

THE NATIONAL PREDICTIVE MODELING SUMMIT

Keynote Speakers:

Joel V. Brill, MD, AGAF, FASGE, FACG, CHCQM,
Chief Medical Officer, Predictive Health, LLC,
Phoenix, AZ

Leslee J. Budge, MBA, Senior Manager,
Population Care Information Support Services,
Kaiser Permanente Care Management Institute,
Oakland, CA

Dogu Celebi, MD, MPH, Senior Vice President,
Clinical Affairs, Ingenix, Eden Prairie, MN

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

Anju Joglekar, PhD, Senior Scientist, DxCG,
Boston, MA

Steve Johnson, PhD, Mercer, Phoenix, AZ

Vincent Kane, FSA, MAAA, Research Scientist,
DxCG, Boston, MA

Paul H. Keckley, PhD, Executive Director,
Deloitte Center for Health Solutions,
Deloitte & Touche USA LLP, Associate Professor,
School of Medicine, Vanderbilt University,
Advisor, HealthGate, Washington DC

Soyal Momin, MS, MBA, Manager, R&D and
Consulting, BlueCross BlueShield of Tennessee,
Chattanooga, TN

Clive Riddle, President, MCOL, Modesto, CA

Russell D. Robbins, MD, MBA, Principal &
Senior Clinical Consultant, Mercer, Norwalk, CT

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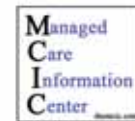
December 13 – 14, 2007

Hyatt Regency on Capitol Hill
Washington, DC

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OVERVIEW

Predictive Modeling provides a risk assessment and adjustment process that applies available data to identify persons "at risk" for much higher than average future medical service utilization. Predictive modeling can be used for functions including case management, disease management, needs assessment, quality improvement, premium rate setting, and provider reimbursement. Predictive Modeling requires an existing data repository, in which data is mined, and an analytic rules based model is applied from a historical timeframe to predict a future timeframe.

The National Predictive Modeling Summit provides the leading forum on the techniques, technologies, strategies, innovations, and case experiences involved with predictive modeling clinical and actuarial applications for health plans and related settings.

The Summit provides nationally renowned keynote speakers, plus concurrent sessions organized into conference tracks including:

- Predictive Modeling Basics and Administrative
- Actuarial Applications
- Clinical Applications
- Health Plan Populations
- Innovations and Consumer Driven

Presentations during the Summit will provide the most current information, experiences and solutions available regarding: demonstrating outcomes, value and return on investment; predictive modeling tools for case management; incorporating predictive modeling into preventive care and health promotion activities; plan design and premium rate development utilizing predictive modeling techniques; considerations for data repositories, decision support and analytics; enhancing quality improvement through predictive modeling; the basic concepts and issues involved in predictive modeling; 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:

- Review the current environment regarding predictive modeling concepts, trends, initiatives, and results
- Offer a thorough analysis and discussion of current and potential policy, regulatory and strategic implications of predictive modeling initiatives
- Explore the ongoing application of predictive modeling in actuarial and plan design settings
- Examine predictive modeling applied to clinical and care management settings
- Gain a working knowledge of specific challenges being addressed by health plans, provider networks, 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

Thursday, December 13, 2007

Preconference Symposia

7:00 am Summit Registration Commences

8:30 am Preconference: Predictive Modeling Basics, Strategies and Demonstrating Value

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

Christian Birkmeyer, *Chief Operating Officer, Solucia Inc., Farmington, CT*

Christine Lang, MBA, *Senior Director, Data and Product Strategy, OCS, Seattle, WA*

Noon Preconference Adjournment

Thursday, December 13, 2007

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: Evidence-based Care Management: The Landscape for Predictive Models

Paul H. Keckley, PhD, *Executive Director, Deloitte Center for Health Solutions, Washington DC*

2:00 pm Keynote: Applying Predictive Modeling to a Collaborative Practice Model

Joel Brill, MD, CHCQM, *Chief Medical Officer, Predictive Health, LLC, Phoenix, AZ*

