

# 25th Anniversary An Agenda for Change

Boyne Mountain Resort  
Boyne Falls, MI



## PRELIMINARY AGENDA

### Saturday, July 17

12:00 Noon

#### Pre-Conference Registration Desk Opens

MOUNTAIN GRAND LODGE LOBBY

1:30 - 4:30 p.m.

#### MAHP Foundation Education Session (CME): Addressing the Challenge of Uncoordinated Care

VIENNA ROOM, MOUNTAIN GRAND LODGE

*David C. Kibbe, MD, MBA, Senior HIT Advisor to the American Academy of Family Physicians; Chair, ASTM International E31 Technical Committee on Healthcare Informatics; Principal, The Kibbe Group LLC*

*Larry Custer, RPH, Diabetes Team Coordinator, Metro Health, Grand Rapids, Michigan*

*Robert Rood, MD, Diabetologist, St Mary's Diabetes and Endocrine Center, Grand Rapids, Michigan*

The three hour clinical education program will explore solutions to the challenge of uncoordinated care, using patient centered approaches supported by health information technology, community collaboration, data and education. Doctor Kibbe's presentation will explore the health information technology capabilities that need to be deployed to enhance patient centered care and examine the ways in which effective use of HIT can facilitate communication and coordination among physicians,

patients, health plans and all members of the patient care team. Doctor Rood and Mr. Custer will discuss the West Michigan Glycemic Control Program, a multi-stakeholder collaborative aimed at improving outcomes and reducing hospital readmissions through coordinated approaches to glycemic control. The program's focus is redesign, measurement and improvement to promote evidence based practices for inpatient treatment.

The Michigan Association of Health Plans Foundation (MAHPF) is accredited by the Michigan State Medical Society Committee on CME Accreditation to provide continuing medical education for physicians.

The MAHPF designates this educational activity for a maximum of 3 AMA PRA Category 1 Credit(s)<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

6:30 p.m.

#### Medical Directors, Pharmacy Directors and QI Directors Reception and Dinner with Spouses and Sponsors

VIENNA ROOM, MOUNTAIN GRAND LODGE

*NOTE:* One representative only from sponsors at the Gold, Platinum or Diamond Levels is invited to the reception and dinner.

The dinner will be attended by Representative Lesia Liss and Representative Jimmy Womack.

### Sunday, July 18

Exhibit set-up begins at 11:00 a.m.

Morning

#### Breakfast on your own

BUFFET AVAILABLE IN CLOCK TOWER (TENTATIVE)

11:00 a.m.

#### Conference Registration Desk Opens

For conference participants:

MOUNTAIN GRAND LODGE LOBBY

For exhibitors: CIVIC CENTER EAST LOBBY

12:30 p.m.

#### Lunch Buffet

VIENNA ROOM, MOUNTAIN GRAND LODGE

## Sunday, July 18, continued

1:30 p.m.

### Opening General Session: Michigan's Framework for Health Care Reform

VIENNA ROOM, MOUNTAIN GRAND LODGE

**Ken Ross, JD**, Commissioner, Office of Financial and Insurance Regulation, Lansing, MI

The role of Michigan's Insurance Commissioner is critical in the regulation of health care in Michigan. The passage of federal health care reform sets in motion fundamental changes in the overall regulation of health plans. This will make the role of the Insurance Commissioner even more important as implementation of such key issues as the Insurance Exchange, Office of Health Insurance Ombudsman and enactment of consumer protection provisions take place. The overall regulation of health plans is covered under Michigan's Insurance Code and the powers and responsibility of the Insurance Commissioner are described in the Code. Health Plans are dependent on the OFIR approval of forms, rates, and benefit design. Regulations are different for HMOs compared to other health plans. Commissioner Ross will describe the enactment of federal reform from his perspective and will outline key early decisions that must be made in Michigan.

2:30 p.m.

### Stretch Break

2:45 p.m.

### Legislative Panel: Key Budget and Policy Issues Facing Michigan

VIENNA ROOM, MOUNTAIN GRAND LODGE

**MODERATOR:** *Guy Gordon, WDIV-TV, Detroit*

**PANELISTS:**

*State Representative Richard Hammel*

*State Representative Lesia Liss*

*State Representative James Marleau*

*State Representative Kate Segal*

*State Representative Jimmy Womack*

*State Senator Mark Jansen*

*State Senator Randy Richardville*

4:15 p.m.

