

THE THIRD NATIONAL PREDICTIVE MODELING SUMMIT

THE LEADING FORUM ON
PREDICTIVE ANALYTICS APPLIED
TO KEY HEALTH CARE FUNCTIONS,
SETTINGS, AND POPULATIONS

September 14 – 15, 2009
Washington, DC
Wardman Park Hotel

**A Hybrid
Conference,
Internet Event
& Training Tool**

Participate onsite or via Live and
Archived Internet Attendance.
See page 2.

Grantors:



Media Partners:



Ian Duncan

Co Chairs

Ian Duncan, FSA, MAAA, *President, Solucia Inc.*

Clive Riddle, *President, MCOL and Publisher, Predictive Modeling News*



Clive Riddle

Featured Speakers

Swati Abbott, *President, MEDai, Inc., An Elsevier Company*

Howard Brill, PhD, *Director of Medical Informatics, Monroe Plan for Medical Care*



Swati Abbott

Stephen Crawford, PhD, *Senior Outcomes Analyst, Resolution Health*

Guy D'Andrea, *President and Founder, Discern Consulting*



Guy D'Andrea

Jeff Fluke, *Managing Director, Underwriting Services, Ingenix Consulting*

Gabriel J. Escobar, MD, *Systems Research Initiative and Perinatal Research Unit, Kaiser Permanente Division of Research*



Gabriel J. Escobar

Melissa Fowler, *Account Executive, Experian*

Constance Hwang, *Director of Clinical Affairs & Analytics, Resolution Health*



Constance Hwang

Mo Masud, *Senior Manager, Actuarial & Insurance Solutions, Advanced Quantitative Services, Deloitte, Consulting LLP*

Patricia Moks, *Senior Manager, Actuarial & Insurance Solutions, Advanced Quantitative Services, Deloitte Consulting LLP*



Mo Masud

Shantanu Phatakwal, *Senior Outcomes Analyst, Resolution Health*



Shantanu Phatakwal



Patricia Moks

Gary Redding, *Vice President, Medicaid Practice Leadership, Thomson Reuters; Former Commissioner of the Georgia Department of Community Health*



Russell D. Robbins

Russell D. Robbins, MD, MBA, *Principal & Senior Clinical Consultant, Mercer Human Resources Consulting*

Linda Shields, RN, BSN, *Senior Associate, Clinical and Behavioral Health Services, Mercer Government Human Services Consulting*



Jonathan L. Shreve

Jonathan L. Shreve, FSA, MAAA, *Principal and Consulting Actuary, Milliman Inc.*

Dan Steinberg, *CEO & President, Salford Systems*



Dan Steinberg

Rebecca Susic, *Director Account Management, MEDai*

Christie Teigland, PhD, *Director, Health Informatics Research, New York Association of Homes & Services for the Aging (NYAHS)*



William Vennart

William Vennart, MD, *Vice President, Medical Management and National Medical Director, CareAdvantage*

Jonathan P. Weiner, DrPH, *Professor of Health Policy and Management and Health Informatics and Executive Director of the ACG Research and Development Team, The Johns Hopkins University*



Jonathan P. Weiner

Brian E. Wolf, MD, *Senior Medical Director, Health Management Integration, Blue Cross Blue Shield of Rhode Island*



Brian E. Wolf



The Time is Now for New, Efficient and Cost-Effective Alternatives to Traditional Learning Approaches!

MANY DIFFERENT FORCES—the nation's economic crisis, costly and difficult air travel, the mandate for cost efficiency in healthcare, the proliferation of greater Internet bandwidth, the emergence of the popularity of online video via You Tube, and the explosion of online training in the health sector—have come together to create both a dramatic need and an extraordinary opportunity for innovative approaches to sharing new ideas and best practices. This Summit offers not only traditional conference attendance, but also the opportunity to attend the event live and archived online.

How can we be expected to reform the nation's health system if we can not reform the way we do our own business?



Patient Centered Medical Homes

Keep current on the wide range of continual developments involving patient centered Medical Homes.

