

THE FIFTH NATIONAL PREDICTIVE MODELING SUMMIT

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

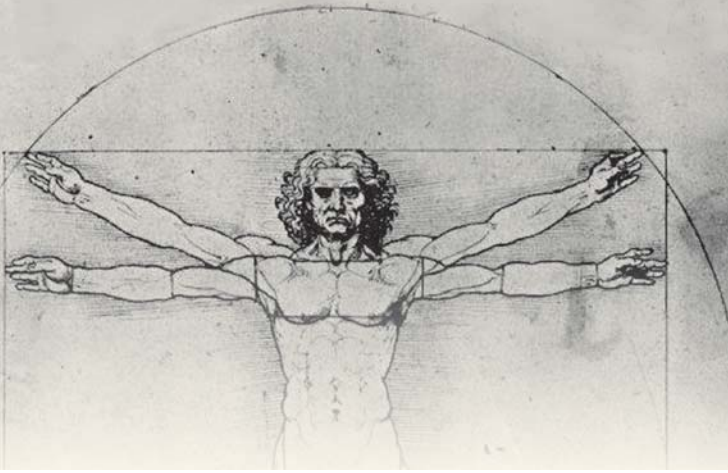
November 8 – 9, 2011

Washington, DC

Renaissance Washington, DC
Downtown Hotel

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

Participate onsite or via Live and
Archived Internet Attendance
See page 4.



Silver Grantor:  **OPTUM™**

Bronze Grantor:  **Davis Wright
Tremaine LLP**
DEFINING SUCCESS TOGETHER

Additional
Grantor:  **LexisNexis®**

Media
Partners:  **HealthAffairs**

Co Chairs

Ian Duncan, FSA, FIA, FCIA, MAAA, *Visiting Associate Professor, Department of Probability and Applied Statistics, University of California Santa Barbara, and Co-Founder, Solucia Consulting*

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

Featured Speakers

Swati Abbot, *Chief Executive Officer, Blue Health Intelligence*

Kwame Appiah-Yeboah, PhD, *Senior Health Economics Analyst, Health Risk Partners*

Ajay S. Behl, PhD, *Health Economist, HealthPartners Research Foundation*

Dave Berry, *Vice President, Marketing Analytics, KBMG: Health Services Group*

Lawrence Borok, *President, Vantage Point Healthcare Information Systems, Inc.*

Brian R. Boyce, CPC, CPC-I, *Vice President, Clinical Coding Services, Health Risk Partners*

Dogu Celebi, MD, MPH, *Chief Medical Officer, Payer Solutions, OptumInsight*

Ken Cunningham, *Vice President and Segment General Manager, LexisNexis*

Abigail Doolittle, PhD, *Vice President, Marketing Science, KBMG: Health Services Group*

Bill Fox, JD, MA, *Senior Director, Health Care Solutions, LexisNexis*

Clint Fuhrman, *Senior Director of Government Health Care, LexisNexis*

Jonathan Gluck, *Senior Executive, Heritage Provider Network*

Bruce Macgibbon, *Senior Director Product Management, OptumInsight*

Russell D. Robbins, MD, MBA, *Principal and Senior Clinical Consultant, Mercer, Inc.*

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

Richard E. Ward, MD, MBA, CEO, *Reward Health Sciences, Inc.*

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*



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 implementation of the Affordable Care Act and related legislation and regulations, presents a new array of issues, opportunities and challenges to address through application of predictive analytics. Marketplace changes fueled by reform, notably involving new provider delivery and payment models, add to the demand for applicable predictive analytics.

Predictive Modeling has also emerged as a leading tool in the growing fight to defeat health care fraud in the Medicare, Medicaid and Commercial arenas. 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.

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 Fifth 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; evolving health plan-provider contractual arrangements; employer programs to identify and treat members with chronic diseases; reducing fraud and improper payments; agent based modeling; application to cost effectiveness analysis of preventive strategies; Medicare predictive analytics; predictive modeling case studies; predictive modeling basics and beyond; 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 health plan - provider contractual arrangements, delivery models, and expanded population coverage
- Grasp the role and detailed considerations for predictive analytics in reducing fraud and improper payments
- 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, 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

Tuesday, November 8, 2011

Preconference Symposia

7:00 am Summit Registration Commences

PRECONFERENCE I

8:30 am 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, FIA, FCIA, MAAA, *Visiting Associate Professor, Department of Probability and Applied Statistics, University of California Santa Barbara, and Founder, Solucia Consulting, Santa Barbara, CA*

PRECONFERENCE II

8:30 am Predictive Modeling Innovations
Featuring case study presentations from selected organizations discussing specific predictive analytic solutions applied to various health care settings of interest.

