

THE SEVENTH NATIONAL

Predictive Modeling Summit

The Leading Forum on Predictive Analytics Applied to Key Health Care Functions, Settings, and Populations

GHC HEALTH CARE
Global Health Care, LLC



Onsite:

December 4 – 5, 2013

Washington, DC • Hyatt Regency Crystal City

Online: In your own office or home live via the Internet with 24/7 access for six months

www.PredictiveModelingSummit.com

SUMMIT CO CHAIRS



Ian Duncan, FSA, FIA, FCIA, MAAA, Vice President, Clinical Outcomes and Analytics, Walgreen Co.



Clive Riddle, President, MCOL; Publisher, Predictive Modeling News

FEATURED SPEAKERS

Christine Armstrong, Principal, Deloitte Consulting LLP

Ogi Asparouhov, PhD, Chief Scientist, MEDai, a LexisNexis Company

Anton Berisha, Senior Director, Clinical Analytics and Innovation, MEDai, a LexisNexis Company

David Bodycombe, Sc.D., Assistant Scientist, ACG System Director of R&D, Johns Hopkins Bloomberg School of Public Health

Tuan Dinh, Vice President, Analytics and Modeling, Archimedes Inc

Peter Edelstein, MD, Vice President, Chief Medical Officer, Health Care, MEDai, a LexisNexis Company

Debra L. Faulkner, Director HIT, National Government Services, a WellPoint company

Herbert Fillmore, Vice President, Strategic Innovations, Treo Solutions

Clifford T. Fullerton, MD, MSC, Vice President of the Chronic Disease Institute, Baylor Healthcare System, and Chief Medical Officer, Baylor BQA (ACO)

Michael Gallagher, MD, MBA, MPH, Chief Medical Officer and Chief Medical Information Officer, HRAA

Vipin Gopal, PhD, Vice President, Clinical Analytics, Humana

Paul Hake, Program Director, Enterprise Content Management, IBM Software Group

Michael Hollenbeck, Vice President of Healthcare Solutions, Predixion Software

Margaret Holm, Director, Quality and Clinical Systems Integration, Texas Children's Hospital

Yongcai Liu, Senior Economist, British Columbia Ministry of Health

Charles Macias, MD, Associate Professor of Pediatrics, Dir Center for Clinical Effectiveness, Baylor College of Medicine/Texas Children's Hospital

Justin Pestrue, MA, Director of Clinical Analytics and Business Intelligence, Akron General Health System

Jakka Sairamesh, PhD, Chief Executive Officer, 360Fresh, Inc., Managing Director, The Advisory Board

Curt Sellke, Vice President Analytics, Indiana Health Information Exchange

Ella Young, Director, Care Continuum and Actuarial Analytics, Vancouver Coastal Health

INCLUDES SESSIONS ON:

- Model-Based Medicine: The Next Frontier of Predictive Modeling
- High Velocity Analytics to Improve Outcomes
- Integrating EHR and Predictive Modeling: Opportunities and Challenges
- Predictive Modeling and Advanced Analytics Issues and Strategies Relating to the ICD-10 Transition
- Is There a Role for Predictive Modeling in an ACO?
- Advancing Predictive Modeling from Identification of High Risk Members to Predicted Clinical Drivers of Risk
- Clinical Systems Integration and Analytics: Organization-wide Integration and Networking for Population Management
- Using Predictive Analytics to Maximize HCAHPS Results
- Using Predictive Models in Health to Reduce Costs: A Canadian Experience
- Predictive Modeling — Advancing the Frontiers

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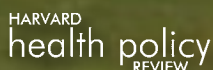


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OVERVIEW

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.

As pressures on health plans, hospitals, physicians and other providers magnify to improve clinical, quality, operational, and financial performance; the importance, demand for and role of predictive analytics within healthcare organizations continue to expand.

The complexities of issues facing stakeholders in this arena continue to intensify as health reform implementation progresses into 2014, clinical integration and outcomes initiatives advance, and technological developments present opportunities and challenges that require organizations to keep pace.

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 Seventh 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.

This year's Summit plenary sessions will tackle topics involving advancing the frontiers of predictive modeling; model-based medicine; high-velocity analytics to improve outcomes; integrating EHR and predictive modeling, ICD-10 transition issues for predictive analytics; predictive analytics and ACOs; predicted clinical drivers of risk; clinical systems integration and analytics; maximizing HCAHPS results with predictive analytics; and a Canadian experience in cost reduction through predictive analytics. Preconference and Postconference sessions will address predictive modeling basics and beyond; predictive modeling innovations; and readmissions and predictive analytics.

