



THE FOURTH NATIONAL PREDICTIVE MODELING SUMMIT

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

September 15 – 16, 2010

Arlington, VA

Crystal Gateway Marriott

**A Hybrid
Conference,
Internet Event
& Training Tool**
Participate onsite or via Live and
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See page 4.

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Co Chairs

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

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

Featured Speakers

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

Chad Abrams, MA, *Senior Team Leader, The Johns Hopkins University*

Jordan Bazinsky, MBA, *VP Science & Technology, Verisk Health*

Dogu Celebi, *Chief Medical Officer, Ingenix*

Laura C. Deiboldt, RN, BSN, *Account Manager, MEDai, an Elsevier Company*

Dan Dunn, *Senior Vice President, Business Solutions, Ingenix*

Cheryl Duva, *Vice President and Pharmacy Optimization Practice Leader, Ingenix Consulting*

Jeff Fluke, *Managing Director, Actuarial Consulting, Ingenix Consulting*

Andrea Fong, *Vice President, Science and Clinical Analytics, Verisk Health*

Sharmila S. Johnson, MSN, APN, ACNS-BC, CCRN, *Cardiac Surgery, Christiana Hospital*

Anjum Khurshid, *Director of Clinical Research and Evaluation, Integrated Care Collaboration*

Donald Libby, PhD, *Statistical Consultant, Health Intelligence Division, APS Healthcare*

Soyal Momin, MS, MBA, *Director, Research & Population Management Analytics, BlueCross BlueShield of Tennessee*

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

H. Scott Sarran, MD, MM, *Chief Medical Officer, Blue Cross Blue Shield of Illinois*

Peichang Shi, *Senior Statistical Analyst, North Texas Specialty Physicians*

Debora J. Simmons, RN, MSN, CCRN, CCNS, *University of Texas-Houston*

Rong Yi, PhD, *Senior Consultant, Milliman, Inc.*



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 has occurred.

Health Reform, through the adoption of The Patient Protection and Affordable Care Act and related legislation and regulations, presents a new array of issues, opportunities and challenges that to address through application of predictive analytics. Furthermore, 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 beyond health care reform such as ICD-10 conversion or the economic downturn.

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 Fourth 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 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; new provider reimbursement models; improving access and coordinating delivery for an increased covered population; risk assessment & premium rating; employer applications; physician network applications; predictive risk models for health management; changing the consumer-payer-provider silo approach to a new 3-D model; approaches to improve quality of care; palliative or hospice care management; triage of acute decompensated congestive heart failure in the ER; international applications; innovations; 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 analytics in various aspects of health care reform, including newer provider reimbursement models, and expanded population coverage
- 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
- Review international health care applications of predictive analytics

WHO SHOULD ATTEND:

Specifically, the Summit will benefit leadership teams and key staff from health plans, self-insured employers, hospital systems, 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
- Business Intelligence Staff
- Business Transformation Staff
- Care and Case Management Staff
- Clinical Research and Intelligence Staff
- Decision Support Staff
- Disease Management Staff
- Employer Benefit Management Staff
- Healthcare Informatics Staff
- Information Technology Staff
- Planning and Strategy Staff
- Predictive Modeling and Analytics Staff
- Provider Relations and Contracting Staff
- Quality Management Staff
- Research Analysts
- System Vendors and Integrators

Wednesday, September 15, 2010

Preconference Symposium

7:00 am Summit Registration Commences

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

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

**8:30 am PRECONFERENCE II
Predictive Modeling Innovations**
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 (Co chair, Moderator)*

Innovative Applications of Risk-Adjustment Modeling for the Evaluation and Financing of Medical Homes

Jordan Bazinsky, MBA, *VP Science & Technology, Verisk Health, Waltham, MA*

Innovative Multi-Dimensional Approaches to Tackling Health Care Fraud

Cheryl Duva, *Vice President and Pharmacy Optimization Practice Leader, Ingenix Consulting, Rocky Hill, CT*

Bringing Data to Life: How to Successfully Implement Predictive Analytics

Laura C. Deiboldt, RN, BSN, *Account Manager, MEDai, an Elsevier Company, Orlando, FL*

**12:00 pm PRECONFERENCE LUNCHEON
Networking Luncheon for
Preconference Attendees**

Hotel Information

A special group rate of \$229.00 single/double per night (plus tax) has been arranged for National Predictive Modeling Summit attendees. Please make reservations by calling 800-228-9290 and ask for "Predictive Modeling" to receive the group rate.

