

**From:** Healthcare Education Associates <reply-314236@mailings.frallc.com>  
**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 3/28/2016 1:01:34 PM  
**Subject:** Discover Innovative Methods to Curb Medicaid Member Churn - Register Now!

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## Medicaid Managed Care Leadership Summit

Hi Tony,

Join us at the **Medicaid Managed Care Leadership Summit on April 18-19 in Baltimore, Maryland** to get a national perspective on engagement strategies that give Medicaid health plans the opportunity to provide the best care to beneficiaries. Learn directly from four leading Medicaid health plans that have shifted members' behavior and incentivized members to be an active participant in their health.

Our experts will dissect engagement strategies that highlight specific turn-key solutions and project implementations that can be transferred to your plan. Improve various population outcomes with strategies that:

- Use technology to target and monitor health for maternity Medicaid members at AmeriHealth Caritas
- Connect men to healthcare and community resources by examining uCare's Hue-Man Project
- Reach homeless Medicaid eligible customers while managing possible substance and mental health issues
- Manage a mostly healthy population to meet MCO standards

Reduce costs of misused services by learning new strategies to reach and educate beneficiaries seeking care at this one-of-a-kind event!

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

*P.S. Bring your entire team to receive special registration discounts!*

## Hot Topics

- Current access trends for expanded Medicaid states
- Special series featuring four case studies: engaging Medicaid customers that lead to proper care utilization and lower costs
- Effectively carving in behavioral health services
- Integrating long-term services with minimal adverse financial impact
- Alternative payment and delivery model successes throughout the nation
- A look at current state demonstrations and Medicaid innovations around the country

## Who Should Attend

This program is designed for senior-level personnel from Medicaid plans and state Medicaid programs.

Medicaid Health Plans and State Programs:

- Chief Executive Officers
- Chief Finance Officers
- Chief Medical Officers
- Medical Directors
- Medicaid Directors

Vice Presidents, Directors, and Managers with responsibilities in:

- Enrollment
- Engagement
- Business Development
- Government Programs
- Communications
- Care Management
- Community Relations
- Mental/Behavioral Health
- Long-term Services

## Registration Details

**Priority Code** - PHN48-EM7

**Service Provider Rate** - \$2095

**Health Plan/Provider Rate** - \$1395

**Government/Community Service Rate** - \$895

\*subject to HEA approval

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

Rhonda West at 704-341-2647 or [rwest@frallc.com](mailto:rwest@frallc.com)

**For speaking and sponsorship opportunities, contact:**

Jennifer Clemence at 704-341-2438 or [jclemence@frallc.com](mailto:jclemence@frallc.com)

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