

**From:** Healthcare Education Associates <reply-306840@mailings.frallc.com>  
**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 1/11/2016 2:01:25 PM  
**Subject:** New Practices to Retain Members and Curtail Costs of Medicaid Enrollement Churn

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## Medicaid Managed Care Leadership Summit

Hi Tony,

Medicaid-eligible customers routinely cross the Medicaid-Exchange line multiple times a year leading to costly admin and adverse health outcomes for plans. Curtail costs with enrollment trends and retention strategies shared at the **Medicaid Managed Care Leadership Summit on April 18-19 in Baltimore, Maryland.**

Health Net of California and Enroll America will share strategies that answer these vital questions:

- What enrollment trends will affect Medicaid plans?
- What resources does your plan need to maximize the number of customers that enroll in your Medicaid program?
- How can you revolutionize your policy options and infrastructure to reduce costs?

Why should your plan choose continuity of care versus costs for members? Learn to maximize member health and reduce enrollment churn at this unique Medicaid event! Secure your spot to be a part of this great learning and networking event!

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

P.S. You can't miss our highlighted session to improve care management: **Pioneering Strategies for Working with Complex Cases and Shrinking Budgets for Medicaid Plans!**

### Top Reasons to Attend

- Reduce financial uncertainties with new strategies to bring long-term care services into your Medicaid

### Who Should Attend

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

- plan
- Comprehend possible quality reporting and financial implications of CMS' Mega Rule for Medicaid Managed Care
- Reduce unnecessary costs with turn-key engagement solutions to move members towards the correct type of care needed
- Hear directly from plans that have successfully built community partnerships and used technology to enhance the care of Medicaid members
- Get insight into the progress of Medicaid demonstrations to understand trends that will affect state Medicaid managed care policies and regulations
- Reduce costs with innovative strategies to reduce Medicaid member churn and provide policies that match these members' needs
- Refine and simplify behavioral health integration to ensure your plan meets proposed CMS regulations

#### 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** - %%Priority Code%%

**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)

### Healthcare Education Associates

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