### Program Adjourns Guest Room Check-in

5:00 p.m.

### Reception and Buffet Dinner with Sponsors and Exhibitors

### Silent Auction Opens

MATTERHORN AB, CIVIC CENTER, WITH ADDITIONAL, LIMITED SEATING ON PATIO

7:00 p.m.

### Introduction of Special 25th Anniversary Guests

MATTERHORN CD, CIVIC CENTER

7:15 p.m.

### Performance in Political Satire by the *Capitol Steps*, Washington DC

MATTERHORN CD, CIVIC CENTER

**CAST MEMBERS:**

**Howard Breitbart, Kevin Corbett, Morgan Duncan, Mike Carruthers, Jon Simler, Tracey Stephens, Delores Williams**

Over twenty-five years ago, the *Capitol Steps* began as a group of Senate staffers who set out to satirize the very people and places that employed them. Most cast members have worked on Capitol Hill; some for Democrats, some for Republicans, and others for politicians who firmly straddle the fence. No matter who holds office, there's never a shortage of material. Says co-founder Elaina Newport, "Typically the Republicans goof up and the Democrats party. Then the Democrats goof up and the Republicans party. That's what we call the two-party system."

8:15 p.m.

### Anniversary Afterglow: Desserts and Music with MAHP Past Presidents, Bonner Award Recipients and Farnum Award Recipients

VIENNA PATIO

Chairlift rides sponsored by  
Wright & Filippis and Advomas

## Monday, July 19

7:30 a.m.

**Strolling Breakfast with Exhibitors**

MATTERHORN AB, CIVIC CENTER

8:30 a.m.

**Opening General Session: Value-Based Insurance Design: Returning Health and Wellness to the Health Care Cost Debate**

MATTERHORN CD, CIVIC CENTER

**A. Mark Fendrick, MD**, Professor of Internal Medicine, Health Management & Policy Center, The University of Michigan Center for Value Based Insurance Design, Ann Arbor, MI

Several managerial mechanisms have been employed by health care delivery systems to affect utilization and related expenditures. Some efforts have focused on monitoring clinical conditions, drug use and compliance, while other efforts have focused on consumer cost-sharing and changing product-mix. Cost sharing plays a critical role in defining the health care benefit. To balance the demands for access to medical interventions with pressures to constrain costs, levels of cost sharing must be set in a manner that achieves appropriate clinical and financial outcomes. Modern multi-tier systems often base patient contributions on acquisition cost, and often do not consider medical necessity as a coverage criterion. In the Value Based Insurance Design (VBID) approach, patient contributions are based on the potential for maximum clinical benefit. For any given intervention, patients with a high potential benefit would have lower copays than patients with a low potential benefit. Implementation of such a system would provide a financial incentive for individuals to prioritize their out-of-pocket expenditures based on the value of their services, not exclusively their price. The many implications of VBID in relationship to federal health care reform will be discussed.

10:00 a.m.

**Break with Exhibitors and Silent Auction**

MATTERHORN AB, CIVIC CENTER

10:30 a.m.

**Workshops: Group A****1. Michigan Medicaid Future Under Federal Reform**

**Vernon K. Smith, PhD**, Principal, Health Management Associates

This workshop will outline the changes and timeline anticipated under federal health reform, the expected impact on Michigan's Medicaid Program, and the need for either policy or statutory changes. Discussion will include the eligibility changes, how soon this may occur and anticipated magnitude, Medicaid enrollment process

and the implementation of the new Insurance Exchange, provider reimbursement issues, and overall provider supply. This workshop is designed for Senior Medicaid Health Plan Staff, provider organizations who work with Medicaid health plans, business affiliates and vendors who currently provide services to Medicaid Health Plans or who may be in a position to assist in the overall implementation efforts.