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

Refer to the conference web site agenda at www.PredictiveModelingSummit.com for an updated listing of speakers and presentations for the Predictive Modeling Innovations preconference.

12:00 pm Networking Luncheon for Preconference Attendees

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 Justin Sorensen at 206-452-0609.

Hotel Information

The Renaissance Washington, DC Downtown Hotel is the official hotel for the FIFTH NATIONAL PREDICTIVE MODELING SUMMIT. A special group rate of \$269.00 (plus tax) has been arranged for Summit Attendees. For your convenience we are delighted to provide you with a dedicated website so you will be able to make, modify and cancel your hotel reservations online.

To preview the website and reserve your room at the group rate please visit the conference website at www.PredictiveModelingSummit.com and click on [Travel/Hotel](#).

You may also make a reservation by calling the Renaissance Washington DC, Downtown Hotel reservations directly at 1-800-468-3571 or by calling the hotel at 202-898-9000. When making your reservation, please refer to "Predictive Modeling" in order to receive the group rate.

Hotel reservations at the group rate will be accepted while rooms are available or until the cut-off date of Monday, October 10, 2011. After this, reservations will be accepted on a space-available basis at the prevailing rate.

Renaissance Washington, DC Downtown Hotel

999 Ninth Street NW
Washington, DC 20001 USA

Tuesday, November 8, 2011

National Predictive Modeling Summit Day I

1:00 pm Opening Plenary Session—Welcome and Introductions

Ian Duncan, FSA, FIA, FCIA, MAAA (Co chair), *Visiting Associate Professor, Department of Probability and Applied Statistics, University of California Santa Barbara, and Founder, Solucia Consulting, Santa Barbara, CA*

1:15 pm Session I: The Importance of Predictive Modeling and Health Care Analytics for Reform and System Transformation—Examining the Alphabet Soup of PM applied to ACOs, PCMHs, HIXs, MU and More.

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 Session II: Bending the Cost Curve: The Evolving Nature of Predictive Modeling—Implications of ACA and the evolving set of health plan-provider contractual arrangements

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

2:45 pm Session III: Predictive Models and Productivity—How employers use predictive model results to create programs identifying members with chronic diseases and create partnerships to steer members into appropriate care settings

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

3:30 pm Coffee Break in the Exhibit Hall

4:00 pm Session IV: The next frontier: Predictive models at the point of care

Dogu Celebi, MD, MPH, *Chief Medical Officer, Payer Solutions, OptumInsight, Waltham, MA*

4:45 pm Session V: What the Rules Can't See... Can Hurt You—Understanding the level of improper payments missed in your current system and how to utilize predictive analytics to substantially reduce fraud and other improper payment

Bill Fox, JD, MA, *Senior Director, Health Care Solutions, LexisNexis, Alpharetta, GA*

Ken Cunningham, *Vice President and Segment General Manager, LexisNexis, Ellensburg, WA*

5:30 pm Session VI: Informing Decision Making with Predictive Modeling: Avoidable Diabetic Hospitalization

Swati Abbot, *Chief Executive Officer, Blue Health Intelligence, Chicago, IL*

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

Wednesday, November 9, 2011

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

8:30 am Session VII: Improving Predictive Model Accuracy and Specificity: Moving Beyond Administrative Claims

Bruce Macgibbon, *Senior Director Product Management, OptumInsight, Eden Prairie, MN*

9:15 am Session VIII: Predictive Modeling Contests in Healthcare — The Heritage Health Prize, a \$3 Million Predictive Analytics Contest

Jonathan Gluck, *Senior Executive, Heritage Provider Network, Northridge, CA*

10:00 am Coffee Break in the Exhibit Hall

10:30 am Session IX: Agent Based Modeling of the Transmission of STDs: Application to Cost Effectiveness Analysis of Preventive Strategies

Ajay S. Behl, PhD, *Health Economist, HealthPartners Research Foundation, Minneapolis, MN*

11:15 am Session X: The Use of Predictive Modeling by New York Medicaid—A payment system based on risk group predictive modeling since 2008

Lawrence Borok, *President, Vantage Point Healthcare Information Systems, Inc., New Milford, CT*

12:00 pm Adjournment

Postconference Symposium

12:15 pm Networking Luncheon for Postconference Attendees

12:45 pm Medicare Predictive Analytics Welcome and Introductions

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

1:00 pm Using Intervention Models and Predictive Models to Optimize Patient Selection for Care Management in ACOs

