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To: Kester, Tonykester@aging.sc.gov

Date: 1/28/2016 12:04:19 PM

Subject: Top Reasons to Attend - Provider-Lead Health Plan Forum

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Hi Tony,

We invite you to join us for our upcoming **Provider-Led Health Plan Forum**, taking place **February 22-23, 2016 at Hilton Fort Lauderdale Marina**. Attend the only conference that examines the provider-led health plan model to reveal exactly how you can leverage the unique advantages afforded when provider and payer are under the same umbrella.

Whether you are an established provider-led plan, a new entrant into the market, or a healthcare provider considering getting into the insurance business, this event will give you the insights you need to stay ahead of the curve.

Top Reasons to Attend:

- Get answers to your questions about optimizing provider-sponsored health plan operations from leading experts and industry innovators
- Learn how to reduce costs and optimize outcomes with the latest strategies for taking on risk as a payer/provider system
- Ensure you have the up-to-date tools and strategies you need for practicing optimal population health management
- Understand how to leverage the unique product design advantages of provider-led plans
- Get tips on optimizing the effectiveness of your sales network
- Examine the technology requirements for continued growth
- Learn how to construct a provider network which complements your own provider group

To view the full agenda, [click here](#).

I am personally coordinating all registrations to ensure adequate seating. Group discounts are offered to those who qualify. For more information and to [register](#), contact me at 704-341-2445 or wbetts@frallc.com.

To help us better serve you, please mention priority code **%%Priority Code%%** and/or how you heard about us when registering.

Best Regards,

Whitney Betts

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