CA*

Geoffrey Williams, MD, PhD (Invited), *Professor of Medicine, Psychiatry, and Psychology, University of Rochester Medical Center, Rochester, NY*

Session 1.3: Maximizing Safety, Quality and Efficiency: Achieving an Organization-Wide Transformation

Terri Devereaux, MPM, MSN, *Senior Quality Improvement Specialist, Pittsburgh Regional Health Initiative, Pittsburgh, PA*

Tina Hahn, *Director of Education and Coaching, Pittsburgh Regional Health Initiative, Pittsburgh, PA*

Session 1.4: Using Metrics and Predictive Models to Succeed in CMS Hospital Value Based Payment Programs

Nell Wood Buhlman, MBA, *Vice President, Clinical Compliance Products, Press Ganey Associates, Inc., South Bend, IN*

Nikolas Matthes, MD, PhD, MPH, *Vice President, Clinical Research, Press Ganey Associates, Inc., South Bend, IN*

Session 1.5: ACO Quality and Efficiency Metrics

Gail Amundson, MD, *President and Chief Executive Officer, Quality Quest for Health of Illinois, Peoria, IL*

Session 1.6: How Providers Can Manage and Administer Value Based Reimbursement

Jay Sultan, *Assistant Vice President, Product Management for Value Based Reimbursement, The TriZetto Group, Union, NJ*

Session 1.7: Translating Measurement into Tiering and Consumer Engagement

Elizabeth Mitchell, *Chief Executive Officer, Maine Health Management Coalition, Portland, ME*

Session 1.8: Reducing Hospital Acquired Complications: The Maryland P4P Experience

Carol Everhart, *Senior Health Informatics Analyst, Western Maryland Health System, Swanton, MD*

Norbert Goldfield, MD, *Medical Director, Clinical and Economic Research, 3M Health Information Systems, Inc., Wallingford, CT*

4:15 pm Transition Break

MORNING PLENARY SESSION

8:00 am Welcome & Introductions



Barry Arbuckle, PhD (Invited), *President and Chief Executive Officer, MemorialCare Medical Centers; Treasurer, Integrated Healthcare Association, Fountain Valley, CA*

8:15 am Keynote Address: Data Liberation: The Next Frontier in Information Technology



Gary B. Ferguson, PhD, PharmD, *Chief Healthcare Strategist, TIBCO, Inc., Brentwood, TN*

8:45 am Keynote Panel: Who's Data is it Anyway? Why Can't We All Just Share It?



Jim Chase, *President, Minnesota Community Measurement, Minneapolis, MN*



Trace Devanny, *Chairman, Chief Executive Officer and President, The Trizetto Group, Greenwood Village, CO*



Charles Kennedy, MD, *Chief Executive Officer, Aetna Accountable Care Solutions, Hartford, CT*



Molly Joel Coye, MD, MPH, *Chief Innovation Officer, UCLA Health System, Los Angeles, CA (Moderator)*

10:00 am Break

CLOSING MINI-SUMMITS (Choose one Mini-Summit only.)

Mini-Summit V: ACO Performance Measurement and Payment

10:15 am ACO Performance Measurement and Payment

Molly Joel Coye, MD, MPH, *Chief Innovation Officer, UCLA Health System, Los Angeles, CA*

Evolving Toward the Accountable Future: Realistically Realizing the Vision of Reform

Charles Kennedy, MD, *Chief Executive Officer, Aetna Accountable Care Solutions, Hartford, CT*

12:15 pm National P4P Summit Adjourns

Mini-Summit VI: P4P and Bundled Payments

10:15 am P4P and Bundled Payments

Suzanne F. Delbanco, PhD (Invited), *Executive Director, Catalyst for Payment Reform, San Francisco, CA*

The Integrated Healthcare Association's Episode Payment Pilot

Jett Stansbury, *Director, New Program Development and Episode Payment Program, Integrated Healthcare Association, Oakland, CA*

Bundled Payments and the Next Generation of P4P: Key Implementation Considerations Payments

Gilbert D'Andria, MS, MBA, *Vice President, MedAssets, Plano, TX*

Mah-J Soobader, PhD, MPH, *Vice President, MedAssets, Bedford, MA*

12:15 pm National P4P Summit Adjourns

Mini-Summit VII: Pay for Performance at Work in Improving Hospital Quality: A Case Study of Horizon Blue Cross Blue Shield's Partnership with The Leapfrog Group

10:15 am Pay for Performance at Work in Improving Hospital Quality: A Case Study of Horizon Blue Cross Blue Shield's Partnership with The Leapfrog Group

Missy Danforth, *Senior Director, Communications and Membership, The Leapfrog Group, Washington, DC*

Michelle Merchant, *Manager, Network Hospital Relations, Horizon Blue Cross Blue Shield of New Jersey, Newark, NJ*

12:15 pm National P4P Summit Adjourns

Mini-Summit VIII: P4P and the Medical Home

10:15 am P4P and the Medical Home

Patient-Centered Medical Home as the Foundation for Accountable Care

David Nace, MD, *Vice President and Medical Director, McKesson Corporation/Relay Health; Vice Chairman, Patient-Centered Primary Care Collaborative (PCPCC), Malvern, PA*

Pay for Performance and the Patient-Centered Medical Home: A Payer's Perspective

Lisa Rajt, MSW, *Senior Health Care Analyst, Blue Cross Blue Shield of Michigan, Detroit, MI*

Margaret H. Mason, MHSA, *Enhancing Healthcare Value Business Consultant, Blue Cross Blue Shield of Michigan, Detroit, MI*

12:15 pm National P4P Summit Adjourns



Save the Date!

