

NATIONAL SUMMIT ON Health Care Price, Cost and Quality Transparency

GHC HEALTH CARE
Global Health Care, LLC



Onsite:
December 2 – 4, 2013
Washington, DC Hyatt Regency
on Capitol Hill

Online: In your own office or home live via
the Internet with 24/7 access for six months

www.HCTransparencySummit.com



SUMMIT CHAIR:
Susan Dentzer, *Senior Policy Adviser, Robert Wood Johnson Foundation, Health Policy Analyst, The PBS News Hour*



KEYNOTE SPEAKERS:
Steven Brill, JD, *Founder, CourtTV and American Lawyer, Author, "Bitter Pill: Why Medical Bills Are Killing Us," Time*



George C. Halvorson, *Chairman, Kaiser Permanente; Past Chair, International Federation of Health Plans*



Risa Lavizzo-Mourey, MD, *President and Chief Executive Officer, Robert Wood Johnson Foundation*



Uwe E. Reinhardt, PhD, *James Madison Professor of Political Economy, Princeton University*



hfma

PRECONFERENCE SESSION:
• The Basics of Hospital Pricing, Including Understanding the Chargemaster
Sponsored by the Healthcare Finance Management Association (HFMA)

PLENARY SESSIONS:

- The Obama Administration's Health Care Transparency Agenda
- The Republican Perspective on Health Care Transparency
- Transparency about What? For Whom? By Whom?
- Barriers to Health Care Transparency and How to Overcome Them
- The Role of Data Transparency
- Price and Cost Transparency and the Connection to Quality
- Commercializing Cost Transparency: Private Sector Providers of Transparent Information
- Costs, Price Transparency and the US Healthcare Non-system
- The Role of Health Insurance Exchanges in Fostering Transparency on Health Plan Cost and Quality
- International Price Variations: What the Data Show
- Where Do We Go From Here? Carrying the Transparency Movement Forward
- What are the Policy Objectives of Increased Transparency
- The Scope of the Problem
- Employer Health Care Transparency Initiatives

SPONSORED BY:



Robert Wood Johnson
Foundation

SILVER GRANTOR:



BRONZE GRANTORS:



Healthcare Blue Book

AND THE FOLLOWING MINI SUMMITS:

- | | |
|--|--|
| I: New CMS Transparency Policy on Hospital Inpatient and Outpatient Pricing Data | VII: Transparency and Bundled Payments |
| II: State-based Transparency Initiatives | VIII: Transparency in Formulary Decision Making |
| III: Case Studies in the Impact of Transparency in Local Markets | IX: Transparency and Health Care Markets: Implications of Consolidation, Market Structure and the Possible Disclosure of Negotiated Rates Between Health Plans and Providers |
| IV: The Health Plan Role in Health Care Transparency | X: Hospital Pricing Transparency Initiatives |
| V: The Robert Wood Johnson Foundation's Health Data Challenge | XI: Motivating Consumers to Use Data on Price, Costs and Quality |
| VI: Physician Price and Quality Transparency | |

TUITION SCHOLARSHIP PROGRAM — Supported by Robert Wood Johnson Foundation and **HERITAGE PROVIDER NETWORK** — See page 8

MEDIA PARTNERS: HARVARD health policy REVIEW HealthAffairs

NASBA Credit Statement: A recommended maximum of 20 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 8.

OVERVIEW

Health care in the United States doesn't function like other markets, in that there is far less information broadly available on price and quality than is the case in markets for other goods and services. As a result, purchasers and patients often lack the knowledge they need or would like to have to make intelligent decisions about buying or accessing care.

But change is occurring quickly, and the health care market is gradually becoming more "transparent." For example, when the federal government recently released data on US hospitals' Medicare charges, the information was quickly downloaded more than 300,000 times. A *Time* magazine article by Steven Brill detailing the complexities of hospital charges was one of the most widely read magazine articles of recent years.

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.

This National Summit 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 the roles of hospitals, health plans, governments and businesses in making cost and quality more transparent?
- What are the practical and policy objectives to be achieved in making health care prices and quality more transparent?
- The plusses of transparency seem obvious, but are there any downsides — and if so, what and why?
- What types of measurement need to be developed so that patients and purchasers can best understand the multiple important dimensions of health care quality and cost?

NASBA Credit Statement: A recommended maximum of 20 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 8.



SPECIAL THANKSGIVING TRAVEL REGISTRATION PACKAGE

For those onsite registrants, especially from the West Coast, who have problems booking travel that will get you to the Summit for the 1:00 pm Opening Plenary Session on Monday, December 2, 2013, we are pleased to offer you access to the online video broadcast (live and archived for 6 months) at no additional cost. Just send an email to registration@hconferences.com letting us know about your travel problems, and we will add your special no-cost registration for the online broadcast/archive to your onsite registration.

