SECOND NATIONAL SUMMIT ON Health Care Price, Cost and Quality Transparency

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Robert Wood Johnson Foundation

PRECONFERENCE SESSION: Opening Up the Black Box on Health Care Costs — Preliminary Findings from the Total Cost of Care Pilot

PLENARY SESSIONS:
• Framing Transparency: What is it and What has Changed in the Last Year?
• Consumer Transparency Imperatives
• Update on CMS Transparency Initiatives: What’s Ahead?
• Best Practices in Providing Cost Information

AND THE FOLLOWING BREAKOUT SESSIONS:
• States at the Forefront on Price and Quality Transparency
• Consumer Awareness and Use of Cost and Quality Information
• Physicians and Patients: New Models of Communication
• Open Notes: Communicating and Engaging with Fully Transparent Medical Records

CONTINUING EDUCATION CREDITS:
NASBA CREDIT STATEMENT: A recommended maximum of 19.0 credits based on a 50-minute hour will be granted for the entire learning activity for the National Association of State Boards of Accountancy (NASBA). See page 6.

AMA PRA CATEGORY 1 CREDITS™: The Summit is currently pending approval to offer AMA PRA Category 1 Credits™.

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National Partnership for Women & Families
National Quality Forum
Network for Regional Healthcare Improvement
Pacific Business Group on Health

TUITION SCHOLARSHIP PROGRAM (See page 6)
Supported by Robert Wood Johnson Foundation and
The past year has seen an explosion of interest in making health care more transparent, with far more information than ever before on the costs and quality of health care. The federal government has released information on physicians’ charges under Medicare and physicians’ payments from pharmaceutical, biologics and medical device companies. Dozens of new businesses are exposing huge price and quality variations and helping people shop for affordable health care.

Consumers increasingly must make decisions about buying health care or coverage based on whatever information is available about costs and quality, including from health insurance exchanges and other sources. And employers and insurers alike are instituting arrangements designed to encourage consumers to access high quality, low cost providers.

The trend toward greater transparency holds great potential to help make the health care market more efficient; improve the value that Americans receive from care; and make the entire health care system more financially sustainable over the long run. Yet it isn’t without controversy; for example, narrow networks of providers in insurance policies may not always take quality into account, and both the federal government and states are considering new network adequacy standards to afford better protection for consumers.

This national summit, sponsored by the Robert Wood Johnson Foundation, will focus on what everyone who has a stake in health care needs to know about this growing transparency movement, as follows:

- Who is innovating in making information about health care price and quality more transparent, and how?
- What are best practices among hospitals, health plans, governments and businesses in making cost and quality more transparent?
- How are health plans and employers structuring benefits packages to encourage use of high quality, low cost providers by plan members and employees?
- What are the latest efforts by federal and state governments and health insurance exchanges to make health care prices and quality more transparent?
- Are consumers’ privacy and the movement for transparency on a collision course?

**Who Should Attend**

- Hospital and health system leaders seeking to understand the trend toward greater transparency and how it will affect their organizations
- Doctors, nurses and other clinical professionals
- Health plans and other care purchasers who want to understand best practices in making price and quality information transparent to consumers
- Patients, consumers and advocates who want to understand the implications of narrow networks and the relationship between transparency and privacy
- Federal, state and local government officials
- Academics and health services researchers seeking more insight into transparency trends
- Entrepreneurs interested in knowing more about the market for transparency tools

**Learning Objectives**

- Establish the policy objectives of increased health care transparency
- Identify barriers to transparency and how to overcome them
- Understand potential conflicts between transparency and privacy
- Understand the Open Payments program and information on payments to physicians by pharmaceutical, biologics and medical device manufacturers
- Assess private sector providers of transparent information
- Understand the role of health insurance exchanges in fostering transparency on health plan cost and quality
- Understand best practices among physicians, hospitals, health plans and employers in health care transparency
- Discuss the future of health care transparency

**Monday, March 16, 2015**

**Preconference Symposium:**

*Opening Up the Black Box on Health Care Costs — Preliminary Findings from the Total Cost of Care Pilot*

(Optional; requires separate registration)

**8:00 a.m.**  **Registration Opens**

**8:30 a.m.**  **Preconference**

As a nation, we can’t afford a health care system that costs so much but has such a poor return on investment for health. Wasteful spending is taking away from our education system, our workforce and our nation’s competitiveness. But we can’t contain costs without understanding them. The first step to ensuring our resources are well used is to know where they are going. In order to solve this national dilemma, we need transparent, standardized, actionable health care cost reporting.

