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To: Kester, Tonykester@aging.sc.gov
Date: 9/8/2015 1:04:23 PM
Subject: Top Reasons to Attend - Dual Eligibles Program Leadership Forum

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Hi Tony,

Join Healthcare Education Associates for our upcoming **Dual Eligibles Program Leadership Forum**, taking place **November 19-20 at The Marines' Memorial Club & Hotel**. In its fourth year, this conference is regarded as the must-attend event where plans, providers, government officials and thought leaders from around the country gather to examine the most inventive new measures for improving clinical and financial outcomes in the Duals field.

Top Reasons to Attend:

- Improve the overall experience for your members by fine-tuning your member engagement tactics with groundbreaking approaches
- Explore what the future will look like after the demonstration programs
- Hear how to balance pricing, benefits, and risk adjustment for Duals
- Understand how to overcome cultural and linguistic barriers to increased care quality
- Examine innovations in creating and leveraging quality measurements specific to Duals
- Gain insight from a state which leads in integrating behavioral healthcare for Duals

This event is designed for senior-level personnel from Dual Eligible Programs, Medicare Advantage and Medicaid plans with responsibilities in the following areas: Executive Director, Chief Strategy Officer, Medical director, Government programs, Behavioral health director, Medical affairs, Chief clinical officer, State Plan Administrator, Director of Marketing and Information Officer.

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

Registration Details

Priority Code - PHNH248q-EM4

Standard Registration Rate - \$2095

Plan/Provider Rate- \$1795

Government/Community Service Rate- \$1195

*subject to HEA approval

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

Whitney Betts at 704-341-2445 or wbetts@frallc.com

For speaking and sponsorship opportunities, contact:

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