2:45 pm Break

TRACK SESSIONS

3:00 pm Concurrent Sessions I

1.01 Basics and Administrative Track: P&C's Predictive Modeling Evolution Points to Health Care's Revolution

John Houston, *Partner, Deloitte Consulting, Boston, MA*

Chris Stehno, MBA, *Senior Manager, Deloitte Consulting, Chicago, IL*

1.02 Actuarial Applications Track: Control Cost and Maintain Choice with Risk Adjustment

Michael Mellenthin, MD, *President, Predictive Health Cost Solutions, LLC, Menlo Park, CA*

1.03 Innovations and Consumer Driven Track: The New Frontier — Incorporating Lab Values and HRAs into Predictive Models

Christian Birkmeyer, *Chief Operating Officer, Solucia Inc., Farmington, CT*

Ian Duncan, FSA, MAAA, *President, Solucia, Inc, Farmington, CT (Co-Chair)*

1.04 Health Plan Populations Track: Applying Pharmacy Data to Design Innovative Care Management Interventions in Medicaid Populations

David Bodycombe, ScD, *Assistant Scientist, JHU Bloomberg School of PH, Baltimore, MD*

Martha Sylvia, RN, MSN, MBA, *Manager of Clinical Outcomes and Research, Johns Hopkins HealthCare, Glen Burnie, MD*

1.05 Clinical Applications Track: Predictive Modeling of Emergency Department Operations: Effect of Patients' Length of Stay on ED Diversion

Alexander Kolker, PhD, *Process Improvement Specialist, Froedtert Hospital, Milwaukee, WI*

4:00 pm Transition Break

4:15 pm Concurrent Sessions II

2.01 Basics and Administrative Track: Legal Review of Obtaining Data Testing and Using New Models in Production

Bruce W. Foudree, Esq., *Of Counsel, Lord, Bissell & Brook, LLP, Chicago, IL*

Patrick J. Hatfield, Esq., *Partner, Lord, Bissell & Brook, LLP, Atlanta, GA*

2.02 Actuarial Applications Track: Using Predictive Modeling to Enhance Group Underwriting

Rong Yi, PhD, *Senior Scientist, DxCG, Boston, MA*

2.03 Innovations and Consumer Driven Track: Expanding the Reach of Predictive Models: How Can you Combine Data from Various Sources Including Clinical, HRA, and Consumer Data

Dogu Celebi, MD, MPH, *Senior Vice President Clinical Affairs, Ingenix, Eden Prairie, MN*

2.04 Health Plan Populations Track: Disease Surveillance after Hurricane Katrina: Use of Predictive Modeling by a Medicare Advantage Health Plan

Richard Lieberman, *Principal, Health Data Services, Inc., Baltimore, MD*

2.05 Clinical Applications Track: Using Predictive Models to Identify Potential Underutilization and Overutilization

Richard Bernstein, MD, *Senior Medical Director, Data Analytics, CareAdvantage, Inc., Iselin, NJ*

5:15 pm Transition Break

5:30 pm Concurrent Sessions III

3.01 Basics and Administrative Track: Predictive Analytics for Healthcare Prepayment Fraud Detection

Anu Pathria, PhD, *Vice President, Fair Isaac, San Diego, CA*

3.02 Actuarial Applications Track: Quantifying Risk of Disability and Death using Medical Claims Data

Gregory S. Binns, PhD, *President, TruRisk, LLC, Lake Forest, IL*

3.03 Innovations and Consumer Driven Track: Claims Prediction Model and the Simulation of Health Savings Account (HSA) Performance

Vincent Kane, FSA, MAAA, *Research Scientist, DxCG, Boston, MA*

3.04 Health Plan Populations Track: Verification of Predictive Modeling in the Management of Rare, Chronic Diseases

Jason Cooper, MS, *Director, Analytics & Outcomes, Accordant, a CVS Caremark Company, Greensboro, NC*

Alex Marano, *Research Analyst, Analytics & Outcomes, Accordant, a CVS Caremark Company, Greensboro, NC*

Daryl Wansink, PhD, *Senior Informatics Scientist, Independence Blue Cross, Philadelphia, PA*

3.05 Clinical Applications Track: Assuring Quality Care, the Missing Link in PM — Transferring Risk Assessment Technology to the Exam Room During the Patient Encounter

Arnold Greensher, MD, *President, Advanced Medical Systems, Inc., and Clinical Professor of Family Medicine & Pediatric, University of Colorado Health Sciences Center, Cave Creek, AZ*