Please contact our registration department at registration@hconferences.com or 800-503-0078 if you have questions.

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 know what information is becoming available and how to use it
- Patients, consumers and advocates who want to know more about how to access better information and what to do with it
- 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
- International health system participants wanting to understand trends in the United States and how these may affect systems elsewhere

LEARNING OBJECTIVES

- Establish the Policy Objectives of Increased Healthcare Transparency
- Explain the Obama Administration's Healthcare Transparency Agenda
- Explain the Republican Perspective on Healthcare Transparency
- Identify Barriers to Transparency and How to Overcome Them
- Assess Private Sector Providers of Transparent Information
- Describe the New CMS Transparency of Hospital Inpatient and Outpatient Pricing Data
- The Role of HIXs in Fostering Transparency on Health Plan Cost and Quality
- Discuss the Role of Physicians, Hospitals, Health Plans and Employers in Healthcare Transparency
- Analyze the Role of Market Structure and Consolidated Markets in Healthcare Transparency
- Dialogue Regarding Carrying the Transparency Movement Forward

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.



Onsite

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.



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MONDAY, DECEMBER 2, 2013

PRECONFERENCE



8:30 am Registration Opens

PRECONFERENCE: THE BASICS OF HOSPITAL PRICING, INCLUDING UNDERSTANDING THE CHARGEMASTER

Sponsored by the Healthcare Finance Management Association (HFMA)

Katherine Hempstead, PhD, MA, Senior Program Officer, Robert Wood Johnson Foundation; Former Director, Center for Health Statistics, New Jersey Department of Health and Senior Services, Princeton, NJ (Moderator)

9:30 am Chargemaster Basics

- Recognize definitions and uses of the chargemaster
Describe the process of development and maintenance of the chargemaster
Identify chargemaster concepts such as APCs, revenue center codes, and data elements used in the chargemaster

- Identify opportunities in several of the large clinical departments to improve revenue through the chargemaster

Michael Kovar, Principal, Health Care Services Group, WeiserMazars LLP, New York, NY

10:15 am How and Why Hospitals Set Prices: A Technical Perspective

William O. Cleverley, PhD, President, Cleverley + Associates; Professor Emeritus, Ohio State University, Worthington, OH

11:00 am The Price to Patients — Providing Out-of-Pocket Payment Estimates

Terry Allison Rappuhn, CPA, Project Leader, Patient Friendly Billing Project, Healthcare Financial Management Association (HFMA); Former Chief Financial Officer, Quorum Health Group, Inc., Nashville, TN

11:45 am Financial Assistance Policies and Their Relationship to Price

Mark Rukavina, MBA, President, Community Health Advisors; Executive Director, The Access Project, Chestnut Hill, MA

12:30 pm Adjournment and Box Luncheon for Precon Attendees Only

MONDAY, DECEMBER 2, 2013

HEALTH CARE TRANSPARENCY SUMMIT AGENDA: DAY I OPENING PLENARY SESSION



1:00 pm Welcome and Overview

Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation; Health Policy Analyst, The PBS News Hour, Washington, DC (Chair)



1:15 pm Transparency about What? For Whom? By Whom?

Risa Lavizzo-Mourey, MD, MBA, President and Chief Executive Officer, Robert Wood Johnson Foundation, Princeton, NJ



1:45 pm What are the Policy Objectives of Increased Transparency?

Robert W. Dubois, MD, PhD, Chief Science Officer, National Pharmaceutical Council, Washington DC



Karen Ignagni, MBA, President and Chief Executive Officer, America's Health Insurance Plans (AHIP); Former Director, AFL-CIO's Department of Employee Benefits Washington, DC



David Lansky, PhD, President and Chief Executive Officer, Pacific Business Group on Health (PBGH); Former Senior Director of the Health Program, Markle Foundation; Former Founding President, Foundation for Accountability (FACCT), San Francisco, CA



Lynn Quincy, MA, Senior Policy Analyst, Consumer's Union, Consumer Representative, National Association of Insurance Commissioners, Washington, DC



Glenn D. Steele, Jr., MD, PhD, President and Chief Executive Officer, Geisinger Health System, Danville, PA



Richard (Rich) Umbdenstock, President and Chief Executive Officer, American Hospital Association; Former Executive Vice President, Providence Health and Services, Washington, DC



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

3:00 pm The Obama Administration's Healthcare Transparency Agenda



Kathleen Sebelius (Invited), Secretary, Department of Health and Human Services; Former Governor of Kansas, Washington, DC

