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**To:** [Veldran, Katherine <KatherineVeldran@gov.sc.gov>](mailto:KatherineVeldran@gov.sc.gov)  
**Date:** 3/26/2014 12:37:23 PM  
**Subject:** CareCore National 2013 Healthcare Summit

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**EVENT:** CareCore National 2013 Healthcare Summit  
**DATE:** Thursday, April 18, 2013  
**TIME:** 8:00 AM arrival. 8:15 AM Speaking Time.  
**LOCATION:** Hilton Head Island, Marriott Resort, One Hotel Circle, Hilton Head Island, SC 29928  
**SCHEDULING CONTACT:** Bay Ginder  
**LOCATION CONTACT:** CareCore National HQs/On-site at Marriott for Summit – Contact: 843-422-4699  
**STAFF:** Courtney

**PURPOSE:**

CareCore National's 2013 Healthcare Summit, held during the RBC Heritage, gathers a diverse and distinguished panel of presenters to examine the evolving healthcare landscape and pressing issues ranging from the quickly changing regulatory environment to new efficiencies and opportunities in IT data management. We would be honored if you would welcome our guests to the beautiful state of South Carolina.

**PRESS:** No

**PUBLIC:** No

**INTRODUCED BY:** John Arlotta, CEO CareCore National

**LENGTH OF SPEAKING:** 5-10 minutes

**SUGGESTED TALKING POINTS:**

Governor Haley is to welcome the healthcare executive to South Carolina.

**BACKGROUND:**

**CareCore National**

- ☐ The largest national private sector company with headquarters in Beaufort County with over 800 employees in SC and 1500 employees nationally
- ☐ Works primarily with health plans to improve quality and reduce unnecessary utilization of high cost tests and procedures in a variety of clinical specialties such as radiology, cardiology, and oncology.
- ☐ Their core product is using IT supported call centers staffed with medical professionals to apply evidence based clinical standards to physician requests for high cost services.
- ☐ CareCore services touch almost 55 million covered lives in commercial plans, Medicare Advantage plans and Medicaid Managed Care Plans.

**The CareCore National 2013 Healthcare Summit**

- ☐ The event attracts health plan executives at the C-suite level from around the nation who are clients or potential clients of CareCore.
- ☐ It is organized annually around the Heritage where CareCore has a skybox.
- ☐ The event attracts nationally prominent health care speakers from academia, government and industry.
- ☐ This year, Nancy-Ann DeParle is a featured speaker. She is the former Assistant to President (Obama) and Deputy Chief of Staff for Policy largely credited for the design of the Affordable Care Act.

## Interface with South Carolina Medicaid

- ☐ DHHS does not currently contract with CareCore for services; however, we do have contracts with a number of their competitors.

### Points relevant to CareCore, the audience and our SC plan for health

- ☐ The “Heritage Means Business” tag line is great here, since the Summit is a great gathering place for health plan executives around the Heritage.
- ☐ CareCore’s primary function to improve outcomes while reducing unnecessary utilization fits perfectly with our focus on improving value in health care: better outcomes and lower cost.
- ☐ It is probably important to recognize that while South Carolina has said no to expanding Medicaid its has said yes to improving health.
- ☐ We are embracing the public health approach that recognizes that health and well-being are primarily related to income, education, personal choices, family and community support and environment. That means we have to listen to the Institute of Medicine’s warning that out of control spending on health care services is crowding out important investments in these areas.
- ☐ We are making significant investments and system improvements to improve the value of health care:
  - Our Birth Outcomes Initiative to reduce infant mortality and low birth-weight babies has gained national attention;
  - We are focusing on meeting our commitments to our current Medicaid population by being one of few states nationally to aggressively use Express Lane Eligibility to increase enrollment of Medicaid Eligible children.
  - Reimbursing 100% uncompensated care costs for rural hospitals that are struggling in hot spots of poor health with high rates of uncompensated care.
  - Putting managed care plan payments at risk for improved quality outcomes.
- ☐ Our budget contains important initiatives that:
  - Provide funds to hospitals and clinics to systematically manage thousands of high cost, chronically ill, uninsured individuals in an integrated, accountable and patient centered manner;
  - Build provider capacity through telemedicine and more accountability for medical education payments;
  - Require more hospital transparency in terms of prices, cost, quality and uncompensated care.

