

**From:** Healthcare Education Associates <reply-294276@mailings.frallc.com>  
**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 8/24/2015 1:01:14 PM  
**Subject:** 82% of Duals Enrolled in San Mateo County - Hear How!

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## Dual Eligibles Program Leadership Forum

Hi Tony,

Given the enormous challenges associated with reaching and retaining Dual Eligibles, how did this California county succeed in enrolling such a high percentage of its most vulnerable population in their Duals Program? These are the kinds of important insights that will be featured at the **Dual Eligibles Program Leadership Forum, November 19-20, 2015 in San Francisco**. The program includes five case studies full of how-to information you can put to use in your own context.

You will hear illuminating presentations from leading innovators and industry experts on achievements such as:

- How are plans in Arizona successfully improving outcomes by systematically integrating behavioral healthcare for Duals?
- How do you build a solid growth strategy for a Duals program?
- What steps can you take to replicate a New York plan's project to reduce Duals' ED admissions?
- How did UPMC Health Plan increase engagement of Duals by taking care management teams into the community?
- What is behind Mercy Care Plan's success in integrating long-term services and supports?
- Which tools can help get the right mix of pricing, benefits and risk adjustment?

This is an ideal opportunity to learn how to take your work with Dual Eligibles to the next level.  
Register today!

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

## Top Reasons to Attend

- Get practical insight on the latest innovations in care coordination to increase quality for individuals with complex needs
- Improve the overall experience for your members by fine-tuning your member engagement tactics with groundbreaking approaches
- Explore what the future will look like after the demonstration programs
- Hear how to balance pricing, benefits, and risk adjustment for Duals
- Understand how to overcome cultural and linguistic barriers to increased care quality
- Examine innovations in creating and leveraging quality measurements specific to Duals
- Gain insight from a state which leads in integrating behavioral healthcare for Duals
- Learn about an innovative new program to reduce hospital admissions
- Explore new strategies for meeting the needs of enrollees with Alzheimer's Disease and other dementias
- Network with top Duals experts at this annual think tank

## Testimonials

"Lots of practical information from diverse perspectives."

Dana Northrup, **Oklahoma Health Care Authority**

"Very strong content. Relevant and well presented."

Maureen Dolan, **DaVita Healthcare Partners**

"Good mix of sessions—variety of perspectives and topics."

Yekaterina Bogush, **Aetna**

## Registration Details

**Priority Code** - PHN12-EM3

**Standard Rate** - \$2095

**Health/Provider Rate** - \$1795\*

**Government Rate** - \$1195

\*subject to HEA approval

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

Whitney Betts at 704-341-2445 or [wbetts@frallc.com](mailto:wbetts@frallc.com)

For speaking and sponsorship opportunities, contact:

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

**Healthcare Education Associates**

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200 Washington Street, Suite 201

Santa Cruz, CA 95060 USA

800-280-8440

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