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**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 7/13/2016 11:02:22 AM  
**Subject:** 9 Key Reasons to Attend The Utilization Master Class for Health Plans

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Hi Tony,

You will not want to miss the **Utilization Management Master Class for Health Plans, October 24-25, 2016 at The Standard Club in Chicago, Illinois!** The theme is “Proven Strategies and Innovative Ways to Reduce Medical and Pharmaceutical Costs and Improve Care Quality.” As healthcare costs continue to soar, effective utilization and care management are critical to your members’ clinical outcomes and your plan’s bottom line!

**Top Reasons to Attend:**

- The Pre-Conference Workshop will lay a strong foundation for your UM program—“Mastering the Basics of NCQA’s Rigorous UM Program”
- Thought-Provoking Panel on “Thinking Outside the Box: Innovative Cost-Saving Medical Management Strategies”- so you can apply their novel approaches to help improve your situation
- Probing Session on “Critical Steps to Integrating and Improving Behavioral Health”
- Case Study from UMPC Health Plan on “Reducing Emergency and In-Patient Readmissions”
- Interactive Session on “Pharmacy In Focus: Strategies for Overcoming Your Health Plan’s Drug Utilization Challenges”
- Understand how the 8 prongs of UM work in coordination with each other – Medical Management, Readmission Reduction, Cost-Effective Interventions, Quality Improvement, Pharma Utilization, Clinical Policies, Integrated Care Teams and Medical Cost Reduction.
- Case Study on Keys to Successful UM-CM Transitions
- Highly-Relevant Session on “Improving UM Decision Timeliness to Avoid Disruptions in the Provision of Care” by Independence Blue Cross
- Case Study on “Minimizing and Managing Costs for Genetic Testing Utilization”

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 704-341-2439 or [keberhard@healthcare-conferences.com](mailto:keberhard@healthcare-conferences.com).

To help us better serve you, please mention priority code **PHN48-EM2** and/or how you heard about us when registering.

Best Regards,

Kathie Eberhard

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