For over a year, the Network for Regional Healthcare Improvement (NRHI) has been leading a RWJF-funded pilot to uncover these cost drivers and with this information, help communities across the U.S. reduce the total cost of care through replicable, multi-stakeholder-driven strategies. This pilot is the first attempt to compare attributed, commercial cost data across regions.

**Be the First to Hear From**

- Physicians who will talk about how they can use cost and resource use information to lead change in their communities
- Pilot participants who are tackling the technical, political and cultural barriers and coming up with strategies to overcome them
- Technical experts who will share what it takes to calculate the Total Cost of Care and Resource Use and their insight into attribution, risk adjustment, data quality and vendor management issues

**Featuring**

Elizabeth Mitchell, president and chief executive officer, Network for Regional Healthcare Improvement, Portland, ME (Moderator)

Jim Chase, MHA, president, Minnesota Community Measurement, Minneapolis, MN

Michael DeLorenzo, PhD, director of Health Analytics, Maine Health Management Coalition, Portland, ME

Sue Knudson, vice president, Health Informatics, HealthPartners, Minneapolis, MN

Jonathan Mathieu, PhD, director of Data and Research, Center for Improving Value in Health Care, Denver, CO

Tamaan K. Osborne-Roberts, MD, president, Colorado Medical Society and director of hospital medicine, Innova Emergency Medical Associates, Brighton, CO

Divya Sharma, MD, MS, medical director, Internal Medicine, Mosaic Medical, Bend, OR

Jay Want, MD, owner and principal, Want Healthcare, LLC, Denver, CO

…and many more

**12:00 p.m.**  **Preconference Adjournment and Lunch on Your Own**

**Participation Options**

**Traditional Onsite Attendance**

Simply register, travel to the conference city and attend in person.

**Pros:** subject matter immersion; professional networking opportunities; faculty interaction.

**Live and Archived Internet Attendance**

Watch the conference in live streaming video over the Internet and at your convenience at any time 24/7 for six months following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.

**Pros:** Live digital feed and 24/7 Internet access for the next six months; accessible in the office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.
MONDAY, MARCH 16, 2015

DAY I: OPENING PLENARY SESSION

1:00 p.m.  Welcome and Introduction
Susan Dentzer, senior policy adviser, Robert Wood Johnson Foundation; Health Policy Analyst, The PBS News Hour, Washington, DC

1:15 p.m.  Keynote — Framing Transparency — What is it and What has Changed in the Last Year?
Senator Bill Frist, heart and lung transplant surgeon; former senator (R/TN) and majority leader, United States Senate, Washington, DC

2:00 p.m.  Consumer Transparency Imperative
Keynote
Elisabeth Rosenthal, MD, senior correspondent, New York Times; author, Paying Till it Hurts series, New York, NY

Panel Discussion
Donna R. Cryer, JD, chief executive officer, CryerHealth, Washington, DC

Renée Martin-Willett, graduate student, Center for Medicine, Health and Society, Vanderbilt Institute for Global Health, Vanderbilt University, Nashville, TN

3:15 p.m.  Break

3:45 p.m.  Panel — Purchaser Perspective: Issues and Challenges
Andrea M. Ducas, MPH, program officer, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)

Leah Binder, MA, MGA, president and chief executive officer, The Leapfrog Group, Washington, DC

Suzanne Delbanco, PhD, MPH, executive director, Catalyst for Payment Reform, San Francisco, CA

Jason Hill (Invited), director federal government relations, Walmart, Washington, DC

Janet Trautwein, executive vice president and chief executive officer, National Association for Health Underwriters, Washington, DC

4:45 p.m.  Panel — Provider/Clinician Perspective: Issues and Challenges
Anne F. Weiss, MPP, director, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)

Dominick L. Frosch, PhD, fellow, patient care, Gordon and Betty Moore Foundation, Palo Alto, CA

