

**From:** Healthcare Education Associates <reply-300910@mailings.frallc.com>  
**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 11/9/2015 1:03:12 PM  
**Subject:** Latest NCQA Duals Research at San Francisco Event

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## Dual Eligibles Program Leadership Forum

Hi Tony,

Time is almost gone to ensure your place among the industry innovators at the **Dual Eligibles Program Leadership Forum**, to be held **November 19-20 in San Francisco**. As a special bonus, this year's conference will feature an NCQA Senior Research Scientist presenting their latest study on improving outcomes for people with complex needs by better measuring quality. You will learn what some organizations are already doing to build a solid foundation for future improvement and what work flows you can improve to get the key data you need to boost quality for Duals.

Throughout the conference, leading industry professionals working with Duals will explain their insights for guiding a successful Duals program focused on improving care quality while containing costs. Replete with five case studies and two multi-session features, this intensive event will give you the how-to information and concrete takeaways you need to make a difference at your organization. Don't miss this unique opportunity—register today!

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

### Top Reasons to Attend

- Learn the steps to take in building a solid Duals plan growth strategy
- Understand CMS' new rules for Medicaid managed care and the implications for Duals
- Gain insight from the California county that achieved 82% enrollment in its Duals program

### Our Expert Speaking Faculty Includes

Pamela J. Parker, MPA, *MMI Integration Consultant* **NATIONAL HEALTH POLICY GROUP, SNP ALLIANCE**

Thomas H. Lutzow, PhD, MBA, *President/CEO* **ICARE /INDEPENDENT CARE HEALTH PLAN**

- Examine the latest best practices in integrating long-term services and support
- Explore the role of socio-economic factors in the push for quality ratings optimization
- Evaluate how value-based payment methods can reduce costs while improving outcomes
- Understand how providing whole-person care can optimize behavioral health results for Duals
- Learn from a Duals demonstration ombudsperson how to avoid the most common issues
- ...**and much more!**

Richard Helmer, MD, *Chief Medical Officer* **CALOPTIMA**

MaryBeth Musumeci, *Associate Director* **KAISER FAMILY FOUNDATION**

Cynthia Lentz, BSN, RN, *Director, Clinical Programs- Special Needs* **UPMC INSURANCE SERVICES DIVISION**

Jason Silva, JD, PMP, *Senior Compliance Analyst, Medicare-Medicaid Compliance, Dual Eligible Demonstration* **HEALTH NET**

James M. Verdier, *Senior Fellow* **MATHEMATICA POLICY RESEARCH**

Amber Cutler, *Senior Staff Attorney* **JUSTICE IN AGING**

Maya Altman, *CEO* **HEALTH PLAN OF SAN MATEO**

Lisa Shugarman, Ph.D., *Senior Consultant* **HEALTH MANAGEMENT ASSOCIATES**

Tad D. Gary, MEd, MA, CRC, LPC, *Chief Clinical Officer* **MERCY MARICOPA INTEGRATED CARE**

Chad Corbett, MPA, HS-BCP, *Vice President, Long Term Care* **MERCY CARE PLAN**

John Marshall, MD, *Chairman of Emergency Medicine* **MAIMONIDES MEDICAL CENTER**

Joshua Wiener, *Distinguished Fellow, Program Director for Aging, Disability and Long-Term Care* **RTI INTERNATIONAL**

Michele Melden, JD, *Coordinator, Ombudsman Program* **HEALTH CONSUMER ALLIANCE**

## Registration Details

**Priority Code** - PHN12-EM9

**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](mailto:wbetts@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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