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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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
Thursday, December 13, 2007

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

5:15 pm  Transition Break

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, Accolant, a CVS Caremark Company, Greensboro, NC
Alex Marano, Research Analyst, Analytics & Outcomes, Accolant, 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 & Pediatrics, University of Colorado Health Sciences Center, Cave Creek, AZ

5:30 pm  Concurrent Sessions III

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

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

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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

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

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Arnold Greensher, MD, President, Advanced Medical Systems, Inc., and Clinical Professor of Family Medicine & Pediatrics, 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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2: REGISTRATION FEES

Preconference Registration: Tuesday, December 13, 2007
$495.00 Predictive Modeling Basics, Strategies and Demonstrating Value

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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Thursday, December 13, 2007, 1:30 pm
3:00 pm Concurrent Sessions I
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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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• Keep pace with the current environment regarding predictive modeling concepts, trends, initiatives, and results

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