For information on how to book your hotel room online, please go to the travel tab at www.PredictiveModelingSummit.com

Reservations at the special group rate will be accepted until Friday, September 3, 2010. After this date reservations will be accepted on a space-available basis at the prevailing rate.

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Wednesday, September 15, 2010

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: Medical Homes, ACOs, and Bundled Payments: How does Predictive Modeling Fit in the New Provider Reimbursement Landscape?

H. Scott Sarran MD, MM, *Chief Medical Officer, Blue Cross Blue Shield of Illinois*

2:00 pm Keynote Session II: How Employers use Predictive Models Effectively

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

2:45 pm Keynote Session III: Predictive Modeling: Current Practice and Future Applications for Physician Networks

Peichang Shi, *Senior Statistical Analyst, North Texas Specialty Physicians, Fort Worth, TX*

3:30 pm Coffee Break in the Exhibit Hall

4:00 pm Keynote Session IV: On the Brink of Change: The Increasing Importance of Predictive Risk Models for Health Management

Dogu Celebi, *Chief Medical Officer, Ingenix, Waltham, MA*
Dan Dunn, *Senior Vice President, Business Solutions, Ingenix, Waltham, MA*

4:45 pm Keynote Session V: Healthcare in 3D: Creating a New Model that Puts Consumers, Physicians and Payers Front and Center through Information Sharing

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

5:30 pm Keynote Session VI: Innovative Predictive Modeling Approaches to Improve Quality of Care

Soyal Momin, MS, MBA, *Director, Research & Population Management Analytics, BlueCross BlueShield of Tennessee, Chattanooga, TN*

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

Thursday, September 16, 2010 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: Predictive Analytics for Improving Access and Coordinating Delivery for an Increased Covered Population under Health Reform

Anjum Khurshid, *Director of Clinical Research and Evaluation, Integrated Care Collaboration, Austin, TX*

9:15 am Keynote Session VIII: Strategies and Solutions to Maximize Predictive Model Results for Risk Assessment & Rating

Jeff Fluke, *Managing Director, Actuarial Consulting, Ingenix Consulting, Eden Prairie, MN*

10:00 am Coffee Break in the Exhibit Hall

10:30 am Keynote Session IX: Approaches to Predictive Modeling for Palliative or Hospice Care Management

Donald Libby, PhD, *Statistical Consultant, Health Intelligence Division, APS Healthcare, Madison, WI*

11:15 am Keynote Session X: Triage of Acute Decompensated Congestive Heart Failure in the Emergency Department: Initial Results Using a Computer-Based Clinical Decision-Support Tool

Sharmila S. Johnson, MSN, APN, ACNS-BC, CCRN, *Cardiac Surgery, Christiana Hospital, Newark, DE*

Debra J. Simmons, RN, MSN, CCRN, CCNS, *University of Texas-Houston, Houston, TX*

12:00 pm Adjournment

Thursday, September 16, 2010 Postconference Symposia

12:15 pm Networking Luncheon for Postconference Attendees

International Applications of Health Care Predictive Modeling

12:45 pm Welcome and Introductions

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

1:00 pm Predictive Analytics in the People's Republic of China

Rong Yi, PhD, *Senior Consultant, Milliman, Inc., Boston, MA*

2:00 pm Break

2:15 pm Risk Adjustment in European Countries

Andrea Fong, *Vice President, Science and Clinical Analytics, Verisk Health, Waltham, MA*