A Hybrid Conference & Internet Event
See website



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You may register through either of the following:

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- Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 206-319-5303, or scan and email the completed form to registration@hccconferences.com. Checks or money orders should be made payable to Health Care Conference Administrators LLC.

The following credit cards are accepted: American Express, Visa or MasterCard. Credit card charges will be listed on your statement as payment to HCCA Conferences.

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TAX DEDUCTIBILITY

Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor. Federal Tax ID: 91-1892021.

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The Century Plaza Hotel is the official hotel for the Seventh National Pay for Performance Summit. A special group-rate of \$239.00 single/double per night (plus tax) has been arranged for Summit attendees. Please call 1-888-421-1442 for Hyatt Central reservations or directly to the hotel at 1-310-228-1234 to make your reservation. When making your reservation, please refer to the Group Code P4P Summit to get the group rate. Reservations at the group rate will be accepted while rooms are available or until the cut-off date of Tuesday, February 21, 2012. After this date, reservations will be accepted on a space-available basis at the prevailing rate..

The Hyatt Regency Century Plaza
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Pay for Performance Summit

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ONSITE CONFERENCE ATTENDANCE

- PRECONFERENCES** Monday, March 19 (Choose one Preconference only) \$ 495
- Precon I: Measuring Resource Use, Efficiency, and Total Cost of Care
Sponsored by the Integrated Healthcare Association and the National Committee for Quality Assurance
 - Precon II: Defining the Efficiency Component in Value Based P4P
Sponsored by the Health Care Incentives Improvement Institute
 - Precon III: Ambition for Excellence: Small Physician Groups Aim High
Sponsored by the California Association of Physician Groups
 - Precon IV: End of Life and Palliative Care: The Quality Improvement Opportunity
Sponsored by HealthCare Partners

- CONFERENCE REGISTRATION** (Does not include Preconference):
- Through Friday, January 27, 2012* \$1,095
 - Through Friday, February 24, 2012** \$1,495
 - After Friday, February 24, 2012 \$1,795

- GROUP REGISTRATION DISCOUNT** (Does not include Preconference):
 Three or more registrations submitted from the same organization at the same time receive the following discounted rates for conference registration only. To qualify, all registrations must be submitted simultaneously:
- Conference:**
- Through Friday, January 27, 2012* \$ 795
 - Through Friday, February 24, 2012** \$1,195
 - After Friday, February 24, 2012 \$1,495

- CONFERENCE ELECTRONIC MEDIA:**
 Onsite Attendees — Following the Summit, the video and presentations are made available in the following formats. To take advantage of the discounted prices below, you must reserve media WITH your Summit registration:
- Flash Drive (\$99 + \$15 shipping) \$ 114
 - 6 months' access on Web \$ 99

- SPECIAL SUBSCRIPTION OFFER FOR BOTH ONSITE AND ONLINE ATTENDEES:**
 You can purchase an annual subscription to *Accountable Care News* or *Medical Home News* for only \$295 (regular rate \$468) when ordered with your conference registration.
- Accountable Care News* \$ 295
 - Medical Home News* \$ 295

- SELECT YOUR MINI-SUMMITS** (One from each group.)
- Tuesday, March 20 – 10:00 am
- MS I
 - MS II
 - MS III
 - MS IV
- Wednesday, March 21 – 10:15 am
- MS V
 - MS VI
 - MS VII
 - MS VIII

- SELECT YOUR CONCURRENT SESSIONS** (One from each group.)
- 3:15 pm Concurrent Sessions – Group 1
- 1.1
 - 1.2
 - 1.3
 - 1.4
 - 1.5
 - 1.6
 - 1.7
 - 1.8
- 4:30 pm Concurrent Sessions – Group 2
- 2.1
 - 2.2
 - 2.3
 - 2.4
 - 2.5
 - 2.6
 - 2.7
 - 2.8

ONLINE CONFERENCE ATTENDANCE

- Online conference registration includes the live Internet feed from the Summit, plus six months of continued archived Internet access, available 24/7.
- INDIVIDUAL REGISTRATION:**
- Through Friday, January 27, 2012* \$ 795
 - Through Friday, February 24, 2012** \$1,195
 - After Friday, February 24, 2012 \$1,495

- GROUP REGISTRATION:**
 Group registration offers the substantial volume discounts set forth below.
- Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track employee conference participation.
- Conference Access:**
- 5 or more \$595 each
 - 10 or more \$495 each
 - 20 or more \$395 each
 - 40 or more \$295 each

- See INTELLECTUAL PROPERTY POLICY, page 8.
- CONFERENCE ELECTRONIC MEDIA:**
 Online attendees — Following the Summit, the video and presentations are made available on a flash drive. To take advantage of the discounted price below, you must reserve media WITH your Summit registration:
- Flash Drive (\$99 + \$15 shipping) \$ 114
- (All online attendees automatically receive 6 months access on web.)
- * This price reflects a discount for registration and payment received through Friday, 1/27/12.
 ** This price reflects a discount for registration and payment received through Friday, 2/24/12.

PAYMENT Discount Code:

TOTAL FOR ALL OPTIONS, ONSITE OR ONLINE:

Please enclose payment with your registration and return it to the Registrar at Pay for Performance Summit, 22529 39th Ave SE, Bothell, WA 98021, or fax your credit card payment to 206-319-5303.

- You may also register online at www.PFPSummit.com.
- Check/money order enclosed (payable to Health Care Conference Administrators LLC)
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If a credit card number is being given to hold registration only until such time as a check is received it must be so noted. If payment is not received by seven days prior to the Summit, the credit card payment will be processed. Credit card charges will be listed on your statement as payment to HCCA Conferences.

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 Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute. For online and onsite registrants there will be no refunds for "no-shows" or cancellations.

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