**SPEAKING ORDER/LINE-BY-LINE/TABLE SEATING: See Agenda Attached**

**ATTENDEES:** Health Insurance Plans, Accountable Care Organization, Employers, other Interested Parties (Preliminary List as of 4/4/2013 attached)

First Name	Last Name	Title	Organization
Matthew	Flood	Vice President Network Strategy, NA	Aetna
Bill	McDonnell	Network Manager	Aetna
David	Knoebel	Medical Economics Head	Aetna Inc.
Richard	Gentleman	Head of National Ancillary Contracting	Aetna, Inc.
John A.	Ryan	Sales Center Vice President	ATT Global Enterprise Solutions

Kevin	Klobucar	President & CEO	Blue Care Network of Michigan
Melanie	Sayer	Medical Policy Analyst	Blue Cross and Blue Shield of Alabama
Thomas	Fenter, MD	CMO	Blue Cross & Blue Shield of Mississippi
Willard	Harms	Vice President, Medical Affairs	Blue Cross Blue Shield of South Carolina
Inga	Himelright	Vice President and Chief Medical Director	BlueCross BlueShield of Tennessee
Herbert	Simonson	Medical Officer	Care1st
Dan	Parietti		Centene
Mario	Vangeli	Vice President, National Sales	Cigna
Robert	Cetti	VP National Business Development	Cigna
Howard	Cutler	Vice President	Coventry Health Care
Jordan	Berliner	Director	Don Ryan Center for Innovation
David	Adams	Provider Network Management	EmblemHealth
Richard	Lockwood	Medical Director	Excellus BCBS
Madonna	Lumsden	Director	HealthPlus of MI
Joan	Cieslak	Imaging Manager Administrator	HealthPlus of MI
Steven	Shapiro	Senior Plan Medical Director	HealthPlus of MI
Mark	O'Neil	CEO	Hilton Head Hospital
John	Sweeney	Director	Horizon Blue Cross
William	Marino		Horizon Blue Cross
James	Albano	VP Network Mgmt & HHI	Horizon Blue Cross
Chuck	Stemple	Medical Director	Humana
Lorraine	Champion	Medical Advisory Board	
Steve	Lieberman	Partner	Lieberman Consulting
Hannah	Lieberman		Lieberman Consulting
William	Wolff	Partner	Main Street Radiology
James	Chang	Partner	Main Street Radiology
Denise	Fraley		Medbridge Group (Sleepworks)
Mark	Miscunas		Medbridge Group (Sleepworks)
Allen	Hinkle	EVP Medical Affairs/CMO	MVP Healthcare
Margaret	Heatherington		MVP Healthcare
Barbara	Ossias		Reimbursement Revenue Solutions
The Honorable Tom	Davis		SC Legislature
Laurie	Paidosh	Vice President, National Programs	UnitedHealthcare
Laura	Fischer	Sr. Director, Radiology Programs	UnitedHealthcare
Pamela	Roshell, PhD	Regional Director of Region IV	US Department of Health and Human Services (Also a speaker)
Anthony	Barrett		Town of Bluffton
Lisa	Sulka	Mayor	

Kay	Thompson	President and CEO	Valley Baptist Insurance Company
Charles	Duvall, MD		Volunteers of Medicine
Borys	Mychalczak, MD		
Andrew	Turrisi, MD		
David	Lehrman, MD		
David	Shafer	President, South Carolina	WellCare
JOHN	CROWLEY	VP, CORPORATE NETWORK MANAGEMENT	WELLCARE HEALTH PLANS

## BACKGROUND:

**CareCore is the leading private sector headquartered in Beaufort County with over 800 employees in SC and 1500 employees nationally**

CareCore National delivers evidence-based healthcare solutions focused on managing high-cost healthcare segments through a single case management IT platform. CareCore National utilizes research-driven clinical expertise to improve quality and reduce inappropriate utilization in the areas of radiology, cardiology, medical oncology, radiation oncology, sleep apnea, musculoskeletal management and genetic, molecular and anatomical lab studies. We employ innovative information technology, data management systems, and evidence-based clinical pathways to deliver clinical and financial value to payers, self-insured employers/funds, patients and providers.