Go to www.MedicalHomeNews.com and:

1. Subscribe to *Medical Home News*. Subscriptions are available for \$39 per month (click the subscribe link)
2. Get the free Medical Home Bulletin e-newsletter (click the resources link)
3. Join the free *Medical Home News* LinkedIn community (click the resources link)

Medical Home News offers the twelve page monthly newsletter dedicated to patient centered medical homes, with in-depth articles, industry news, thought leader insights and profiles, detailed charts and data, commentary and much more.

To subscribe for just \$39 per month, go to www.MedicalHomeNews.com or call 209.577.4888

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.



Onsite

Live and Archived Internet Attendance

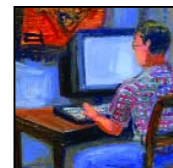
Watch the conference in live streaming video* over the Internet and at your convenience at any time 24/7 for the six months following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.

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



At your office ...



... or home

The Group Registration/ Online Training Alternative

Group registration offers the possibility of implementing a Predictive Modeling online training program. Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track conference participation to employees.

* *Preconference II, and Postconferences I and II are available with Audio only.*

Get a MCOLFree Membership!

Stay on top of health care business developments covering a wide range of critical and emerging topics. Join 30,000+ other professionals and receive a complimentary MCOLFree membership, with a variety of valuable e-newsletters, a member only web site full of resources and networking via an exclusive LinkedIn community.

Position yourself and your organization for the future of health care. Join MCOLFree.

To join now, go to www.mcareol.com/freepage.htm or call 209.577.4888



OVERVIEW

PREDICTIVE MODELING IN HEALTH CARE is an analytics process involving assessment and adjustment of risk and behavior, applied to a given population based upon available data for purposes of stratifying that population according to their future probabilities of incurring a given outcome or behavior. The purpose of Predictive Modeling is to risk stratify a population to identify individual opportunities for intervention or action before the projected outcome as occurred.

As Predictive Modeling in health care matures as a field, exciting developments continuously emerge with respect to available tools and technologies; applications in new and expanded functions and settings; refinements of techniques and data repositories; and external forces such as health care reform and ICD-10 conversion.

The National Predictive Modeling Summit provides the leading forum on predictive analytics applied to key health care functions, populations and settings, and will fully address the impact of these developments to best position attending professionals and their organizations for the future.

The Third National Predictive Modeling Summit provides nationally renowned keynote speakers covering a wide range of expertise applicable to the field of predictive modeling, in an innovative new hybrid conference format, offering attendees the choice of in-person or Internet attendance.

Presentations during the Summit will provide the most current insights, information, experiences and solutions available regarding the role of and use of Predictive Modeling in such key topics as health care reform; employer total health management strategies; health plan transformation; health plan enterprise risk management; Medicaid population management; medical homes; risk adjustment of hospital inpatient mortality; risk assessment and management of long term care and much more. The Summit also provides the ideal networking opportunity for professionals throughout all industry sectors to interact, develop future relationships, discuss shared experiences and meet key contacts.

LEARNING OBJECTIVES:

- Explore the current environment regarding predictive modeling concepts, trends, initiatives, and results
- Delve into the role and impact of predictive modeling in health care reform
- Offer insights into new innovations in predictive modeling techniques and applications
- Consider clinical, actuarial, care management, payment and business perspectives of predictive modeling as applied to specific functions.
- Examine predictive modeling applied to a variety of populations and settings
- Gain a working knowledge of specific challenges being addressed by health plans, provider networks, health care organizations and purchasers of health care services
- Understand the information technology, data and infrastructure requirements to undertake various predictive modeling applications
- Share case experiences of predictive modeling initiatives already applied in the industry
- Examine various solutions available to implement various types of predictive modeling programs
- Provide a basic understanding of predictive modeling concepts, techniques and issues for those previously not intimately familiar with the subject

WHO SHOULD ATTEND:

Specifically, the Summit will benefit leadership teams and key staff from health plans, self-insured employers, provider networks, TPAs, insurance companies, government agencies, consulting firms, pharmaceutical companies, PBMs, solution developers and others, including the following individuals:

- Chief Executive Officers
- Chief Actuarial Officers
- Chief Clinical Officers
- Chief Information Officers
- Chief Marketing Officers
- Chief Medical Officers
- Chief Operating Officers
- Chief Science Officers
- Chief Strategy Officers
- Medical Directors
- Actuarial and Underwriting Staff
- Care Management Staff
- Case Management Staff
- Clinical Research Staff
- Decision Support Staff
- Disease Management Staff
- Employer Benefit Management Staff
- Healthcare Informatics Staff
- Information Technology Staff
- Planning and Strategy Staff
- Predictive Modeling Staff
- Provider Relations and Contracting Staff
- Quality Management Staff
- Research Analysts
- System Vendors and Integrators



Agenda

Monday, September 14, 2009

Preconference Symposia

7:00 am Summit Registration Commence

8:30 am Preconference I: Predictive Modeling Basics and Beyond, an in-depth workshop covering Health Care Predictive Modeling fundamental concepts, as well as how these concepts relate to some more advanced applications.

Ian Duncan, FSA, MAAA, *President, Solucia Inc., Farmington, CT*

8:30 am Preconference II: Predictive Modeling Case Studies, featuring case study presentations from selected organizations discussing specific predictive analytic solutions applied to various health care settings of interest.

Clive Riddle, *President, MCOL and Publisher, Predictive Modeling News, Modesto, CA (Moderator)*

12:00 pm Networking Luncheon for Preconference Attendees

Hotel Information

Special rates of \$229.00 single/double per night (plus tax) have been arranged for Predictive Modeling Summit Attendees. Please make reservations directly with the Washington Marriott Wardman Park, and mention "Predictive" to receive the reduced rate. Reservations will be accepted until Tuesday, August 25, 2009. After this date, reservations will be accepted on a space-available basis at the prevailing rate.

Washington Marriott®Wardman Park

2660 Woodley Road NW • Washington, DC 20008 USA

Reservations: 202-328-2983/800-228-9290

On-line Reservations:

<http://www.marriott.com/hotels/travel/wasdt?groupCode=pmspmsa&app=resvlink&fromDate=9/13/09&toDate=9/16/09>



Washington Marriott
Wardman Park

Monday, September 14, 2009

National Predictive Modeling Summit Day I

**1:00 pm Opening Plenary Session—
Welcome and Introductions**

Ian Duncan, FSA, MAAA, *President, Solucia Inc., Farmington, CT (Co chair)*

1:15 pm Keynote Session I: Predictive Modeling in the Context of Healthcare Reform: Issues and Opportunities

Jonathan P. Weiner, DrPH, *Professor of Health Policy and Management and Health Informatics and Executive Director of the ACG Research and Development Team, The Johns Hopkins University, Baltimore, MD*

2:00 pm Keynote Session II: Use of Predictive Models in a Total Health Management Strategy for Employers

Russell D. Robbins, MD, MBA, *Principal & Senior Clinical Consultant, Mercer Human Resources Consulting, Norwalk, CT*

2:45 pm Keynote Session III: Leveraging Predictive Analytics Results to Supplement Health Plan Enterprise Risk Management

Mo Masud, *Senior Manager, Actuarial & Insurance Solutions, Advanced Quantitative Services, Deloitte, Consulting LLP, Hartford, CT*

Patricia Moks, *Senior Manager, Actuarial & Insurance Solutions, Advanced Quantitative Services, Deloitte Consulting LLP, Boston, MA*

3:30 pm Coffee Break in the Exhibit Hall

4:00 pm Keynote Session IV: New Applications of Predictive Models

William Vennart, MD, *Vice President, Medical Management and National Medical Director, CareAdvantage, Iselin, NJ*

4:45 pm Keynote Session V: Leveraging Predictive Modeling Across the Care Continuum to Address Current Economic Initiatives

Swati Abbott, *President, MEDai, Inc., An Elsevier Company, Orlando, FL*

5:30 pm Keynote Session VI: The Use of Predictive Modeling in the Transformation of a Health Plan

Brian E. Wolf, MD, *Senior Medical Director, Health Management Integration, Blue Cross Blue Shield of Rhode Island, Providence, RI*