Michael Van Duren, MD, MBA, vice president, clinical transformation, Sutter Medical Network at Sutter Health, Sacramento, CA

Jay Want, MD, owner and principal, Want Healthcare, LLC, Denver, CO

5:45 p.m.  Adjournment and Networking Reception Featuring Poster Boards

TUESDAY, MARCH 17, 2015

DAY II: MORNING PLENARY SESSION

7:00 a.m.  Registration Opens; Breakfast

8:00 a.m.  Welcome and Introduction to Day II Morning Plenary Session
Susan Dentzer, senior policy adviser, Robert Wood Johnson Foundation; Health Policy Analyst, The PBS News Hour, Washington, DC

8:15 a.m.  Keynote Address
Secretary Sylvia Mathews Burwell (Invited), U.S. Department of Health and Human Services, Washington, DC

8:45 a.m.  Panel — Best Practices in Providing Cost Information
Anne F. Weiss, MPP, director, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)

Keynote
Kevin Counihan, MBA, marketplace chief executive officer and director, Center for Consumer Information and Insurance Oversight, Washington, DC

Panel Discussion
Christine Ferguson, JD, director, HealthSource Rhode Island, Providence, RI

Amy Moore, senior vice president, employer solutions and products, The Healthcare Bluebook, Nashville, TN

Robert C. Pendleton, MD, chief medical quality officer, University of Utah Health Care, associate professor (clinical), internal medicine, University of Utah, Salt Lake City, UT

Lewis Sandy, MD, MBA, FACP, senior vice president, clinical advancement, United Health Group, Minnetonka, MN

9:45 a.m.  Break

10:15 a.m.  Panel — Best Practices in Providing Quality Information
Susan R. Mende, BSN, MPH, senior program officer, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)

Jim Chase, MHA, president, Minnesota Community Measurement, Minneapolis, MN

Bill Kramer, MBA, executive director for national health policy, Pacific Business Group on Health, San Francisco, CA

Oliver Kharras, MD, chief operating officer and founder, ZocDoc, New York, NY

Jennifer Schneider, MD, chief medical officer, Castlight Health, San Francisco, CA

HOTEL INFORMATION/RESERVATIONS: The Omni Shoreham Washington DC is the official hotel for THE SECOND NATIONAL SUMMIT ON HEALTH CARE PRICE, COST AND QUALITY TRANSPARENCY. A special group rate of $292.00 single/double per night (plus tax) has been arranged for Summit Attendees. To make your hotel reservations and receive the group rate, please go to www.HCTransparencySummit.com and click on the Travel/Hotel tab. To book a room by phone, please call 1-800-THE-OMNI (1-800-843-6664) and refer to TRANSPARENCY SUMMIT to receive the group rate. Reservations at the group rate will be accepted while rooms are available or until the cut-off date of Wednesday, February 18, 2015. After this date, reservations will be accepted on a space-available basis at the prevailing rate.

OMNI SHOREHAM WASHINGTON DC HOTEL
2500 CALVERT STREET NW (at CONNECTICUT AVE.) • WASHINGTON, DC 20008
11:15 a.m.  Panel — Designing Benefits and Payment to Complement Cost and Quality Transparency

Andrea M. Ducas, MPH, program officer, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)

Robert W. Dubois, MD, PhD, chief science officer, National Pharmaceutical Council, Washington, DC

Mark Fendrick, MD (Invited), director, University of Michigan Center for Value-Based Insurance Design, Ann Arbor, MI

Kari Hedges, MBA, vice president, national programs, Blue Cross Blue Shield Association, Chicago, IL

Doug McKeever, chief of the Health Policy Research Division at the California Public Employees’ Retirement System (CalPERS), Sacramento, CA

12:15 p.m.  Networking Luncheon

AFTERNOON BREAKOUT SESSIONS I (1:15 p.m. - 2:30 p.m.)

