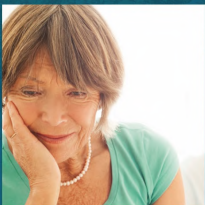


# Advance Care Planning and Palliative Care Leadership Summit

Concrete Steps to Develop and Deliver High Quality, High Value Programs that Address End of Life and Serious Illnesses



January 27-28, 2016

Wyndham Orlando Resort International Drive

With growing pressure to offer advanced care planning for an aging population and improve quality of life for the seriously ill, providers and payers are collaborating to provide high quality, high value services. Leaders are developing programs that:

Increase the rate of advanced care planning by sustaining provider engagement, responding to diverse patient needs, and

overcoming reimbursement challenges. Improve quality ratings by reducing hospital readmissions and increasing care in lower cost settings.

Align end of life care with patient wishes by implementing system-wide operations to ensure advance care planning is available and honored by all medical personnel.

Lastly, leaders are working together to determine best practices and track success to ensure the dignity of each member is preserved by honoring their decisions through their last day. Why not join them?

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## CHAIRPERSON

Brad Stuart, M.D.  
Chief Medical Officer

**COALITION TO  
TRANSFORM ADVANCED  
CARE (C-TAC)**

Dr. Brad Stuart has been a physician for nearly 40 years. He served as Senior Medical Director at Sutter Care at Home until 2013. He now serves as Chief Medical Officer for the Coalition to Transform

Advanced Care (C-TAC), where he designs new systems of care for populations with serious or terminal illnesses that is consistent with their goals and values.

## How sure are you that the care your members are receiving is according to their wishes?

Join the increasing number of health plans and accountable care organizations working together to address the challenges, risks, and rewards of offering advance care planning and palliative care support to their members at the **Advance Care Planning and Palliative Care Leadership Summit** in Orlando, Florida, January 27-28, 2016. We'll explore all aspects of benefit design and care delivery that will offer true person-centered care by first finding out what the person at the center wants and then delivering the care they need.

You and your peers will be educated on this important piece of healthcare delivery and head back to your community with the knowledge you need to deliver high quality, high value person-centered care right up to their last day.

Our expert speaking faculty will answer all of your questions about how to design, implement and maintain an advance care planning program. We'll explore CMS reimbursements, payer and provider collaborations, sites of care, care coordination across organizations,

calculating the return on investment with palliative care, and best practices for vulnerable populations at the end of life.

### Highlights include:

- Nationally recognized expert presentations and interactive Q&A in the fields of advance care planning and palliative care
- A peer-to-peer collaborative opportunity between plan and provider executives focused on these issues
- Three case studies addressing the challenges and importance of determining a return on investment for palliative care
- Deep explorations of site of care and the blurring line between social and medical need

Register today! Call 866-676-7689 or register online at [www.healthcare-conferences.com](http://www.healthcare-conferences.com).

Sincerely,

*Brooke Wright*

Brooke Wright, *Conference Director*

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opportunities in topical areas. Offering highly targeted conferences, Healthcare Education Associates positions itself as a preferred resource for executives and managers seeking cutting-edge information on the next wave of business opportunities. Backed with over 26 years of combined conference industry experience, the producers of HEA conferences assist healthcare professionals, actuaries, attorneys, consultants, researchers and government representatives in their professional endeavors. For more information on upcoming events, visit us online: [www.healthcare-conferences.com](http://www.healthcare-conferences.com)



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and an educational system that promotes successful careers for professionals who aim to advance the quality, cost and availability of health care.

**RISE** (Resource Initiative & Society for Education) Mission: RISE is the first national association totally dedicated to enabling healthcare professionals working in organizations and aspiring to meet the challenges of the emerging landscape of accountable care and health care reform. We strive to serve our members on four fronts: Education, Industry Intelligence, Networking and Career Development. To learn more about RISE and to join, visit us online: [www.risehealth.org](http://www.risehealth.org)

## Our Distinguished Presenters

Patricia Bomba, MD, FACP, **EXCELLUS BLUECROSS BLUESHIELD**  
Brad Stuart, MD, **COALITION TO TRANSFORM ADVANCED CARE (C-TAC)**  
Marvin Gordon, MD, **HEALTH NET OF CALIFORNIA**  
Lois Simon, **COMMONWEALTH CARE ALLIANCE**  
Bernard Hammes, PhD, **GUNDERSEN HEALTH SYSTEM**  
Richard Bernstein, MD, **THE ICAHN SCHOOL OF MEDICINE AT MOUNT SINAI**  
MaryBeth Musumeci, **KAISER FAMILY FOUNDATION**  
Joe Milano, MD, **NORTH SHORE LONG ISLAND JEWISH HEALTH SYSTEM**