6:15 pm Adjournment and Networking Reception in the Exhibit Hall

Tuesday, September 15, 2009

National Predictive Modeling Summit Day II

7:30 am Continental Breakfast in the Exhibit Hall

**8:15 am Closing Plenary Session:
Welcome and Introductions**

Clive Riddle, *President, MCOL and Publisher, Predictive Modeling News, Modesto, CA (Co chair)*

**8:30 am Keynote Session VII: Using Predictive
Technology to Improve Risk Assessment
and Risk Management in Long Term Care**

Christie Teigland, PhD, *Director, Health Informatics Research, New York Association of Homes & Services for the Aging (NYAHS), Albany, NY*

**9:15 am Keynote Session VIII: Risk-Adjusting
Hospital Inpatient Mortality Using
Automated Inpatient, Outpatient, and
Laboratory Databases**

Gabriel J. Escobar, MD, *Systems Research Initiative and Perinatal Research Unit, Kaiser Permanente Division of Research, Oakland, CA*

10:00 pm Coffee Break in the Exhibit Hall

**10:30 am Keynote Session IX: A Claims-Based
Predictive Model to Identify Preference-
Sensitive Orthopedic Surgeries**

Constance Hwang, *Director of Clinical Affairs & Analytics, Resolution Health, Columbia, MD*

Shantanu Phatakwal, *Senior Outcomes Analyst, Resolution Health, Columbia, MD*

Stephen Crawford, PhD, *Senior Outcomes Analyst, Resolution Health, Columbia, MD*

**11:15 am Keynote Session X: Modeling Episode
Payment for the Patient-Centered Medical
Home**

Guy D'Andrea, *President and Founder, Discern Consulting, Baltimore, MD*

12:00 pm Adjournment

Tuesday, September 15, 2009

Postconference Symposia

**12:15 pm Networking Luncheon for
Postconference Attendees**

POSTCONFERENCE I:

**12:45 pm Medicaid Predictive Analytics—
Welcome and Introductions**

Clive Riddle, *President, MCOL and Publisher, Predictive Modeling News, Modesto, CA (Co chair)*

**1:00 pm Using Predictive Models to Move Medicaid
Providers Toward Best Practices and
Reduce Waste**

Gary Redding, *Vice President, Medicaid Practice Leadership, Thomson Reuters; Former Commissioner of the Georgia Department of Community Health, Atlanta, GA*

2:00 pm Break

**2:15 pm Medicaid Predictive Analytics: The Monroe
Plan for Medical Care Experience**

Howard Brill, PhD, *Director of Medical Informatics, Monroe Plan for Medical Care, Rochester, NY*

**3:00 pm Strategies for Medicaid Care Management
Programs**

Linda Shields, RN, BSN, *Senior Associate, Clinical and Behavioral Health Services, Mercer Government Human Services Consulting, Phoenix, AZ*

3:45 pm Break

**4:00 pm Enhancing Chronic Care Management:
Leveraging Predictive Modeling and Real
Time EBM Analysis**

Rebecca Susic, *Director Account Management, MEDai, Orlando, FL*

5:00 pm Adjournment

POSTCONFERENCE II:

**12:45 pm Actuarial and Underwriting Analytics—
Welcome and Introductions**

Ian Duncan, FSA, MAAA, *President, Solucia Inc., Farmington, CT (Co chair)*

**1:00 pm Next Generation Data Sources
to Improve Your Predictive Models**

Mo Masud, *Senior Manager, Actuarial & Insurance Solutions, Advanced Quantitative Services, Deloitte Consulting LLP, Hartford, CT*

Melissa Fowler, *Account Executive, Experian, Washington, DC*

2:00 pm Break

**2:15 pm Practical Applications of Lifestyle Based
Analytics to Underwriting**

Jonathan L. Shreve, FSA, MAAA, *Principal and Consulting Actuary, Milliman Inc., Denver, CO*

**3:00 pm Data Mining Approaches to Modeling
Insurance Risk**

Dan Steinberg, *CEO & President, Salford Systems, San Diego, CA*

3:45 pm Break

**4:00 pm Strategies and Solutions to Create
Accurate, High Quality Predictive Model
Results for Underwriting**

Jeff Fluke, *Managing Director, Underwriting Services, Ingenix Consulting, Eden Prairie, MN*

