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To: Kester, Tonykester@aging.sc.gov
Date: 10/20/2015 11:02:27 AM
Subject: Not Too Late - Duals Insights at Annual Event

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Dual Eligibles Program Leadership Forum

Hi Tony,

Time is running short to ensure your place among the innovators at this year's **Dual Eligibles Program Leadership Forum**, to be held November 19-20 in San Francisco. Industry professionals working with Duals look to this annual event for the year's top success stories and insights, going home with concrete takeaways applicable to their own situation.

This edition's featured insights:

- Learn the steps to take in building a solid Duals plan growth strategy
- Understand CMS' new rules for Medicaid managed care and the implications for Duals
- Gain insight from the California county that achieved 82% enrollment in its Duals program
- Examine the latest best practices in integrating long-term services and support
- Explore the role of socio-economic factors in the push for quality ratings optimization
- Evaluate how value-based payment methods can reduce costs while improving outcomes
- Understand how providing whole-person care can optimize behavioral health results for Duals
- Learn from a Duals demonstration ombudsperson how to avoid the most common issues

[Website](#) | [Brochure](#) | [Register](#)

Don't miss this unique opportunity to enhance your work with Dual Eligibles next year. Register today!

Top Reasons to Attend

- What steps can I take to build a solid growth strategy for my Duals program?
- How do I optimize behavioral health results for my population with complex needs?
- How can I effectively integrate long-term services and supports to improve quality and contain costs?
- What are the lessons from the Dual Eligibles demonstration programs that I can apply in my context?
- What are the key elements to evaluate in balancing price, benefits and risk adjustment for Duals?
- Where can I employ the latest strategies for engaging Duals?
- How can I create and leverage quality measurements to increase care quality for my Duals population?
- What effect do socio-economic factors have in my push for optimal quality ratings for my Duals program?
- What will be the effects for me of CMS' new Medicaid managed care rules?
- What can I do to reduce hospital admissions for my Duals population?
- **...and much more!**

Our Expert Speaking Faculty Includes

Pamela J. Parker, MPA, *MMI Integration Consultant* **NATIONAL HEALTH POLICY GROUP, SNP ALLIANCE**

Thomas H. Lutzow, PhD, MBA, *President/CEO* **ICARE /INDEPENDENT CARE HEALTH PLAN**

Richard Helmer, MD, *Chief Medical Officer* **CALOPTIMA**

MaryBeth Musumeci, *Associate Director* **KAISER FAMILY FOUNDATION**

Cynthia Lentz, BSN, RN, *Director, Clinical Programs- Special Needs* **UPMC INSURANCE SERVICES DIVISION**

Jason Silva, JD, PMP, *Senior Compliance Analyst, Medicare-Medicaid Compliance, Dual Eligible Demonstration* **HEALTH NET**

James M. Verdier, *Senior Fellow* **MATHEMATICA POLICY RESEARCH**

Amber Cutler, *Senior Staff Attorney* **JUSTICE IN AGING**

Maya Altman, *CEO* **HEALTH PLAN OF SAN MATEO**

Lisa Shugarman, Ph.D., *Senior Consultant* **HEALTH MANAGEMENT ASSOCIATES**

Tad D. Gary, MEd, MA, CRC, LPC, *Chief Clinical Officer* **MERCY MARICOPA INTEGRATED CARE**

Chad Corbett, MPA, HS-BCP, *Vice President, Long Term Care* **MERCY CARE PLAN**

John Marshall, MD, *Chairman of Emergency Medicine* **MAIMONIDES MEDICAL CENTER**

Joshua Wiener, *Distinguished Fellow, Program Director for Aging, Disability and Long-Term Care* **RTI INTERNATIONAL**

Michele Melden, JD, *Coordinator, Ombudsman Program* **HEALTH CONSUMER ALLIANCE**

Registration Details

Priority Code - PHN12-EM7

Standard Rate - \$2095

Health/Provider Rate - \$1795*

Government Rate - \$1195

*subject to HEA approval

For more information and to register, visit the [website](#) or contact:

Whitney Betts at 704-341-2445 or wbetts@frallc.com

For speaking and sponsorship opportunities, contact:

Jennifer Clemence at 704-341-2438 or jclemence@frallc.com

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