## About CareCore National, LLC

CareCore National was founded as Hudson Imaging Network (HIN) in Poughkeepsie, New York in 1994 with the purpose of delivering quality-focused Radiology Benefit Management (RBM) programs to ensure the availability of medically appropriate, cost-effective diagnostic imaging.

In 2002, the company name changed to CareCore National and opened a third Operations Center in Hardeeville, South Carolina, adding to the Colorado and New York Operations Centers already in place. The South Carolina Operations Center housed 249 employees including physician and clinical review staff, non-clinical Intake and customer service staff, Human Resources and IT Staff. In 2004, Legal and Account Management staff was added.

Building on its success in radiology management, and with a fully scalable IT infrastructure in place, CareCore launched a cardiology solution in 2006. The cardiology solution effectively manages cardiac imaging and implantable devices targeting inappropriate utilization. The program assures that services are performed at sites meeting national accreditation standards. In 2007, CareCore National introduced a comprehensive medical oncology program that identified market-based acquisition costs of injectable and oncology drugs combined with evidence-based criteria to guide and incentivize the appropriate use of oncology drugs and adjunctive agents. The criteria were integrated into prior authorization programs, one of which was specifically designed for the management of erythropoietin stimulating agents (ESAs). CareCore's oncology solutions included a full range of services including Fair Market Value™ (FMV™) fee reimbursement methodology, unclassified injectable drug tracking, and high-cost injectable drug management. In 2008, CareCore National introduced a first-in-marketplace radiation therapy solution that is centered on an evaluation of the radiation treatment plan for each treated member prior to the beginning of the member's treatment. Also, in 2008, CareCore introduced a therapy and therapeutic site-oriented sleep-disordered breathing solution targeted at managing the growing demand for sleep services. The sleep solution addresses a wide range of procedures from the initial diagnosis to the ongoing monitoring of patient compliance with sleep therapy and the quality of care being delivered to sleep patients while reducing costs associated with sleep disordered breathing.

In 2009, musculoskeletal and lab solutions were introduced. The musculoskeletal solution supports proper use of conservative and interventional musculoskeletal and pain care in the context of a longitudinal musculoskeletal and pain management plan. The lab solution was co-developed with the University Of Washington Department Of

Laboratory Medicine.

In January 2011, CareCore National launched PathForward Oncology program, a cancer care pathways. The pathways are evidence-based clinical algorithms that standardize best practices for chemotherapy-based treatment and related services.

In 2012, CareCore launched ACO solutions geared at helping ACOs manage quality and utilization through decision support tools. Also in 2012, CareCore expanded its Network Quality Assessment solution ensuring only quality providers provide managed healthcare services. Additionally, a HEDIS Compliance Reporting Solution was started in 2012.

CareCore National provides evidence-based healthcare solutions that improve quality of care. With solutions that address a wide array of healthcare services including radiology, cardiology, medical oncology, radiation oncology, sleep apnea, musculoskeletal care and lab testing services, CareCore National touches the lives of over 55 million individually insured lives across commercial, Medicare



Advantage and managed Medicaid health plans, accountable care organizations and self-insured employers. All solutions utilize the most advanced and innovative technologies in healthcare supported by partnerships with Cisco, VMWare, EMC2 and GemFire combined with clinical expertise from academic and community physicians from across the country. CareCore National is a URAC accredited and NCQA certified utilization review organization.

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