5:00 pm Adjournment

The Eighth National **QUALITY COLLOQUIUM**

ON THE CAMPUS OF HARVARD UNIVERSITY
The Leading Forum on Patient Safety, Quality Enhancement and Medical Error Reduction



Sponsored by
Cospponsored inter alia by Agency for Healthcare Research and Quality, American Society for Quality, Bridges to Excellence, The Joint Commission, National Quality Forum, NCQA

Media Partners: Harvard Health Policy Review, Health Affairs, and Patient Safety and Quality Healthcare

Aug. 17 – 20, 2009
CAMBRIDGE, MA

Harvard University

www.QualityColloquium.com

THE SECOND NATIONAL **MEDICARE RAC SUMMIT**

THE LEADING FORUM ON THE MEDICARE RECOVERY AUDIT CONTRACTOR (RAC) PROGRAM

Media Partner:



Sept. 14 – 15, 2009
WASHINGTON, DC

Wardman Park Hotel

www.RACSummit.com



THE SEVENTEENTH NATIONAL **HIPAA Summit**

The Leading Forum on Healthcare EDI, Privacy, Confidentiality, Data Security and HIPAA Compliance

Sponsored by More than 100 Organizations, Associations and Publications
Media Partner: HARVARD health policy REVIEW

- Featuring the following Professional Certification Training:
- Certified HIPAA Professional (CHP)
 - Certified HIPAA Security Specialist™ (CHSS)
 - Certified HIPAA Administrator™ (CHA)
 - Certified Professional in Electronic Health Records (CPEHR)
 - Certified Professional in Health Information Technology (CPHIT)
 - Certified Professional in Health Information Exchange (CPHIE)

Sept. 15 – 18, 2009
WASHINGTON, DC

Wardman Park Hotel

www.HIPAAsummit.com

The following two events are collocated:

SEPT. 16 – 17, 2009 WASHINGTON, DC • Wardman Park Hotel

THE NATIONAL Hospital Payment Reform and Pay for Performance Summit

A Pay for Performance Summit Event



The Leading Forum on How Public and Private Payment Reform will Integrate with Pay for Performance and Other Incentive Initiatives

www.HospitalPFPSummit.com

Sponsored by



Media Partners:



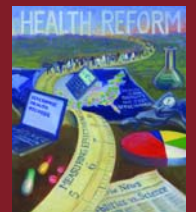
THE NATIONAL Comparative Effectiveness Summit

The Leading Forum on the Role of Comparative Effectiveness Research in Health System Change and Health Reform

Media Partners:



www.ComparativeEffectivenessSummit.com



THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

REGARDING INTERNET REGISTRATIONS

1. Individuals or groups may register for Internet access. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be presented a series of user names and passwords to distribute to participants.
2. Each registrant will receive a user name and password for access.
3. Internet registrants will enjoy six (6) months access from date of issuance of user name and password.
4. Only one user (per user name and password) may access archived conference. It is not permissible to share user name and password with third parties. Should Internet registrants choose to access post conference content via alternative media (Video iPod™, CD-ROM and Flash Drive), this individual use limitation applies. It is not permissible to share alternative media with third parties.
5. User name and password use will be monitored to assure compliance.
6. Each Internet registration is subject to a "bandwidth" or capacity use cap of 5 gb per user per month. When this capacity use cap is hit, the registration lapses. Said registration will be again made available at start of next month so long as registration period has not lapsed and subject to same capacity cap.

REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS

1. For onsite group registrations, full registration and credit card information required for each registrant. List all members of groups registering concurrently on fax or scanned cover sheet.
2. For onsite registrants there will be no refunds for "no-shows" or for cancellations. You may send a substitute; please call the Conference Office at 1-800-684-4549 for further information.

METHOD OF PAYMENT FOR TUITION

Make payment to Health Care Conference Administrators LLC by check, MasterCard, Visa or American Express. Credit card charges will be listed on your statement as payment to Health Care Conference Administrators LLC. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A \$20 fee will be charged on any returned checks.

PAYMENT OPTIONS

Registration may be made online or via mail, fax or scan.

You may register online at www.PredictiveModelingSummit.com.