**2. Reducing Rehospitalizations in Michigan: A Collaborative Approach Between Healthcare Providers, Health Plans and the Community**

**Nancy D. Vecchioni, RN, MSN, CPHQ**, Vice President Medicare Operations, MPRO  
Co-Lead of the MI STA\*AR initiative

**Steven J. Korzeniewski, PhD-Candidate, MSc, MA**, Director, Statistical Analysis Resource Group (SARG) and Chief Scientific Officer, MPRO

Michigan is one of three states selected by the Institute for Healthcare Improvement (IHI) for the four year statewide STA\*AR (State Action on Avoidable Rehospitalization) project and is one of 14 states selected by the Centers for Medicare & Medicaid Services to participate in the Care Transitions project. This workshop will provide an overview of the MI STA\*AR and Care Transitions initiatives including the goals, successes, lessons learned, and sub-collaboratives Ticket-to-Ride, Detroit CARR (Community Action to Reduce Rehospitalizations) and Healthcare RPR (Resources to Prevent Rehospitalization). The presenters will also provide a detailed summary of the MI STA\*AR data workgroup, a collaborative with health plans to develop standardized specifications and a reporting format to provide rehospitalization reports to healthcare providers.

**3. Patient Centered Medical Home: Embracing Federal Reform**

**Ernie Yoder, MD, PhD, MACP**, Founding Dean, CMU College of Medicine

There has been a fast-growing consensus regarding the viability and effectiveness of the "Patient Centered Medical Home" over the past several years and it has moved from concept to reality in several areas of the state. The PCMH continues to evolve and embrace performance standards, more accountability with various payers, and now is seen as a key component within federal health care reform, including growth as an Accountable Care Organization (ACO). This workshop will highlight all of these recent changes along with supporting data, will outline how this model can provide a vehicle for improved health status and cost-effectiveness, and project future growth and challenges. This is a workshop for Senior Health Plan Staff, particularly those who work with provider networks, business affiliates who will provide services to physician organizations and health plans, and other conferees with overall interest in this topic.

## Monday, July 19, continued

12:00 Noon

**Awards Luncheon and Presentations**

MATTERHORN CD, CIVIC CENTER

1:45 p.m.

**Break; Move to Workshops**

2:00 p.m.

**Workshops: Group B****4. Social Media: New Tools for Health Plans***David Waymire and Andrea Ness, Martin-Waymire Advocacy Communications, Lansing*

The experts at Martin Waymire Advocacy Communications will help you understand social media and how to use them in your professional and personal lives. You will learn how to blend social media tools with traditional public relations strategies and tactics to better engage your customers. Want a presence on Facebook? Want to issue a Social Media News Release? Wondering what Twitter is? The Martin Waymire team will offer examples of how they have used social media tactics successfully with their clients, and how more and more health care organizations across Michigan and the nation are using these tools.

**5. IT Initiatives in Michigan: Role of Health Plans***MODERATOR: Tom Lauzon, CIO, Health Plan of Michigan and HIT Commissioner*

This workshop will provide attendees with information on the several concurrent initiatives in the strategic plan for health care information technology already underway in Michigan, the planning to meet the obligations under existing federal law (HIPAA) and the new requirements for Administrative Simplification under Federal Reform. Conferees also will understand the “alphabet maze” for Michigan IT initiatives with speakers who represent the most current activity for:

- **my1HIE** (My One Health Information Exchange)  
*Debra Craig, Vice President, Sales & Business Development, my1HIE, Bingham Farms, MI*
- **MiHIN** (Michigan’s Health Information Network – Overall State Strategy for IT)  
*Beth A. Nagel, Health Information Technology Manager, Michigan Department of Community Health, Lansing, MI*
- **M-CEITA** (Michigan’s initiative to provide awareness and education for providers to become “meaningful users” of health care technology)  
*Mazharullah Shaik, MD, Managing Director, M-CEITA, Altarum Institute, Ann Arbor, MI*
- **HIT Commission** (Role of Michigan’s statutorily-created health information commission)  
**Tom Lauzon**

- **Conversion to HIPAA required 5010 Transaction Codes necessary for ICD-10**

*Brian Payne, Director of Service Delivery, Jawood, Troy, MI*

- **Medicaid Incentive** (Update on the State’s efforts to provide Medicaid providers with incentives to meet standards on electronic health records)  
*Susan M. Moran, Director, Bureau of Medicaid Program Operations and Quality Assurance, Michigan Department of Community Health, Lansing, MI*

- **MAHP CONNECT** (Meeting Administrative Simplification Requirements under Federal Reform)  
*Denis Dudzinski, Compuware, Covisint Healthcare Enterprise Executive, Detroit, MI*

This is a workshop for Senior Health Plan Staff, business affiliates and vendors who provide IT consultation and others interested in health care technology advances.