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 the above key topics 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.

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



At your office ...



... or home

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

WHO SHOULD ATTEND:

Specifically, the Summit will benefit leadership teams and key staff from health plans, self-insured employers, hospital systems, provider networks, accountable care organizations, 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
- Predictive Modeling and Analytics Staff
- Healthcare Informatics Staff
- Statisticians and Data Analysts
- 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
- Information Technology Staff
- Planning and Strategy Staff
- Provider Relations and Contracting Staff
- Quality Management Staff
- Research Analysts
- System Vendors and Integrators
- Fraud & Abuse Prevention and Recovery Executives and Staff
- Claims Unit Executives and Staff
- Health Care Economists

LEARNING OBJECTIVES:

- Explore the current environment regarding predictive modeling concepts, trends, initiatives, and results
- Address challenges, issues, opportunities; strategies and innovations in the application of predictive analytics to key topics including model-based medicine; EHR integration; ICD-10 transition; accountable care organizations, predicted clinical risk drivers; clinical systems integration; HCAHPS performance, readmissions management and much more
- Offer insights into new innovations in predictive modeling techniques and applications
- Delve into the current role and impact of predictive analytics in applicable aspects of health care reform,
- 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

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)

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

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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, Vice President, Clinical Outcomes and Analytics, Walgreen Co., Deerfield IL

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, President, MCOL; Publisher, Predictive Modeling News, Modesto, CA (Moderator)



Ogi Asparouhov, PhD, Chief Scientist, MEDai, a LexisNexis Company, Orlando, FL



Anton Berisha, Senior Director, Clinical Analytics and Innovation, MEDai, a LexisNexis Company, Orlando, FL



Paul Hake, Program Director, Enterprise Content Management, IBM Software Group, Southbury, CT

12:00 pm Networking Luncheon for Preconference Attendees

NATIONAL PREDICTIVE MODELING SUMMIT — DAY I

1:00 pm Opening Plenary Session — Welcome and Introductions



Ian Duncan, FSA, FIA, FCIA, MAAA, Vice President, Clinical Outcomes and Analytics, Walgreen Co., Deerfield IL (Co-chair)

1:15 pm Predictive Modeling — Advancing the Frontiers



Vipin Gopal, PhD, Vice President, Clinical Analytics, Humana, Louisville, KY

2:00 pm Session II: Model-Based Medicine: The Next Frontier of Predictive Modeling



Tuan Dinh, Vice President, Analytics and Modeling, Archimedes Inc, San Francisco, CA

2:45 pm Session III: High Velocity Analytics to Improve Outcomes



Debra L. Faulkner, Director HIT, National Government Services, a WellPoint company, Baltimore, MD

3:15 pm Coffee Break in the Exhibit Hall

3:45 pm Session IV: Integrating EHR and Predictive Modeling: Opportunities and Challenges



David Bodycombe, Sc.D., Assistant Scientist, ACG System Director of R&D, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

4:30 pm Session V: Predictive Modeling and Advanced Analytics Issues and Strategies Relating to the ICD-10 Transition



Christine Armstrong, Principal, Deloitte Consulting LLP, Los Angeles, CA

5:15 pm Session VI: Is There a Role for Predictive Modeling in an ACO?



Ian Duncan, FSA, FIA, FCIA, MAAA, Vice President, Clinical Outcomes and Analytics, Walgreen Company, Deerfield, IL

6:00 pm Adjournment and Networking Reception in the Exhibit Hall

HOTEL INFORMATION/RESERVATIONS

The Hyatt Regency Crystal City is the official hotel for the Seventh National Predictive Modeling Summit co-located with Eighth National RAC (and MAC) Summit and Fourth National Medicare Readmissions Summit. A special group rate of \$179.00 single/double per night (plus tax) has been arranged for Summit Attendees. To make your hotel reservations online please go to www.PredictiveModelingSummit.com and click on the Travel/Hotel tab.

You may also make a reservation by calling Central Reservations toll free at 1-888-421-1442 or 703-418-1234 to reach the hotel directly. Please refer to **MEDICARE RAC** and ask for the **Predictive Modeling** sub-block to receive the special group rate.

Reservations at the group rate will be accepted while rooms are available or until the cut-off date of **Wednesday, November 13, 2013**. After this, reservations will be accepted on a space-available basis at the prevailing rate.