Alternatively, you may use our printed registration form, enclose payment and return it to the Summit registrar at 3291 West Wilson Road, Pahrump, NV 89048, or fax the completed form to 760-418-8084 or scan the completed form to registration@hcconferences.com. Checks or money orders should be made payable to Health Care Conference Administrators LLC.

Credit card charges will be listed on your statement as payment to Health Care Conference Administrators LLC.

For registrants awaiting company check or money order, a credit card number must be given to hold registration. If payment is not received by seven days prior to the Summit, credit card payment will be processed.

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.

continued next page

REGISTRATION FORM

HOW TO REGISTER: Fully complete the following (one form per registrant, photocopies acceptable). Payment must accompany each registration (U.S. funds, payable to Health Care Conference Administrators, LLC).

ONLINE: Secure online registration at www.PredictiveModelingSummit.com.

FAX: 760-418-8084 (include credit card information with registration)

MAIL: Conference Office, 3291 West Wilson Road, Pahrump, NV 89048

FOR REGISTRATION QUESTIONS:

PHONE: 800-684-4549 (Continental US, Alaska and Hawaii only)
Monday-Friday, 9 AM - 5 PM PST

E-MAIL: registration@hconferences.com

(Registration is not available by phone or e-mail.)

NAME _____
 SIGNATURE OF REGISTRANT - REQUIRED _____
 JOB TITLE _____
 ORGANIZATION _____
 DEPARTMENT _____
 ADDRESS _____
 CITY/STATE/ZIP _____
 TELEPHONE _____
 FAX - Please include fax number if you wish to receive a confirmation letter. _____
 E-MAIL _____
 Special Needs (Dietary or Physical)

ONSITE CONFERENCE ATTENDANCE

PRECONFERENCE REGISTRATION:

- Preconference only, Monday, September 14, 2009 (Includes Luncheon):
- Preconference I: PM Basics and Beyond \$ 545
- Preconference II: PM Case Studies \$ 50

CONFERENCE REGISTRATION:

- (September 14 - 15, 2009; does not include Preconference or Postconference):
- Through Friday, July 10, 2009 \$1,095
 - Through Friday, August 7, 2009 \$1,295
 - After Friday, August 7, 2009 \$1,495

POSTCONFERENCE REGISTRATION:

- Postconference only, Tuesday, September 15, 2009 (Includes Luncheon): \$ 545
- Postconference I: Medicaid Predictive Analytics
- Postconference II: Actuarial and Underwriting Analytics

FULL SUMMIT REGISTRATION:

(Includes Preconference, Conference, Postconference and one year subscription to Predictive Modeling News):

- Through Friday, July 10, 2009 \$1,795
- Through Friday, August 7, 2009 \$1,995
- After Friday, August 7, 2009 \$2,195

SPECIAL GOVERNMENT RATE:

Government Rate applies only to full time employees of local, state or federal government.

Conference:

- Through Friday, July 10, 2009 \$ 695
- Through Friday, August 7, 2009 \$ 795
- After Friday, August 7, 2009 \$ 895

Terms and Conditions, continued

CONTINUING EDUCATION UNITS (CEUs)

The Summit does not offer CEUs; however, on-site attendees may request a Certificate of Attendance which they can present to their specific continuing education provider.

INTELLECTUAL PROPERTY POLICY

Unauthorized sharing of Summit content via Internet access through the sharing of user names and passwords or via alternative media (30GB Video iPod™, CD-ROM and Flash Drive) through the sharing of said media is restricted by law and may subject the copyright infringer to substantial civil damages. The Summit aggressively pursues copyright infringers.

If a registrant needs the ability to share Summit content within his or her organization, multiple Summit registrations are available at discounted rates.

The Summit will pay a reward for information regarding unauthorized sharing of Summit content. The reward will be one half of any recovery resulting from a copyright infringement (less legal fees and other expenses related to the recovery) up to a maximum reward payment of \$25,000. The payment will be made to the individual or individuals who in the opinion of our legal counsel first provided the factual information, which was necessary for the recovery.

If you have knowledge regarding the unauthorized Summit content sharing, contact the Summit registration office.