Karen Knops, MD, **MORRISTOWN MEDICAL CENTER**  
Khue Nguyen, PharmD, **COALITION TO TRANSFORM ADVANCED CARE (C-TAC)**  
Kimberly Beverly, MSW, MSG, **L. A. CARE HEALTH PLAN**  
John Loughnane, MD, **COMMONWEALTH CARE ALLIANCE**  
William Jay Gormley, **METROPOLITAN JEWISH HEALTH SYSTEM**  
Tom Gualtieri-Reed, **COALITION TO ADVANCE PALLIATIVE CARE**  
Les C. Meyer, **INFORMED OPINION LEADERSHIP ACTION GROUP**  
Daniel Gell, RN, BSN, **SECURITY HEALTH PLAN**

## Top Reasons to Attend

- Get a primer on the ins and outs of advance care planning initiatives
- Review and select ideal metrics to track quality of advance care planning and palliative care
- Consider when and how to offer social benefits side by side with medical benefits
- Learn best methods to engage physicians in advance care planning
- Assess the relationship between value-based care and advance care planning
- Learn to calculate the return on investment for palliative benefits
- Prepare for CMS reimbursement changes
- Discover innovative models of care to meet patient needs in their homes
- Meet with thought leaders in the space!

- 7:45** Exhibits Set-Up, Registration & Continental Breakfast
- 8:30** Chair's Opening Remarks: Establishing a working definition for advance care planning, palliative care, end-of-life care and hospice
- 8:45** **HOW PAYERS AND HEALTH SYSTEMS CAN IMPROVE QUALITY AND FINANCE END OF LIFE CARE: INSTITUTE OF MEDICINE'S RECOMMENDATIONS**  
*Learn how provisions like comprehensive care near the end of life help achieve the Triple Aim.*
- Which measures should plans adopt to improve the quality of advance care planning conversations, and how can they integrate them into care planning?
  - What are IOM recommendations re: the integration of medical and social services?
  - Which provider payment incentives reduce care transitions, promote early adoption of hospice, and improve quality of care?
- Patricia A. Bomba, MD, FACP, *Vice President & Medical Director, Geriatrics*  
**EXCELLUS BLUECROSS BLUESHIELD**  
 and Chair, MOLST Statewide Implementation Team and Program Director, **eMOLST**
- 9:15** **DEVELOPING VALUE-BASED CLINICAL MODELS TO IMPROVE ADVANCED CARE**  
*Learn how major health systems and health plans are advancing accountable care through end of life and serious illness programs.*
- How can plans deploy advanced care clinical initiatives to promote the evolution from fee-for-service to value-based care?
  - What are the top strategies for plans to create affordable, sustainable, and scalable serious illness care management interventions?
  - As payers receive information from members about their goals of care, how do they incentivize providers to ensure those wishes are honored at the end of life?
  - What is advanced illness care model implementation?
- Brad Stuart, M.D., *Chief Medical Officer*  
**COALITION TO TRANSFORM ADVANCED CARE (C-TAC)**  
 Khue Nguyen, *Chief Operating Officer*  
**COALITION TO TRANSFORM ADVANCED CARE (C-TAC)**
- 10:15** Break
- 10:30** **HEALTH SYSTEM ENGAGEMENT IN ADVANCED CARE PLANNING THROUGH LOCAL COLLABORATIONS**  
*Learn how to engage in the advanced care planning process as a collaborator with a shared vision to improve quality of care planning from a major health system.*
- How do payers, medical associations, and regional leaders work together to advance the best quality care planning for members?
  - How did participants in Gundersen's Respecting Choices program work to allay conflict of interest fears and dreaded poor publicity?
  - What are key strategies payers can use to garner trust for their programs?
  - How can payers proactively prevent conflict of issue concerns, both real and imagined?
- Bernard Hammes, PhD, *Director of Medical Humanities and Respecting Choices*  
**GUNDERSEN HEALTH SYSTEM**