Hyatt Regency Crystal City at Reagan National Airport
2799 Jefferson Davis Highway, Arlington, VA 22202



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; Publisher, Predictive Modeling News, Modesto, CA (Co chair)*

8:30 am Session VII: Advancing Predictive Modeling from Identification of High Risk Members to Predicted Clinical Drivers of Risk



Peter Edelstein, MD, *Vice President, Chief Medical Officer, Health Care, MEDai, a LexisNexis Company, Orlando, FL*

9:15 am Session VIII: Clinical Systems Integration and Analytics: Organization-wide Integration and Networking for Population Management



Margaret Holm, *Director, Quality and Clinical Systems Integration, Texas Children's Hospital, Houston, TX*



Charles Macias, MD, *Associate Professor of Pediatrics, Dir Center for Clinical Effectiveness, Baylor College of Medicine/Texas Children's Hospital, Houston, TX*

10:00 am Coffee Break in the Exhibit Hall

10:30 am Session IX: Using Predictive Analytics to Maximize HCAHPS Results



Justin Pestru, MA, *Director of Clinical Analytics and Business Intelligence, Akron General Health System, Akron, OH*

11:15 am Session X: Using Predictive Models in Health to Reduce Costs: A Canadian Experience



Yongcai Liu, *Senior Economist, British Columbia Ministry of Health, Victoria, Canada*



Ella Young, *Director, Care Continuum and Actuarial Analytics, Vancouver Coastal Health, Vancouver, Canada*

12:00 pm Adjournment

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Take advantage of this unique opportunity to expand your reach! The Summit is attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader.

For more information call 206-673-4815 or email exhibits@hconferences.com.

POSTCONFERENCE SYMPOSIA

12:15 pm Networking Luncheon for Postconference Attendees

1:00 pm to 5:45 pm

Joint Mini Summit with the Fourth National Readmissions Summit: Predictive Modeling, Advanced Analytics, and Metrics Issues in Readmissions

1:15 pm Welcome and Introductions



Michael Hollenbeck, *Vice President of Healthcare Solutions, Predixion Software, San Juan Capistrano, CA (Mini Summit Chair)*

1:30 pm Using Predictive Modeling to Reduce Readmissions



Curt Sellke, *Vice President Analytics, Indiana Health Information Exchange, Indianapolis, IN*

2:15 pm Early Warning Tools and Psychosocial Risk Assessments: Results from Texas



Jakka Sairamesh, PhD, *Chief Executive Officer, 360Fresh, Inc., Managing Director, The Advisory Board, San Francisco, CA*



Clifford T. Fullerton, MD, MSC, *Vice President of the Chronic Disease Institute, Baylor Healthcare System, and Chief Medical Officer, Baylor BQA (ACO), Garland, TX*

2:45 pm Big Data, Advanced Analytics, and Readmissions



Paul Hake, *Program Director, Enterprise Content Management, IBM Software Group, Southbury, CT*

3:15 pm Networking Break

3:45 pm Comparing Different Predictive Models



Michael Gallagher, MD, MBA, MPH, *Chief Medical Officer and Chief Medical Information Officer, HRAA, Plantation, FL*

4:45 pm Dynamic Adaptive Action Modeling for Care Management Interventions with Complex Pediatric Patients



Herbert Fillmore, *Vice President, Strategic Innovations, Treo Solutions, Troy, NY*

5:15 pm Faculty Panel



Michael Hollenbeck, *Vice President of Healthcare Solutions, Predixion Software, San Juan Capistrano, CA (Moderator)*

5:45 pm Adjournment

THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

REGARDING WEBCAST REGISTRATIONS

1. Individuals or groups may register for webcast 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. Webcast 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 view or access archived conference. It is not permissible to share user name and password with third parties. Should Webcast registrants choose to access 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 webcast 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 webcast registrants there will be no refunds for cancellations. Please call the Conference Office at 800-503-9140 or 206-452-0635 for further information.

REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS

1. For onsite group registrations, full registration and credit card information is 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 HealthCare (HC) Conf LLC. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A \$30 fee will be charged on any returned checks.

REGISTRATION OPTIONS

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

You may register through either of the following:

- Online at www.PredictiveModelingSummit.com.
- Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 206-319-5303, or scan and email the completed form to registration@hcconferences.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 HealthCare (HC) Conf 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 Conference, 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.