Richard E. Ward, MD, MBA, CEO, *Reward Health Sciences, Inc., Rochester Hills, MI*

2:00 pm Break

2:15 pm Identifying ‘Suspect Health Conditions’ in Medicare Risk Adjustment

Kwame Appiah-Yeboah, PhD, *Senior Health Economics Analyst, Health Risk Partners, Richmond, VA*

Brian R. Boyce, CPC, CPC-I, *Vice President, Clinical Coding Services, Health Risk Partners, Richmond, VA*

3:00 pm Optimize Direct Response Marketing During Medicare Annual Open Enrollment Using Predictive Analytics

Abigail Doolittle, PhD, *Vice President, Marketing Science, KBMG: Health Services Group, Saint Louis, MO*

Dave Berry, *Vice President, Marketing Analytics, KBMG: Health Services Group, Saint Louis, MO*

3:45 pm Break

4:00 pm The Next Wave: The Role of Social Networking Analytics in Predictive Modeling — For Fraud Detection in Medicare and Other Programs

Clint Fuhrman, *Senior Director of Government Health Care, LexisNexis, Washington, DC*

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 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 the next six months;



At your office ...



... or home

accessible in the 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.

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

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

Co-Located with the Predictive Modeling Summit

THE SIXTH
NATIONAL

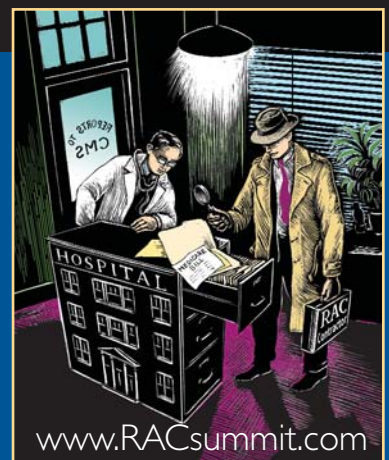
MEDICARE RAC SUMMIT

RECOVERY AUDIT CONTRACTING (RAC) AND RELATED
PROGRAM INTEGRITY EFFORTS IN MEDICARE AND MEDICAID

THE LEADING FORUM ON RECOVERY AUDIT CONTRACTING
AND RELATED PROGRAM INTEGRITY ISSUES

A Hybrid
Conference,
Internet Event,
& Certificate
Program
See website

November 7–9, 2011
Renaissance Washington, DC Downtown Hotel



www.RACsummit.com



Keep current on Predictive Modeling throughout the year!

The Monthly Newsletter for health care professionals involved with Predictive Modeling

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)

- 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.

THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY FOR THE PREDICTIVE MODELING SUMMIT

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 of access from the date of registration or conference adjournment, whichever is later.
4. Only one user (per user name and password) may view or access archived conference. It is not permissible to share user names and passwords with third parties. Should Internet registrants choose to purchase post-conference content via 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 the start of the next month so long as the registration period has not lapsed and is subject to the same capacity cap.
7. For online registrants there will be no refunds for cancellations. Please call the conference office at 800-503-9140 for further information.

REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS

1. For onsite group registrations, full registration and credit card information are 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 HCCA Conferences. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A \$30 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 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 206-319-5303 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 HCCA Conferences.

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.

CONTINUING EDUCATION UNITS (CEUs)

The Summit does not offer pre-approved Continuing Education Credits (CEUs). However, onsite attendees can request a Certificate of Attendance which they can file with appropriate entities for credit, and online attendees can request an Online Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

ONLINE CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for online cancellations. You may transfer your online registration to another party. For more information, please call the Conference Office at 800-503-9140.

INTELLECTUAL PROPERTY POLICY

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 25% 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 necessary for the recovery. If you have knowledge regarding unauthorized Summit content sharing, contact the Summit registration office. The Summit aggressively pursues copyright infringers.

REGISTRATION BINDING AGREEMENT

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.

GENERAL TERMS AND CONDITIONS

Program subject to cancellation or change. If the program is cancelled the only liability of the Summit will be to refund the registration fee paid. The Summit shall have no liability regarding travel or other costs. Registration form submitted via fax, mail, email or online constitutes binding agreement between the parties.

FOR FURTHER INFORMATION

Call 800-503-9140 (Continental US, Alaska and Hawaii only) or 206-452-0635, Monday-Friday, 7AM - 5 PM PST. Send e-mail to registration@hccconferences.com, or visit our website at www.PredictiveModelingSummit.com.