- 11:00** **NUTS AND BOLTS OF CLINICIAN AND SYSTEM ENGAGEMENT IN ADVANCE CARE PLANNING (ACP)**  
*Onboarding providers is the first step, but how do you redesign care delivery to make ACP and palliative care routine?*
- What specific strategies have been shown to sustain provider engagement in advance care planning delivery?
  - How can ACPs be routinely incorporated into clinical settings where time is limited?
  - How can plans and providers collaborate to ensure ACP is updated continuously?
- Patricia A. Bomba, MD, FACP, *Vice President & Medical Director, Geriatrics*  
**EXCELLUS BLUECROSS BLUESHIELD**  
 and Chair, **MOLST** Statewide Implementation Team and Program Director, **eMOLST**  
 Bernard Hammes, PhD, *Director of Medical Humanities and Respecting Choices*  
**GUNDERSEN HEALTH SYSTEM**  
 Brad Stuart, MD, *Chief Medical Officer*  
**COALITION TO TRANSFORM ADVANCED CARE (C-TAC)**
- 12:00** Lunch
- 1:00** **PAYER & ACO STRATEGIES FOR IMPROVING ACCESS TO PALLIATIVE CARE**  
*Discover a comprehensive approach to improving care for those with serious illness*
- Identify actions payers & ACOs can take to support access to quality palliative care.
  - Identify steps to build effective payer-provider partnerships to support those with serious illness.
- Tom Gualtieri-Reed, MBA, *Partner, Spragens & Associates, LLC*  
**PAYER INITIATIVE CONSULTANT LEAD FOR THE CENTER TO ADVANCE PALLIATIVE CARE (CAPC)**
- 1:30** **BENEFIT DESIGN AND PREDICTIVE ANALYTICS FOR PALLIATIVE CARE: HOW TO INCREASE APPROPRIATE ACCESS TO PALLIATIVE CARE**  
*Learn concrete steps to develop--and evidence for--a payer palliative program.*
- How do you offer top notch palliative care delivery for a high risk population without creating adverse selection?
  - What is the referral process and how do the plan, specialist, and PCP collaborate to identify patients?
  - How do you target the right population in your benefit design to maximize value and quality?
  - How does the plan coordinate utilization and care management goals simultaneously?
- Daniel Gell, RN, BSN, *Director of Utilization and Case Management*  
**SECURITY HEALTH PLAN**
- 2:00** **CONNECT THE DOTS PANEL: FROM ADVANCED CARE PLANNING TO PALLIATIVE CARE ACCESS**  
*Learn how to work with providers and streamline the process to create an accessible, patient-centered palliative care program for seriously ill and terminally ill patients.*
- What do physicians need to unlearn before they will be willing to support palliative care?
  - How can plans facilitate community-based palliative care?
  - What characteristics are essential to a strong palliative care program?
- Moderator:  
 Les C. Meyer, MBA, *Chairman*  
**INFORMED OPINION LEADERSHIP ACTION GROUP**  
 Khue Nguyen, PharmD, *Chief Operating Officer*  
**COALITION TO TRANSFORM ADVANCED CARE (C-TAC)**

#### Panelists:

Karen Knops, M.D., Founder and former Medical Director of Palliative Care Program

**MORRISTOWN MEDICAL CENTER  
ATLANTIC HEALTH SYSTEM  
ALLSPIRE HEALTH PARTNERS**

Richard Bernstein, MD, FACP, Associate Clinical Professor of Geriatrics and Palliative Medicine

**THE ICAHN SCHOOL OF MEDICINE AT MOUNT SINAI**  
and former *Chief Medical Officer*,  
**VISITING NURSE SERVICE OF NEW YORK (VNSNY) CHOICE HEALTH PLANS**

3:00

Break

3:15

#### **SPECIAL FEATURE: THE VALUE PROPOSITION OF PALLIATIVE CARE PROGRAMS**

##### **I. CHALLENGES AND IMPORTANCE OF DETERMINING A RETURN ON INVESTMENT**

- When targeting high risk/high cost patients, how can you counter the argument that reducing costs and admissions are due to program interventions and not regression to the mean?
- What are realistic costs for plans to support the staffing needed for an effective community-based palliative care program?
- What are effective metrics to measure the success of community-based palliative care programs?