BREAKOUT A

1:15 p.m.  Are Privacy and Transparency on a Collision Course: Consumer Concerns about Privacy

Michael W. Painter, MD, JD, senior program officer, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)

Deven McGraw, JD, MPH, partner, Manatt, Phelps & Phillips, LLP, Washington, DC

Jocelyn Samuels, JD, director, Office for Civil Rights (OCR), HHS, Washington, DC

Lucia Savage, JD, chief privacy officer, Office of the National Coordinator for Health IT, HHS, Washington, DC

Mark Savage, Esq., director of health information technology policy and programs, National Partnership for Women & Families, Washington, DC

BREAKOUT B

1:15 p.m.  Physician Sunshine Act: What You Need to Know

Maya A. Babu, MD, MBA, member, board of trustees, American Medical Association, Rochester, MN

Douglas Brown, MHS, director, Data Sharing & Partnership Group, Center for Program Integrity, CMS, Washington, DC

Martha “Meg” Gaines, JD, LLM, associate dean for academic affairs and experiential learning; director, Center for Patient Partnership (CPP), University of Wisconsin Law School, Madison, WI

John Murphy, JD, associate general counsel, PhRMA, Washington, DC

Charles Ornstein, senior reporter, ProPublica; vice president, Association of Health Care Journalists; awardee, Pulitzer Prize for Public Service, Washington, DC

BREAKOUT C

1:15 p.m.  Consumer Awareness and Use of Cost and Quality Information

Susan R. Mende, BSN, MPH, senior program officer, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)

Walton Francis, MPA, MMP, MS, author, Checkbook’s Guide to Health Plans for Federal Employees, Consumers’ Checkbook, Washington, DC

Robert M. Krughoff, JD, founder and president, Consumers’ Checkbook, Washington, DC

Lynn Quincy, MA, associate director, Health Reform Policy, Consumers Union, Washington, DC

Alicia Staley, chief patient officer, Akari Health, Boston, MA

BREAKOUT D

1:15 p.m.  Transparency within Narrow Networks

Katherine Hempstead, PhD, director, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)

Sabrina Corlette, JD, senior research fellow and project director, Center on Health Insurance Reforms, Georgetown University, Washington, DC

William E. Gerardi, MD, chief medical officer and senior vice president of health management at Blue Cross and Blue Shield of Minnesota, Eagan, MN

Ted Nickel, Wisconsin insurance commissioner and chair, IAIC task force on narrow networks, Madison, WI

Richard Kronick, PhD, director, Agency for Healthcare Research and Quality (AHRQ), Washington, DC

John J. Reilly, Jr., MD, senior medical director of population health, UPMC Health Services Division and Jack D. Myers professor and chair, University of Pittsburgh Department of Medicine, Pittsburgh, PA

BREAKOUT E

1:15 p.m.  Building a Business around Cost and Quality Transparency

Susan Dentzer, senior policy adviser, Robert Wood Johnson Foundation; Health Policy Analyst, The PBS News Hour, Washington, DC (Moderator)

Peter Belleson, MD, MPH, president and chief executive officer, Evergreen Health Co-op, Baltimore, MD

David Newman, JD, PhD, executive director, Health Care Cost Institute, Inc., Washington, DC

Todd Park (Invited), former U.S. chief technology officer, technology advisor to Obama Administration, San Jose, CA

David B. Singer, MBA (Invited), limited partner, Maverick Capital Ltd., Dallas, TX

2:30 p.m.  Transition Break

AFTERNOON PLENARY SESSION

2:45 p.m.  Federal Action: Price and Transparency

Heather Howard, JD, lecturer in public affairs and director, State Health Reform Assistance Network, Princeton University Woodrow Wilson School of Public & International Affairs, Princeton, NJ (Moderator)

Niall Brennan, MPP, chief data officer, Office of Enterprise Data and Analytics, CMS, Washington, DC

Tim Gronniger, MPP, MHSA, senior advisor for health care policy, White House Domestic Policy Council, Washington, DC

Richard Kronick, PhD, director, Agency for Healthcare Research and Quality (AHRQ), Washington, DC

4:00 p.m.  Transition Break

BREAKOUT SESSIONS II (4:15 p.m. - 5:30 p.m.)