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The Summit does not offer pre-approved Continuing Education Credits (CEUs) directly. However, onsite attendees can request a Certificate of Attendance which they can file with appropriate entities for credit, and webcast 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.

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No refunds will be given for "no-shows" or for cancellations of either online or onsite registrations. You may send a substitute or transfer your onsite registration to an online registration. For more information, please call the Conference Office at 800-503-9140 or 206-452-0635.

INTELLECTUAL PROPERTY POLICY

Unauthorized sharing of Conference content via Webcast access through the sharing of user names and passwords or via alternative media (Flash Drive) through the sharing of said media is restricted by law and may subject the copyright infringer to substantial civil damages. The Conference aggressively pursues copyright infringers. If a registrant needs the ability to share Conference content within his or her organization, multiple Conference registrations are available at discounted rates.

The Conference will pay a reward for information regarding unauthorized sharing of Conference content. The reward will be one quarter (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, which was necessary for the recovery. If you have knowledge regarding the unauthorized Conference content sharing, contact the Conference registration office.

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Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute.

GENERAL TERMS AND CONDITIONS

Program subject to cancellation or change. If the program is cancelled the only liability of the Conference will be to refund the registration fee paid. The Conference 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, send e-mail to registration@hcconferences.com, or visit our website at www.PredictiveModelingSummit.com.

HOW TO REGISTER: Fully complete the form on page 7 (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, 7 AM - 5 PM PST

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PREDICTIVE MODELING SUMMIT

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NAME _____

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JOB TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

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Special Needs (Dietary or Physical)

ONSITE CONFERENCE ATTENDANCE

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

PRECONFERENCE (Optional — choose one; Includes Luncheon):

- Predictive Modeling Basics and Beyond \$ 595
- Predictive Modeling Innovations \$ 595

CONFERENCE (Does not include Preconference or Postconference):

Standard Rate:

- Through Friday, October 11, 2013* \$1,095
- Through Friday, November 8, 2013** \$1,295
- After Friday, November 8, 2013 \$1,495

Special Government Rate*:**

- Through Friday, October 11, 2013* \$ 695
- Through Friday, November 8, 2013** \$ 795
- After Friday, November 8, 2013 \$ 895

POSTCONFERENCE (Optional; Includes Luncheon):

- Joint Mini Summit with the Fourth National Readmissions Summit: Predictive Modeling, Advanced Analytics, and Metrics Issues in Readmissions \$ 595

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

- Through Friday, October 11, 2013* \$1,795
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Three or more registrations submitted from the same organization at the same time receive the following discounted rates for conference registration only. To qualify, all registrations must be submitted simultaneously:

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- Through Friday, October 11, 2013* \$ 795
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Onsite Attendees — Following the Summit, the video and presentations are made available in the following formats. To take advantage of the discounted prices below, you must reserve media WITH your Summit registration:

- Flash Drive (\$129 + \$15 shipping) \$ 144
- 6 months' access on Web \$ 129

Note that conference electronic media may be used by the individual purchaser only. Terms and Conditions apply (see page 6).

SPECIAL SUBSCRIPTION OFFER FOR BOTH ONSITE AND WEBCAST ATTENDEES:

You can purchase an annual subscription to *Readmissions News*, *Predictive Modeling News*, *Medical Home News*, *Health Insurance Marketplace News*, and *Accountable care News* for only \$295 (regular rate \$468) when ordered with your conference registration.

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- Predictive Modeling News* \$ 295
- Accountable care News* \$ 295
- Health Insurance Marketplace News* \$ 295

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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 HealthCare (HC) Conf LLC.

WEBCAST CONFERENCE ATTENDANCE

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

CONFERENCE (Includes Preconference, Summit and Postconference):

Standard Rate:

- Through Friday, October 11, 2013* \$ 695
- Through Friday, November 8, 2013** \$ 995
- After Friday, November 8, 2013 \$1,295

Special Government Rate*:**

- Through Friday, October 11, 2013* \$ 495
- Through Friday, November 8, 2013** \$ 595
- After Friday, November 8, 2013 \$ 695

GROUP REGISTRATION:

Group registration offers the substantial volume discounts set forth below.

All group registrants are enrolled in the Preconference and Predictive Modeling Summit.

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 20 or more \$395 each
 10 or more \$495 each 40 or more \$295 each

See INTELLECTUAL PROPERTY POLICY, page 6.

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 ** This price reflects a discount for registration and payment received through Friday, November 8, 2013.
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