GENERAL TERMS AND CONDITIONS

The Summit program is subject to change. An executed registration form constitutes binding agreement between the parties.

FOR FURTHER INFORMATION

Call 1-800-684-4549, send e-mail to registration@hconferences.com, or visit our website at www.PredictiveModelingSummit.com.

ONLINE CONFERENCE ATTENDANCE

Online conference registration includes live Internet feed* from the Summit, plus six months of continued archived Internet access, available 24/7.

As an alternative to post-conference archived Internet access, online conference registrants may choose to access conference content in one of the following media: 8GB Video iPod™ Nano (for an additional \$150 charge) or Data-DVD (both of which include video of all sessions and all PowerPoint presentations) and Flash Drive (which includes audio of all sessions and all PowerPoint presentations).

INDIVIDUAL REGISTRATION:

- Includes Preconference, Predictive Modeling Summit and Postconference:
- Through Friday, July 10, 2009 \$ 995
 - Through Friday, August 7, 2009 \$1,195
 - After Friday, August 7, 2009 \$1,395

GROUP REGISTRATION:

Group registration offers the substantial volume discounts set forth below.

All group registrants are enrolled in the preconference, Predictive Modeling Summit and Postconference.

Group registration offers the possibility of implementing a Predictive Modeling online training program. Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track conference participation to employees.

- Conference Access:**
- 5 or more \$595 each
 - 10 or more \$495 each
 - 20 or more \$395 each
 - 40 or more \$295 each

To register groups, please complete a form for each registrant marking the appropriate group discount. All forms must be submitted together to qualify for the group discount. Submit form via fax or mail.

See **INTELLECTUAL PROPERTY POLICY** policy below.

* Preconference II, and Postconferences I and II are available with Audio only.

PAYMENT

DISCOUNT CODE

TOTAL FOR ALL OPTIONS, ONSITE OR ONLINE:

Please enclose payment with your registration and return it to the Registrar at The Predictive Modeling Summit, 3291 West Wilson Road, Pahrump, NV 89048, or fax your credit card payment to 760-418-8084.

You may also register online at www.PredictiveModelingSummit.com.

- Check/money order enclosed (payable to Health Care Conference Administrators LLC)
- Payment by credit card: American Express Visa Mastercard

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 Health Care Conference Administrators LLC.

TOTAL \$ _____
 ACCOUNT # _____
 EXPIRATION DATE _____
 NAME OF CARDHOLDER _____
 SIGNATURE OF CARDHOLDER _____

Keep current
on Predictive
Modeling
throughout
the year!

1. Subscribe to *Predictive Modeling News*, the twelve-page newsletter dedicated to predictive analytics in health care. See the special subscription discount offer below.
2. Sign up for the free periodic Predictive Modeling Bulletin e-newsletter (click the resources link at www.PredictiveModelingNews.com)
3. Join the free *Predictive Modeling News* LinkedIn community (click the resources link at www.PredictiveModelingNews.com)

Predictive Modeling NEWS

The Monthly Newsletter for health care professionals involved with Predictive Modeling

- A twelve-page newsletter covering predictive modeling in health care from care management, actuarial, and population profiling perspectives.
- Features include in-depth articles, industry news, thought leader's corner, interviews, survey results, research data, case studies, technology developments, graphs, charts, tables and much more.
- Get valuable insights, trends, business intelligence, contact information, shared experiences, infrastructure and resource requirements, methodologies, discussion of challenges and solutions and more.
- Available in print and electronic format (you can elect one or both options.)
- Subscribers get access to subscriber only web site with archive of back issues, supplemental contents and more.
- New Subscriber Special Offer with \$24.50 monthly (regular \$39 monthly) and \$295 annual (regular \$468 annually) payment options for first year.

Predictive Modeling

NEWS

The Monthly Newsletter for health care professionals
involved with Predictive Modeling

www.PredictiveModelingNews.com

Regular Subscription Pricing:

\$39 per month (credit card auto-pay)
\$468 annual subscriptions
(payments by check or credit card)

Special New Subscriber Offer!

Save \$173 off the annual
subscription rate for your first year.

