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To: Kester, Tonykester@aging.sc.gov
Date: 2/23/2016 2:03:45 PM
Subject: Top Reasons to Attend - Medicaid Managed Care Leadership Summit

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Hi Tony,

Join Healthcare Education Associates for our upcoming **Medicaid Managed Care Leadership Summit**, taking place **April 18-19 at Sheraton Inner Harbor Baltimore, MD**. Using engagement strategies to enroll and steer Medicaid members to the correct type of care is vital for Managed Care Organizations and state Medicaid programs. While Medicaid expansion and delivery reform simultaneously shift managed care, it is crucial that Medicaid health plans reach their market effectively and alter care management strategies to achieve better quality outcomes and reduce unnecessary cost strains.

Top Reasons to Attend:

- Gain insight into the current state of Medicaid and plan trends from Jeff Myers, President and CEO of Medicaid Health Plans of America
- Understand the full financial impact of bringing long-term care services for Medicaid members into your plan
- Comprehend possible quality reporting and financial implications of CMS' Mega Rule for Medicaid Managed Care
- Discover turn-key solutions to move members towards optimized care utilization and reduce unnecessary spending
- Hear directly from plans that have successfully built community partnerships to enhance the care of Medicaid members
- Get insight into the progress of Medicaid demonstrations to understand trends that will affect state Medicaid managed care policies and regulations
- Gain practical strategies and programs to assist members with Medicaid enrollment and to reduce member churn

This program is designed for senior-level personnel from Medicaid plans and state Medicaid programs. Medicaid Health Plans and State Programs: Chief Executive Officers, Chief Finance Officers, Chief Medical Officers, Medical Directors and Medicaid Directors. Vice Presidents, Directors, and Managers with responsibilities in: Enrollment, Engagement, Business Development, Government Programs, Communications, Care Management, Community Relations, Mental/Behavioral Health and Long-term Services.

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

Registration Details

Priority Code - PHN48-EM4

Service Provider Rate - \$2095

Health Plan/Provider Rate- \$1395*

Government/Community Service Rate- \$695*

*subject to HEA approval

For more information and to register, visit the [website](#) or contact:

Rhonda West at 704-341-2447 or rwest@frallc.com

For speaking and sponsorship opportunities, contact:

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