BREAKOUT F

4:15 p.m.  Open Notes: Communicating and Engaging with Fully Transparent Medical Records

Stephen J. Downs, SM, chief technology and information officer, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)

Tom Delbanco, MD, co-director, Open Notes; professor of medicine and primary care, Harvard Medical School, Boston, MA

Peter H. Elias, MD, family physician, Lewiston, ME

Jan Walker, RN, MBA, co-director, Open Notes; member, research faculty, Division of General Medicine and Primary Care, Beth Israel Deaconess Medical Center and Harvard Medical School, Boston, MA
8:15 a.m.  Keynote Address
Representative Frederick Stephen “Fred” Upton (R/MI) (Invited), member and chairman, Committee on Energy and Commerce, United States House of Representatives, Washington, DC

9:15 a.m.  Panel — The Role of Insurance Exchanges in Transparency
Tara Oakman, PhD, program officer, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)

Mila Kofman, JD, executive director, Washington, DC Health Benefit Exchange, Washington, DC

Peter V. Lee, JD, executive director, California Health Benefit Exchange, Sacramento, CA

Carolyn Quattricki, JD, executive director, Maryland Health Benefit Exchange, Annapolis, MD

Ken Sperling, MBA, national health exchange strategy leader, Aon Hewitt, New York, NY

10:15 a.m.  Update on Transparency Initiative from the Center for Medicare and Medicaid Services: What’s Ahead?
Patrick Conway, MD, MSc, deputy administrator for innovation and quality, chief medical officer, Centers for Medicare & Medicaid Services, Baltimore, MD

10:45 a.m.  Break

11:00 a.m.  Panel — Best Practices in Hospitals in Transparency and Patient Financial Communications
Katherine Hempstead, PhD, director, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)

Joseph Fifer, FHFMA, CPA, president and chief executive officer, Healthcare Financial Management Association, Westoncher, IL

Melinda (Mindy) Reid Hatton, Esq., senior vice president and general counsel, American Hospital Association, Washington, DC

Peter Leibold, Esq., chief advocacy officer, Ascension Health, Washington, DC

Jeffrey G. Micklos, Esq., executive vice president, management, compliance and general counsel, Federation of American Hospitals, Washington, DC

Doris Peter, PhD, director, Consumer Reports Health Ratings Center; principal investigator, Consumer Reports Best Buy Drugs, Washington, DC

12:00 p.m.  Closing Keynote: Future in Health Care Transparency
Senator Tom Daschle, founder and chairman, The Daschle Group, a public policy advisory of Baker Donelson; former senator (D/SD) and majority leader, United States Senate, Washington, DC

12:30 p.m.  Summit Adjournment
THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

REGARDING WEBCAST REGISTRATIONS
1. Individuals or groups may register for webcast access. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be presented a series of user names and passwords to distribute to participants.
2. Each registrant will receive a user name and password for access. Registrants will be able to change their user names and passwords and manage their accounts.
3. Webcast registrants will enjoy six (6) months access from date of issuance of user name and password.
4. Only one user (per user name and password) may view or access archived conference. It is not permissible to share user name and password with third parties. Should Webcast registrants choose to access post conference content via Flash Drive, this individual use limitation applies. It is not permissible to share alternative media with third parties.
5. User name and password use will be monitored to assure compliance.
6. Each webcast registration is subject to a “bandwidth” or capacity use cap of 5 gb per user per month. When this capacity use cap is hit, the registration lapses. Said registration will be again made available at the start of the next month so long as the registration period has not lapsed and is subject to the same capacity cap.
7. For webcast registrants there will be no refunds for cancellations. Please call the Conference Office at 800-503-0078 or 206-452-5514 for further information.

REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS
1. For onsite group registrations, full registration and credit card information is required for each registrant. List all members of groups registering concurrently on fax or scanned cover sheet.
2. For onsite registrants there will be no refunds for “no-shows” or for cancellations. You may send a substitute or switch to the online option. Please call the Conference Office at 800-503-0078 or 206-452-5514 for further information.

METHOD OF PAYMENT FOR TUITION
Make payment to Health Care Conference Administrators LLC by check, MasterCard, Visa or American Express. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A $30 fee will be charged on any returned checks.

REGISTRATION OPTIONS
Registration may be made online or via mail, fax or scan.
You may register through either of the following:
• Online at www.HCTransparencySummit.com.
• Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 206-319-5303, or scan and email the completed form to registration@hcconferences.com. Checks or money orders should be made payable to Health Care Conference Administrators LLC.