Richard Bernstein, MD, FACP, Associate Clinical Professor of Geriatrics and Palliative Medicine

**THE ICAHN SCHOOL OF MEDICINE AT MOUNT SINAI**  
and former *Chief Medical Officer*,  
**VISITING NURSE SERVICE OF NEW YORK (VNSNY) CHOICE HEALTH PLANS**

##### **II. PRACTICAL APPROACH TO HOME PALLIATIVE CARE PROGRAM IMPLEMENTATION**

*Learn how Health Net of California is addressing cost and quality challenges as it develops home palliative care programs.*

- How do you convince your senior manager to fund your palliative care program?
- Given data limitations to evaluate your program, how do you measure cost and quality?
- What are the biggest successes and barriers to palliative care program development?

Marvin J. Gordon, MD, Regional Medical Director  
**HEALTH NET OF CALIFORNIA**

##### **III. LEVERAGE RESOURCES IN PALLIATIVE CARE DELIVERY: AFFORDABLE AND EFFECTIVE PATIENT-CENTERED PALLIATIVE CARE METHODS**

*Get hands-on practice implementing a palliative care strategy from a community health system focused on cost and quality.*

- How can plans and health systems utilize care navigators to reduce the coordination burden on more costly staff?
- What are some high quality, cost-effective communication methods for community health systems to coordinate with all members of the care team?
- How do you target the right patients for high touch palliative care?

4:45 - 5:45



Karen Knops, M.D., Founder and former Medical Director of Palliative Care Program

**MORRISTOWN MEDICAL CENTER  
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**Thursday, January 28, 2016**

8:00

Continental Breakfast and Chair's Recap

8:45

#### **DEVELOPING A PALLIATIVE AND END OF LIFE CARE TEAM AT THE PLAN**

*Learn how to develop your palliative care team, and sustain it.*

- What resources do you need to provide true palliative care? (# of case managers per population, etc.)
- Where do you recruit your team members from?
- What skill set do they need to administer telephonic v. in-person case management?
- What credentials, titles, and certifications should you look for?
- How do you sustain and protect your palliative care team from burnout?

Kimberly Beverly, Behavioral Health Specialist

**L. A. CARE HEALTH PLAN**

9:15

#### **TEAM-BASED PALLIATIVE CARE AT THE BEST SITE OF CARE**

*Develop a program that integrates collaborative decision-making from its inception to deliver high value, high quality care at the site of care that is most desired and best for the patient.*

- How do you identify the population best suited to at-home care?
- How can you ensure high standards of home palliative care, and how can plans best support the in-home care team?
- Who is the liaison between homecare and the plan, provider, social workers and family caregivers?
- What reimbursement issues come up when services are administered at different sites of care?
- What metrics are measure quality of care at home?

#### Moderator:

Khue Nguyen, PharmD, Chief Operating Officer

**COALITION TO TRANSFORM ADVANCED CARE (C-TAC)**

#### Panelists

Joe Milano, MD, Medical Director

*Care Solutions House Calls-Advanced Illness Management Program*

**NORTH SHORE LONG ISLAND JEWISH HEALTH SYSTEM**

Marvin J. Gordon, MD, Regional Medical Director  
**HEALTH NET OF CALIFORNIA**

William Jay Gormley, Chief Strategy and Planning Officer  
**METROPOLITAN JEWISH HEALTH SYSTEM**

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## **Who Will Attend?**

This conference is for health plan and provider group C-suite and directors tasked with leadership in the following areas:

- Advance care planning
- Palliative care
- Hospice
- Advanced illness management
- Senior products
- Complex care and case management
- Dual eligible population
- Long term services and supports (LTSS)
- Population health
- Care coordination
- Accountable care
- Continuing care

**10:15** Break

**10:30** **HIGH TOUCH MATTERS AT THE END OF LIFE: AN ACO AND MEDICARE ADVANTAGE PLAN PERSPECTIVE**  
*Improving quality of care and reducing unwanted care requires strong coordination and navigation support. Learn how a fully integrated Dual Eligible Special Needs Plan in Massachusetts utilizes a high touch, in person approach to ensure patient wishes and quality of care are uncompromised.*

- When is in person case management more valuable than telephonic?
- How do you improve care and reduce costs at the same time for those covered by a hospice benefit?
- What is the role of the health plan in facilitating patient wishes at end of life?
- What is involved in preparing the organization's staff for supporting this work?

Lois Simon, *President and Co-Founder*  
**COMMONWEALTH CARE ALLIANCE**

**11:00** **TAKING FULL RISK FOR A HIGH RISK POPULATION: ADVANCED DUAL ELIGIBLE BENEFICIARIES**  
*Learn to facilitate optimal care quality and value for this high-risk, high-cost population at the end of life from a health system participating in CMS's capitated financial alignment demonstration for dual eligible beneficiaries.*

- When a health system is fully at risk, how can best practices be brought to their site of care?
- How does capitation effect improved quality of long-term care services for duals?