3:30 pm The Republican Perspective on Healthcare Transparency



Thomas Allen "Tom" Coburn, MD (R/OK) (Invited), United States Senator, Oklahoma, Washington, DC

4:00 pm Break

4:30 pm Panel: Barriers to Healthcare Transparency and How to Overcome Them



Leah Binder, President and Chief Executive Officer, Leapfrog Group, Washington, DC



Anuj Desai, BS, MBA, Vice President, Market Development, New York e-Health Collaborative, New York, NY



William E. Kramer, MBA, Executive Director for National Health Policy, Pacific Business Group on Health, San Francisco, CA



Neel T. Shah, MD, MPP, Founder and Executive Director, Costs of Care; Lecturer, Harvard Medical School, Beth Israel Deaconess Medical Center, Boston, MA



Jay Want, MD, Principal, Want Healthcare, LLC; Chief Medical Officer, Center for Improving Value in Health Care Board Member, Rocky Mountain Health Plans; Former Innovation Advisor, Center for Medicare and Medicaid Innovation, Denver, CO



Anne F. Weiss, MPP, Team Director and Senior Program Officer, Robert Wood Johnson Foundation; Former Senior Assistant Commissioner, New Jersey Department of Health and Senior Services, Princeton, NJ (Moderator)

5:45 pm ADJOURNMENT AND NETWORKING RECEPTION

TUESDAY, DECEMBER 3, 2013

HEALTH CARE TRANSPARENCY SUMMIT AGENDA: DAY II

7:00 am Registration Opens:
Continental Breakfast in Exhibit Hall

MORNING PLENARY SESSION

8:00 am 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 (Chair)

8:15 am The Scope of the Problem



Steven Brill, JD, Founder, CourtTV and American Lawyer; Author,
"Bitter Pill: Why Medical Bills are Killing Us," Time, New York, NY

8:45 am Costs, Price Transparency and the US
Healthcare Non-system



Uwe E. Reinhardt, PhD, James Madison Professor of Political Economy,
Princeton University, Princeton, NJ

9:15 am The Role of Data Transparency



Todd Park (Invited), US Chief Technology Officer, Former Chief Technology
Officer, US Department of Health and Human Services, Washington, DC

9:45 am Break

10:15 am Commercializing Cost Transparency: Private
Sector Providers of Transparent Information



Giovanni Colella, MD, MBA, Co-Founder, Castlight Health; Founder,
President and Chief Executive Officer, RelayHealth, San Francisco, CA



Alex Fair, MS, Founder and Chief Executive Officer, FairCareMD;
Co-Founder and Chief Executive Officer, MedStart.com, New York, NY



Douglas Ghertner, MBA, Chief Executive Officer, Change Healthcare,
Brentwood, TN



Toure McCluskey, MBA, Founder, OkCopoly; Former Managing Director,
First Mile Health, Seattle, WA



Michael W. Painter, MD, JD, Senior Program Officer, Robert Wood
Johnson Foundation, Princeton, NJ (Moderator)

11:15 am Price and Cost Transparency and the
Connection to Quality



Patrick Conway, MD, MSc, Acting Director, Center for Medicare and
Medicaid Innovation; Chief Medical Officer and Director, Office of Clinical
Standards and Quality, Centers for Medicare and Medicaid Services,
Baltimore, MD



Francois de Brantes, Executive Director, Health Care Incentives
Improvement Institute, Newtown, CT



Suzanne F. Delbanco, PhD, Executive Director, Catalyst for
Payment Reform; Former Chief Executive Officer, The Leapfrog Group,
San Francisco, CA



Peggy O'Kane, MHA, President, National Committee for Quality
Assurance (NCQA), Washington, DC



Anne F. Weiss, MPP, Team Director and Senior Program Officer,
Robert Wood Johnson Foundation; Former Senior Assistant Commissioner,
New Jersey Department of Health and Senior Services, Princeton, NJ
(Moderator)

12:15 pm NETWORKING LUNCHEON

AFTERNOON MINI SUMMITS

MINI SUMMITS GROUP I

MINI SUMMIT I: THE NEW CMS TRANSPARENCY POLICY ON HOSPITAL INPATIENT AND OUTPATIENT PRICING DATA

1:15 pm Presentation

Christopher A. Powers, PharmD, Director, Information Products
Group, Centers for Medicare and Medicaid Services, Baltimore, MD

Katherine Hempstead, PhD, MA, Senior Program Officer, Robert
Wood Johnson Foundation; Former Director, Center for Health Statistics,
New Jersey Department of Health and Senior Services, Princeton, NJ
(Moderator)