The following credit cards are accepted: American Express, Visa or MasterCard. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

For registrants awaiting company check or money order, a credit card number must be given to hold registration. If payment is not received by seven days prior to the Conference, credit card payment will be processed.

TAX DEDUCTIBILITY
Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor. Federal Tax ID: 91-1892021.

CANCELLATIONS/SUBSTITUTIONS
No refunds will be given for “no-shows” or for cancellations of either online or onsite registrations. You may send a substitute or transfer your onsite registration to an online registration. For more information, please call the Conference Office at 800-503-0078 or 206-452-5514.

TUITION SCHOLARSHIPS
The Transparency Summit is now offering a limited number of partial and full Tuition Scholarships supported by the Robert Wood Johnson Foundation and the Heritage Provider Network to qualifying representatives of consumer advocate organizations, safety net providers, academics, students and health services research organizations. The Tuition Scholarship application form can be downloaded from the Summit website.

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Unauthorized sharing of Conference content via Webcast access through the sharing of user names and passwords or via alternative media (Flash Drive) through the sharing of said media is restricted by law and may subject the copyright infringer to substantial civil damages. The Conference aggressively pursues copyright infringers. If a registrant needs the ability to share Conference content within his or her organization, multiple Conference registrations are available at discounted rates.

The Conference will pay a reward for information regarding unauthorized sharing of Conference content. The reward will be one quarter (25%) of any recovery resulting from a copyright infringement (less legal fees and other expenses related to the recovery) up to a maximum reward payment of $25,000. The payment will be made to the individual or individuals who in the opinion of our legal counsel first provided the factual information, which was necessary for the recovery. If you have knowledge regarding the unauthorized Conference content sharing, contact the Conference registration office.

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Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute.

GENERAL TERMS AND CONDITIONS
Program subject to cancellation or change. If the program is cancelled the only liability of the Conference will be to refund the registration fee paid. The Conference shall have no liability regarding travel or other costs. Registration form submitted via fax, mail, email or online constitutes binding agreement between the parties.

FOR FURTHER INFORMATION
Call 800-503-0078 (Continental US, Alaska and Hawaii only) or 206-452-5514, send e-mail to registration@hcconferences.com, or visit our website at www.HCTransparencySummit.com.

HOW TO REGISTER: Fully complete the form on page 7 (one form per registrant, photocopies acceptable). Payment must accompany each registration (U.S. funds, payable to Health Care Conference Administrators, LLC).

FAX: 206-319-5303 (include credit card information with registration)
MAIL: Conference Office, 22529 39th Ave SE, Bothell, WA 98021
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PHONE: 800-503-0078 (Continental US, Alaska and Hawaii only) or 206-452-5514, Monday-Friday, 7 AM - 5 PM PST
E-MAIL: registration@hcconferences.com

TRANSPARENCY SUMMIT CONTINUING EDUCATION CREDITS
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This program addresses topics that are of a current concern in the health care quality and patient safety environment. This is an update, group-live activity. For more information regarding administrative policies such as complaints or refunds, call 206-757-8053 or email petergrant@ehcca.com.

AMA PRA CATEGORY 1 CREDITS: The Summit is currently pending approval to offer AMA PRA Category 1 Credits™.

CERTIFICATE OF ATTENDANCE: Onsite attendees can also request a Certificate of Attendance which they can file with appropriate entities for credit, and webcast attendees can request a Webcast Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

Robert Wood Johnson Foundation

HERITAGE PROVIDER NETWORK
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TRANSPARENCY SUMMIT

COMPLETE THE FOLLOWING. PLEASE PRINT CLEARLY:

NAME

SIGNATURE OF REGISTRANT - REQUIRED

JOB TITLE

ORGANIZATION

ONSITE CONFERENCE ATTENDANCE

Onsite conference registration includes onsite attendance, professional networking, and live interaction with the faculty.