OPTIONS:

- Credit Card auto-pay:
Pay \$24.50 per month instead of
the regular \$39 monthly rate for
the first year
- Annual Subscriptions:
Pay just \$295 instead of the
regular \$468 annual rate for
the first year

Use this subscription order form,
or add a newsletter subscription in
the conference registration form.

Sign up on-line at www.PredictiveModelingNews.com, call 209.577.4888,
mail (see address below) or fax back (to 209.577.3557) this form.

CHECK WHICH SPECIAL INTRODUCTORY OFFER PAYMENT OPTION YOU WISH TO RECEIVE

- Sign me up for the Credit Card Auto-Pay for \$24.50 per month.**
I understand I can cancel my subscription at any time with no further obligation,
and that the new subscriber rate will apply for the first twelve months only
(\$39 monthly thereafter)
- Sign me up for the Annual Subscription, and receive \$173 off
the regular subscription price, for \$295 during the first year.**
I understand I can cancel my subscription at any time and receive
a pro-rata refund for my subscription
- Please contact me to quote and arrange for a corporate site license**

CHECK WHICH DELIVERY OPTION YOU WISH TO RECEIVE

- Print Subscription Only**
- Electronic Subscription Only (pdf)**
- Print and Electronic Subscription**

PAYMENT INFORMATION

- Mail to: Predictive Modeling News,
1101 Standiford Avenue, Suite C-3, Modesto, CA 95350
- Fax to: 209-577-3557
- Phone Orders: 209.577.4888
- Order On-Line: www.predictivemodelingnews.com

- Check/money order enclosed (checks payable to Predictive Modeling News)
- Please invoice me
- Credit card: American Express Visa MasterCard Discover

Amount Due

\$

ACCOUNT No. _____

NAME OF CARDHOLDER _____

EXP. DATE _____ / _____

SIGNATURE OF CARDHOLDER _____

REGISTRANT SIGNATURE _____

PREDICTIVE MODELING SUMMIT

Publications Printing Department
41651 Corporate Way
Palm Desert, CA 92260
USA

(Address for Return Mail Only)

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
PERMIT # 1
PALM DESERT, CA

Forwarding Service Requested

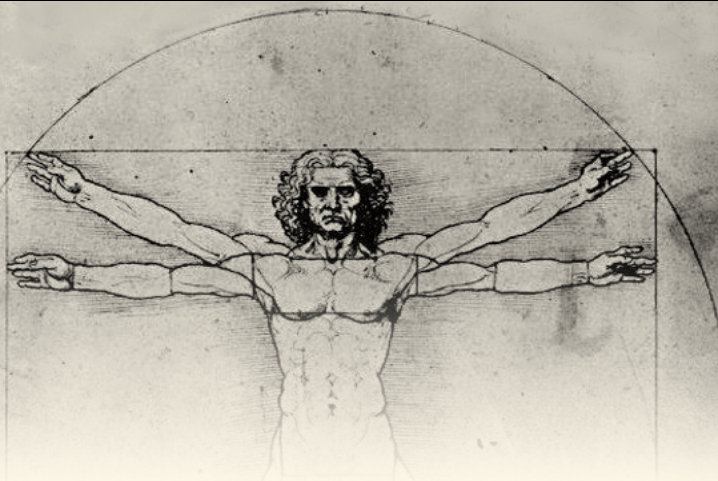
THE THIRD NATIONAL

PREDICTIVE
MODELING SUMMIT

THE LEADING FORUM ON
PREDICTIVE ANALYTICS APPLIED
TO KEY HEALTH CARE FUNCTIONS,
SETTINGS AND POPULATIONS

September 14 – 15, 2009
Washington, DC

www.PredictiveModelingSummit.com



THE THIRD NATIONAL
PREDICTIVE
MODELING
SUMMIT

**A Hybrid
Conference,
Internet Event
& Training Tool**

Participate onsite or via Live and
Archived Internet Attendance.
See page 2.

September
14 – 15, 2009

Washington, DC
Wardman Park Hotel

THE LEADING FORUM ON
PREDICTIVE ANALYTICS APPLIED
TO KEY HEALTH CARE FUNCTIONS,
SETTINGS, AND POPULATIONS