3:00 pm Global Perspectives on the Use of Predictive Modeling

Chad Abrams, MA, *Senior Team Leader, The Johns Hopkins University, Baltimore, MD*

3:45 pm Break

4:00 pm Panel Discussion: Comparing and Contrasting International Experiences with U.S. Health Care Predictive Analytics

Rong Yi, PhD, *Senior Consultant, Milliman, Inc., Boston, MA*

Andrea Fong, *Vice President, Science and Clinical Analytics, Verisk Health, Waltham, MA*

Chad Abrams, MA, *Senior Team Leader, The Johns Hopkins University, Baltimore, MD*

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

5:00 pm Adjournment

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

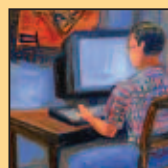
Watch the conference in live streaming video* over the Internet and at your convenience at any time 24/7 for the six months following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.

PROS: Live digital feed and 24/7 Internet access for next six months;



At your office . . .



. . . or home

accessible in office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.

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.

* Preferences and Postconference are available with Audio only.

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.

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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. Registrants will be able to change their user names and passwords and manage their accounts.
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 purchase post conference content via a 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 or switch to the online option; please call the Conference Office at (800) 503-9140 or (206) 452-0635 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, Pahump, NV 89048, or fax the completed form to 760-418-8084 or scan 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 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) 503-9140 (Continental US, Alaska and Hawaii only) or (206) 452-0635, Monday-Friday, 9 AM - 5 PM PST

E-MAIL: registration@hcconferences.com
(Registration is not available by phone or e-mail.)

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 Special Needs (Dietary or Physical)

ONSITE CONFERENCE ATTENDANCE

PRECONFERENCE REGISTRATION:

- Preconference only, Wednesday, September 16, 2010 (Includes Luncheon): \$ 545
- Preconference I: Predictive Modeling Basics and Beyond
- Preconference II: Predictive Modeling Innovations

CONFERENCE REGISTRATION:

- (September 15 - 16, 2010; does not include Preconference or Postconference):
- Through Friday, July 9, 2010 \$1,095
 - Through Friday, August 6, 2010 \$1,295
 - After Friday, August 6, 2010 \$1,495

POSTCONFERENCE REGISTRATION:

- Postconference only, Thursday, September 16, 2010 (Includes Luncheon): \$ 545

FULL SUMMIT REGISTRATION:

- (Includes Preconference, Conference, Postconference and one year subscription to Predictive Modeling News):
- Through Friday, July 9, 2010 \$1,795
 - Through Friday, August 6, 2010 \$1,995
 - After Friday, August 6, 2010 \$2,195

SPECIAL GOVERNMENT RATE:

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

- Conference:
- Through Friday, July 9, 2010 \$ 695
 - Through Friday, August 6, 2010 \$ 795
 - After Friday, August 6, 2010 \$ 895

CONFERENCE ELECTRONIC MEDIA:

- Onsite attendees — to get this discounted price you must purchase media WITH your registration:
- Conference Audio/Video* and Powerpoint on Flash Drive \$ 99
 - Conference Audio/Video* and Powerpoint on Web (6 month access) \$ 99

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 the Flash Drive 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) 503-9140 or (206) 452-0635, send e-mail to registration@hcconferences.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.

INDIVIDUAL REGISTRATION:

- Includes Preconference, Predictive Modeling Summit and Postconference:
- Through Friday, July 9, 2010 \$ 995
 - Through Friday, August 6, 2010 \$1,195
 - After Friday, August 6, 2010 \$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.

CONFERENCE ELECTRONIC MEDIA:

- Online attendees — to get this discounted price you must purchase media WITH your registration:
- Conference Audio/Video* and Powerpoint on Flash Drive \$ 99

See INTELLECTUAL PROPERTY POLICY policy below.

* Preconferences and Postconference 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.

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