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: 206-319-5303 (include credit card information with registration)

MAIL: Conference Office, 22529 39th Ave SE, Bothell, WA 98021

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.)

ONSITE CONFERENCE ATTENDANCE

Onsite conference registration includes onsite attendance, professional networking, and live interaction with the faculty, plus a conference materials Data-DVD.

PRECONFERENCE REGISTRATION:

- Preconferences only, Tuesday, November 8, 2011 (Includes Luncheon): \$ 545
 - Preconference I: Predictive Modeling Basics and Beyond
 - Preconference II: Predictive Modeling Innovations

CONFERENCE REGISTRATION:

(November 8-9, 2011; does not include Preconference or Postconference):

- Through Friday, September 9, 2011* \$1,095
- Through Friday, October 7, 2011** \$1,295
- After Friday, October 7, 2011 \$1,495

POSTCONFERENCE REGISTRATION:

- Postconference only, Wednesday, November 9, 2011 (Includes Luncheon): \$ 545

FULL SUMMIT REGISTRATION:

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

- Through Friday, September 9, 2011* \$1,795
- Through Friday, October 7, 2011** \$1,995
- After Friday, October 7, 2011 \$2,195

SPECIAL GOVERNMENT RATE:

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

Conference*:**

- Through Friday, September 9, 2011* \$ 695
- Through Friday, October 7, 2011** \$ 795
- After Friday, October 7, 2011 \$ 895

CONFERENCE ELECTRONIC MEDIA:

ONSITE ATTENDEES — Following the Summit, the video and presentations are made available for purchase 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

* This price reflects a discount for registration and payment received through Friday, 9/9/11.

** This price reflects a discount for registration and payment received through Friday, 10/7/11.

*** For the purpose of qualifying for the government rates, "government" shall apply to individuals who are full time employees of federal, state or local regulatory agencies.

COMPLETE THE FOLLOWING. PLEASE PRINT CLEARLY:

NAME _____

SIGNATURE OF REGISTRANT - REQUIRED _____

JOB TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____

E-MAIL _____

Special Needs (Dietary or Physical)

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:

Includes Preconference, Predictive Modeling Summit and Postconference:

- Through Friday, September 9, 2011* \$ 995
- Through Friday, October 7, 2011** \$1,195
- After Friday, October 7, 2011 \$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 employees' conference participation.

- 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 — Following the Summit, the video and presentations are made available for purchase 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 the web.)

See **INTELLECTUAL PROPERTY POLICY** policy, page 6.

REGISTRATION BINDING AGREEMENT

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.

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, 22529 39th Ave SE, Bothell, WA 98021, or fax your credit card payment to 206-319-5303.

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 HCCA Conferences.

ACCOUNT # _____

EXPIRATION DATE _____

NAME OF CARDHOLDER _____

SIGNATURE OF CARDHOLDER _____

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

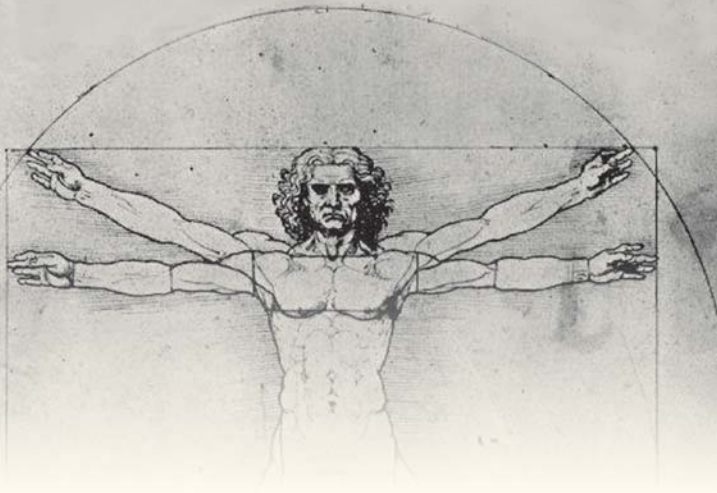
THE FIFTH NATIONAL

**PREDICTIVE
MODELING SUMMIT**

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

November 8 – 9, 2011
Washington, DC

www.PredictiveModelingSummit.com



THE FIFTH NATIONAL
**PREDICTIVE
MODELING
SUMMIT**

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

Participate onsite or via Live and
Archived Internet Attendance.
See page 4.

November 8 – 9, 2011
Washington, DC

Renaissance Washington, DC
Downtown Hotel



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