PRECONFERENCE (Optional; Requires separate registration):

- Opening Up the Black Box on Health Care Costs — Preliminary Findings from the Total Cost of Care Not
- $ 495

CONFERENCE (Does not include Preconference):

Standard Rate:
- Through Friday, January 30, 2015* $1,195
- Through Friday, February 27, 2015** $1,595
- After Friday, February 27, 2015 $1,995

Health Plan and Hospital/Health System Rate:
- Through Friday, January 30, 2015* $ 995
- Through Friday, February 27, 2015** $1,295
- After Friday, February 27, 2015 $1,595

Special Academic/Government/Clinic Rate***:
- Through Friday, January 30, 2015* $ 595
- Through Friday, February 27, 2015** $ 795
- After Friday, February 27, 2015 $ 995

GROUP REGISTRATION DISCOUNT (Does not include Preconference):

Three or more registrations submitted from the same organization at the same time receive the following discounted rates for conference registration only. To qualify, all registrations must be submitted simultaneously:

Standard Group Rate (For each registrant):
- Through Friday, January 30, 2015* $ 795
- Through Friday, February 27, 2015** $1,095
- After Friday, February 27, 2015 $1,395

CONFERENCE ELECTRONIC MEDIA:

Onsite Attendees — Following the Summit, the video and presentations are made available in the following formats. To take advantage of the discounted prices below, you must reserve media with your Summit registration:

- Flash Drive ($129 + $15 shipping) $ 144
- 6 months’ access on Web $ 129

Note that conference electronic media may be used by the individual purchaser only. Terms and Conditions apply (see page 6).

CHOOSE YOUR BREAKOUT SESSIONS (One from each group):

Group I — 1:15 pm

- A: Are Privacy and Transparency on a Collision Course…
- B: Physician Sunshine Act: What You Need to Know
- C: Consumer Awareness and Use of Cost and Quality Information
- D: Transparency within Narrow Networks
- E: Building a Business around Cost and Quality Transparency

Group II — 4:15 pm

- F: Open Notes: Communicating and Engaging with Fully Transparent Medical Records
- G: Physician and Patients: New Models of Communication
- H: States at the Forefront on Price and Quality Transparency
- I: Best Practices in Hospital and Health System Transparency

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Discount Code:

TOTAL FOR ALL OPTIONS, ONSITE OR WEBCAST:

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☑ Special Needs (Dietary or Physical)

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All webcast registrants are automatically registered for ALL Summit events — the live Preconference and Summit, plus receive six months of continued archived webcast access, available 24/7.

CONFERENCE (Includes Preconference):

Standard Rate:
- Through Friday, January 30, 2015* $ 795
- Through Friday, February 27, 2015** $1,095
- After Friday, February 27, 2015 $1,395

Special Academic/Government/Clinic Rate***:
- Through Friday, January 30, 2015* $ 495
- Through Friday, February 27, 2015** $ 595
- After Friday, February 27, 2015 $ 695

GROUP REGISTRATION:

Group registration offers the substantial volume discounts set forth below.

All group registrants are enrolled in the Preconference and Transparency Summit.

Group registration offers the possibility of implementing a Transparency online training program. Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track employees’ conference participation.

Conference Access:
- 5 or more $495 each
- 10 or more $395 each
- 40 or more $195 each

See INTELLECTUAL PROPERTY POLICY, page 6.

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Webcast attendees — Following the Summit, the video and presentations are made available on a flash drive. To take advantage of the discounted price below, you must reserve media WITH your Summit registration:

- Flash Drive ($129 + $15 shipping) $ 144

(All webcast attendees automatically receive 6 months access on web.)

SPECIAL SUBSCRIPTION OFFER FOR BOTH ONSITE AND WEBCAST ATTENDEES:


- Accountable Care News $ 295
- Medical Home News $ 295
- Health Insurance Marketplace News $ 295
- Readmissions News $ 295
- Healthcare Innovation News $ 295

* This price reflects a discount for registration and payment received through Friday, January 30, 2015.
** This price reflects a discount for registration and payment received through Friday, February 27, 2015.
*** For the purpose of qualifying for the Special Academic/Government/Clinic rates, ‘academic’ shall apply to individuals who are full time teaching staff or students of an academic institution; “government” shall apply to individuals who are full time employees of federal, state or local regulatory agencies; and “clinic” shall apply to individuals who are full time employees of a Federally Qualified Health Center or safety net clinic. This rate does not include the Preconference for onsite attendees.

REGISTRATION BINDING AGREEMENT

Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute. For online and onsite registrants there will be no refunds for “no-shows” or cancellations.

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