6:30 pm Adjournment and Opening Networking Reception

Friday, December 14, 2007 National Predictive Modeling Summit—Day II

7:30 am Breakfast In The Exhibit Hall

**8:00 am Closing Plenary Session:
Introductory Remarks**

Clive Riddle, *President, MCOL, Modesto, CA (Co-Chair)*

**8:15 am Keynote: A Predictive Model
for Care Management**

Leslee J. Budge, MBA, *Senior Manager, Population Care
Information Support Services, Kaiser Permanente Care Management
Institute, Oakland, CA*

Anju Joglekar, PhD, *Senior Scientist, DxCG, Boston, MA*

**9:00 am Keynote: Maximizing the Value of Predictive
Modeling: The BlueCross BlueShield of
Tennessee Experience**

Soyal Momin, MS, MBA, *Manager, R&D and Consulting,
BlueCross BlueShield of Tennessee, Chattanooga, TN*

9:45 am Refreshment Break In The Exhibit Hall

**10:15 am Keynote: Employer Adoption and Promotion
of Predictive Modeling**

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

**11:00 am Keynote Panel: Predictive Modeling
Strategies for Disease Management
Programs**

Tracey Moorhead (Invited), *President and CEO, DMAA:
The Care Continuum, Washington, DC*

Steve Johnson, PhD, *Mercer, Phoenix, AZ*

**11:45 am Keynote Panel: Predictive Modeling
and Consumer Driven Plans**

Dogu Celebi, MD, MPH, *Senior Vice President Clinical Affairs,
Ingenix, Eden Prairie, MN*

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

Vincent Kane, FSA, MAAA, *Research Scientist, DxCG, Boston, MA*

12:30 pm Summit Adjournment

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Preconference Registration: Tuesday, December 13, 2007
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Payment must be received with registration to qualify for early registration discount.

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THROUGH 11/2/07 **\$1,195***
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4: SELECT YOUR SESSIONS

CONCURRENT TRACK SESSIONS (CHECK ONE FOR EACH TIME SLOT)

Thursday, December 13, 2007, 1:30 pm

3:00 pm Concurrent Sessions I

1.01 1.02 1.03 1.04 1.05

4:15 pm Concurrent Sessions II

2.01 2.02 2.03 2.04 2.05

5:30 pm Concurrent Sessions III

3.01 3.02 3.03 3.04 3.05

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Brochure Magazine Ad Friend/Colleague E-mail Notice

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Every month, readers of *Predictive Modeling News* will be able to:

- Access the go-to resource on the application of predictive modeling in both actuarial and plan design as well as clinical and care management settings
- Get valuable business intelligence and contact information regarding current developments and trends in predictive modeling
- Build a knowledge base and accumulate key insights with detailed information available in guest articles and interviews with industry experts
- Keep pace with the current environment regarding predictive modeling concepts, trends, initiatives, and results
- Maintain a working knowledge of new and specific challenges being addressed by health plans, provider networks, and purchasers of health care services
- Understand the latest developments in information technology, and changing data and infrastructure requirements
- Read about the case experiences of predictive modeling initiatives already applied in the industry

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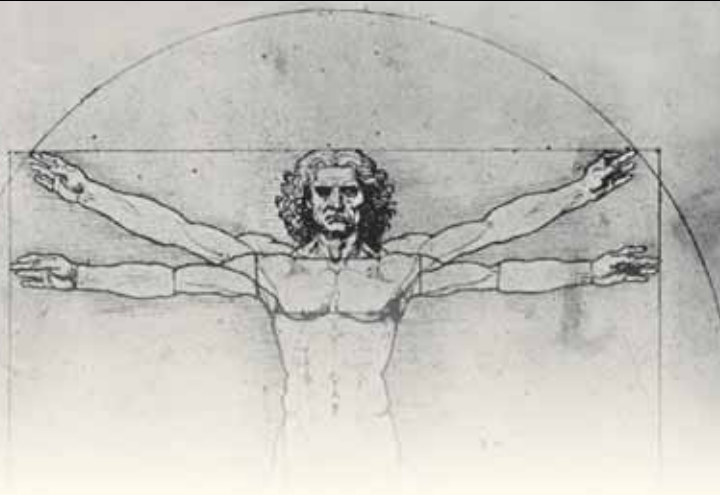
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