**6. Medicare and Medicaid Program Integrity under Federal Reform****Speaker(s) to be announced**

The entire area of Medicaid and Medicare is seen by many as an area that requires more formal processes, programs, and intervention to prevent occurrences of fraud, waste, and abuse. The role of health plans in this process continues to evolve. Recent developments at both the state and federal level are putting new initiatives in place, including a new Office of Inspector General for Michigan Medicaid. This workshop will provide more detail on the statutory requirements and authorizations for fraud, waste and abuse; outline new federal programs that will be underway; highlight efforts specific for Medicaid and Medicare; and clarify the role for health plans. This is a workshop for Senior Health Plan Staff involved in corporate compliance issues, business affiliates who provide assistance to health plans in this area and other interested conferees.

3:30 p.m.

**Break and Move to Reception with Sponsors and Exhibitors**

3:45 p.m.

**Reception with Exhibitors and final Silent Auction opportunity**

MATTERHORN AB, CIVIC CENTER

5:30 p.m.

**Exhibits and Reception Close, Silent Auction winners announced****Dinner on Your Own**

**Tuesday, July 20**

**6:30 a.m.**

**Dental Dash**

**7:30 a.m.**

**Breakfast Buffet**

MATTERHORN CD, CIVIC CENTER

**8:30 a.m.**

**MAHP President's Report**

MATTERHORN CD, CIVIC CENTER

*Dennis Smith, President, Michigan Association of Health Plans*

**8:45 a.m.**

**General Session: Future Role of Health Plans in Cancer Clinical Trials and Health Care**

MATTERHORN CD, CIVIC CENTER

*Patricia M. LoRusso, DO, Karmanos Cancer Institute*  
 Doctor LoRusso is recognized as an international expert in the field of Phase I clinical research with a focus on novel trial design. The Phase I program Doctor LoRusso has built at Karmanos is one of only 14 National Cancer Institute (NCI) U01 funded sites in the country and the only one in Michigan. The State of Michigan has recognized the importance of the Phase I Program with a grant from the Michigan Economic Development Corporation (MEDC grant for \$2.6 million).

**9:45 a.m.**

**Stretch Break**

**10:00 a.m.**

**Closing Session: The Take Home Message on Federal Health Reform**

MATTERHORN CD, CIVIC CENTER

*Prepared by the MAHP Consulting Team*

*Presented by: Joseph T. Aoun, Esq., Nuyen, Tomtishen and Aoun, PC*

The 25th MAHP Summer Conference features many presentations on federal health reform. We all know the impact of this reform will be felt for the remainder of this decade and beyond. Those who prepare and are ready for implementation will be successful under the new reform legislation and it is the role of MAHP to assist members to identify key issues, anticipate implementation details, and be prepared as each significant phase of federal reform is implemented. Conferees have seen numerous high level summaries of the federal reform

provisions. Wading through 2,700 pages of the reform bill and the nearly 200 pages of the reconciliation act is tedious enough—however, additional regulations, guidelines, and best practices will be forthcoming that will continue to shape the landscape of federal reform. It is clear that Michigan will require significant changes in the Insurance Code and Public Act 350 and potentially other statutes. This concluding general session is designed to provide the most detailed road map possible at this time for MAHP members, business affiliates, and conferees. This session will be presented by Joseph T. Aoun and is based on detailed information developed in cooperation with the entire MAHP staff and consulting team. The goal is to help MAHP members develop their strategic plans by providing more detailed information on key reform provisions, including the likely impact and timeframe in Michigan and what existing statute or regulations may need to be revised.

**11:30 a.m.**

**Evaluations and Prize Drawings**

**11:45 a.m.**

**Adjourn**

**12:00 Noon**

**Boxed lunch for golfers at Pro Shop**

**Shotgun Golf Tournament: Alpine Course**

Featuring a Hole-in-One Contest with \$25,000 cash prize and Putting Contest with \$5,000 cash prize, sponsored by Re-Solutions Intermediaries, LLC.

*Evening*

**Closing Reception**

BEACH HOUSE LAWN, 18TH HOLE

*25th Anniversary*  
**An Agenda for Change**