

From: Healthcare Education Associates <reply-291945@mailings.frallc.com>
To: Kester, Tonykester@aging.sc.gov
Date: 7/30/2015 3:02:15 PM
Subject: How-to Focus on Duals at Annual Event

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Dual Eligibles Program Leadership Forum

Hi Tony,

This year in particular, the **Dual Eligibles Program Leadership Forum** is the must-attend resource for the latest concrete strategies for success in serving and caring for individuals with complex needs. Arriving at the mid-point of the first Dual Eligibles demonstration programs, we are taking this opportunity to present a selection of the most effective innovations that have been achieved throughout the industry so far.

Join industry leaders **November 19-20, 2015** at the Marines' Memorial Club in San Francisco to hear the cutting-edge strategies plans and providers have employed to improve the lives of Dual Eligible beneficiaries, featuring five case studies chock-full of takeaways. We have taken a holistic approach to making a Duals program work, highlighting not only care management innovations but also analyzing optimal pricing and risk adjustment strategies and new payment methodologies as well as outreach and engagement methods especially suited to this complex population.

Don't miss this year's leading-edge lessons on how to more effectively help those most in need.

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

This Event will Provide In-depth Answers to Key Questions Including:

- What steps can I take to build a solid growth strategy for my Duals program?

Who Should Attend

This program is ultimately designed for senior-level personnel from Dual Eligible Programs, Medicare Advantage and Medicaid plans with responsibilities in the following areas:

- What can I learn from the California county program that enrolled 82% of its Duals?
- 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?
- 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!**

- Executive Director
- Chief Strategy Officer
- Medical director
- Government programs
- Behavioral health director
- Medical affairs
- Chief clinical officer
- State Plan Administrator
- Director of Marketing
- Information Officer

Registration Details

Priority Code - PHN12-EM1

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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