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**To:** [Kester, Tonykester@aging.sc.gov](mailto:Kester, Tonykester@aging.sc.gov)  
**Date:** 1/27/2016 1:02:26 PM  
**Subject:** Learn to Maximize the Cost-Effectiveness of Your UM Operations - April in Fort Lauderdale!

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Hi Tony,

We invite you to join us for our upcoming **Utilization Best Practices Summit for Health Plans**, taking place **April 26-27, 2016 in Fort Lauderdale, FL**. Our dynamic speakers will give you practical, experience-based insight to help you design and operationalize a strong and compliant UM department, meet the challenging requirements for behavioral healthcare, and ultimately improve the quality of your clinical and financial outcomes.

**Top Reasons to Attend:**

- Get critical insight to bridge the gap between your clinical and actuarial programs and improve intervention evaluation
- Optimize benefit coverage & medical necessity determinations processes by ensuring your UM program is appropriately scoped
- Get practical, implementable UM-CM collaboration tips & tools to overcome difficult cases and mitigate the risk of members' resistance to intervention
- Learn UM best practices to reduce ER visits & re-admissions, minimize the impact of observation stays and maximize the value of outpatient services
- Maximize **high**-value interventions by segmenting **at-risk** members with a greater likelihood of favorably responding to intervention
- Hear how your pharmacists could serve as a cost-effective UM conduit to overcome high-impact, yet cost-prohibitive interventions
- Learn how to better align member-specific clinical management strategies to maximize cost-effectiveness

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

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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](mailto:wbetts@frallc.com).

To help us better serve you, please mention priority code **PHNH248q-EM2** and/or how you heard about us when registering.

Best Regards,

Whitney Betts

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