William Jay Gormley, *Chief Strategy and Planning Officer*  
**METROPOLITAN JEWISH HEALTH SYSTEM**

**11:30** **PATIENT EXPERIENCE OF PALLIATIVE AND HOSPICE CARE AT HOME: OPTIMIZING THE HOME ENVIRONMENT TO IMPROVE QUALITY OF CARE**  
*Learn how the Samuelli Institute and the National Hospice and Palliative Care Organization (NHPCO) are collaborating with 50 palliative and hospice programs around the country to implement and measure innovative methods aimed at reducing suffering and improving quality of life for patients with serious and terminal illnesses.*

- How can ACOs, payers and providers collaborate to meet the ever-changing reimbursement standards for home-based palliative care--without sacrificing quality?
- What key strategies are being explored by this initiative to reduce ER admissions, hospitalizations and caregiver burnout?
- What data is this initiative based on, and what data does it seek to create?
- What is the total economic impact of care delivery at home in communities nationwide?

Les C. Meyer, MBA, *Chairman*  
**INFORMED OPINION LEADERSHIP ACTION GROUP**  
*and Team Leader-Advisor, Hospice and Palliative Care Collaborative*  
**SAMUELI INSTITUTE**

**12:00** Networking Luncheon

**1:00** **REDUCING HOSPITALIZATIONS THROUGH COMMUNITY PARAMEDICINE**  
*Learn how the development and utilization of a Mobile Integrated Health Program (Community Paramedicine) can be leveraged to avoid costly and futile hospitalizations at the end of life.*

- How can ambulatory care coordination contain costs of care delivery?
- What contracting strategies ensure care is delivered according to patient wishes, including at home if so desired?
- How does site of care play into ROI?

- How can the plan incentivize appropriate site of care systematically?

John Loughnane, M.D., *Senior Vice President of Medical Services*  
**COMMONWEALTH CARE ALLIANCE**

**1:30** **SOCIAL DETERMINANTS FOR NEEDING LONG-TERM CARE SERVICES: A KAISER FAMILY FOUNDATION STUDY**  
*Learn the characteristics of members that may need long-term care services before their health falters.*

- What are the long-term services and supports needs among seniors living in the community?
- What are the socio-demographic characteristics of this population?
- Who do seniors needing services usually live with?

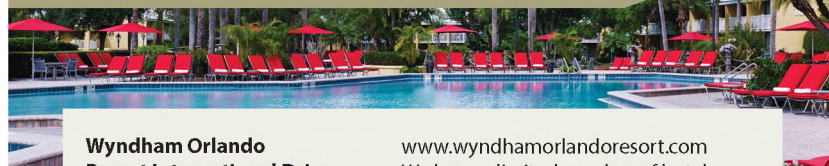
MaryBeth Musumeci, *Associate Director*  
**KAISER COMMISSION ON MEDICAID AND THE UNINSURED**  
**KAISER FAMILY FOUNDATION**

**2:15** **CONFERENCE CONCLUDES!**

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## Venue Details



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 We have a limited number of hotel rooms reserved for the conference. **The negotiated room rate of \$169 per night will expire on January 8, 2016** although we expect the block to sell out

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**Team Discounts**

- Three people will receive 10% off
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- Five people or more will receive 20% off

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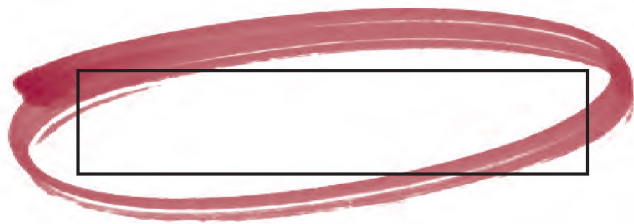


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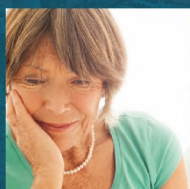


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# January 27-28, 2016

Healthcare Education Associates Presents the



# Advance Care Planning and Palliative Care Leadership Summit

## Concrete Steps to Develop and Deliver High Quality, High Value Programs that Address End of Life and Serious Illnesses

**Wyndham Orlando Resort International Drive**  
**Orlando, FL**

**To Register: Call 866-676-7689 or visit us at  
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