2:30 pm Transition Break

MINI SUMMIT II: STATE-BASED TRANSPARENCY INITIATIVES

1:15 pm Panel Discussion

Christopher F. Koller, MA, President, Milbank Memorial Fund; Adjunct
Professor of Community Health, School of Public Health, Brown University;
Former Rhode Island Commissioner of Insurance, Cranston, RI

Josephine Porter, MPH, Deputy Director, New Hampshire Institute for
Health Policy and Practice, University of New Hampshire, Campton, NH

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

2:30 pm Transition Break

HOTEL INFORMATION/RESERVATIONS: The Hyatt Regency Washington on Capitol Hill is the official hotel for the National Summit on Health Care Price, Cost and Quality Transparency. A special group rate of \$219.00 single/double per night (plus tax) has been arranged for Summit Attendees. To make your hotel reservations online please go to www.HCTransparencySummit.com and click on the Travel/Hotel tab. You may also make a reservation by calling Central Reservations toll free at 1-888-421-1442 or 202-737-1234 to reach the hotel directly. Please refer to **THE TRANSPARENCY SUMMIT** in order to obtain the group rate. Reservations at the group rate will be accepted while rooms are available or until the cut-off date of **Friday, November 8, 2013**. After this, reservations will be accepted on a space-available basis at the prevailing rate.

Hyatt Regency Washington on Capitol Hill

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MINI SUMMIT III: CASE STUDIES ON THE IMPACT OF TRANSPARENCY IN LOCAL MARKETS

1:15 pm Panel Discussion

Randy Cox, *Founder and Chief Executive Officer, Pricing Healthcare, Provo, UT*

George Kalogeropoulos, *Co-Founder, OpsCost, San Francisco, CA*

Mary McWilliams, MS, *Executive Director, Puget Sound Health Alliance; Former President and Chief Executive Officer, Regence BlueShield, Seattle, WA*

Jeffrey J. Rice, MD, JD, *Chief Executive Officer, Healthcare Blue Book; Former Executive Vice President of Medical Leadership and Business Development, Healthways, Nashville, TN*

Ronald Shinkman, *Editor, Payers & Providers, Burbank, CA (Moderator)*

2:30 pm Transition Break

MINI SUMMIT IV: THE HEALTH PLAN ROLE IN HEALTH CARE TRANSPARENCY

1:15 pm Panel Discussion

Jeff D. Emerson, MS, *Senior Vice President, Health Care Management, Aetna, Hartford, CT*

George Lenko, *Program Director, National Network Initiatives, Anthem Blue Cross and Blue Shield, Detroit, MI*

Lewis Sandy, MD, MBA, FACP, *Executive Vice President, Clinical Advancement, UnitedHealth Group; Former Executive Vice President, The Robert Wood Johnson Foundation, Minnetonka, MN*

Michael W. Painter, MD, JD, *Senior Program Officer, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)*

2:30 pm Transition Break

MINI SUMMITS GROUP II

MINI SUMMIT V: THE ROBERT WOOD JOHNSON FOUNDATION'S HEALTH DATA CHALLENGE

2:45 pm Panel Discussion

Challenge winner to be announced

Katherine Hempstead, PhD, MA, *Senior Program Officer, Robert Wood Johnson Foundation; Former Director, Center for Health Statistics, New Jersey Department of Health and Senior Services, Princeton, NJ (Moderator)*

4:00 pm Transition Break

MINI SUMMIT VI: PHYSICIAN PRICE AND QUALITY TRANSPARENCY

2:45 pm Panel Discussion

Peter B. Angood, MD, FRCS(C), FACS, FCCM, *Chief Executive Officer, American College of Physician Executives, Tampa, FL*

Chris Queram, *President and Chief Executive Officer, Wisconsin Collaborative Health Care Quality, Middleton, WI*

Neel T. Shah, MD, MPP, *Founder and Executive Director, Costs of Care; Lecturer, Harvard Medical School, Beth Israel Deaconess Medical Center, Boston, MA*

Katherine Browne, MBA, MHA, *Deputy Director/Chief Operating Officer, Center for Health Care Quality, Department of Health Policy, George Washington University, Washington, DC (Moderator)*

4:00 pm Transition Break

MINI SUMMIT VII: PRICE TRANSPARENCY AND BUNDLED PAYMENTS

2:45 pm Panel Discussion

Francois de Brantes, *Executive Director, Health Care Incentives Improvement Institute, Newtown, CT*

Kimberly Hartsfield, *Director, EBI Medical Informatics, Arkansas Blue Cross Blue Shield, Little Rock, AR*

Michael W. Painter, MD, JD, *Senior Program Officer, Robert Wood Johnson Foundation, Princeton, NJ (Moderator)*

4:00 pm Transition Break

MINI SUMMIT VIII: TRANSPARENCY IN FORMULARY DECISION MAKING

2:45 pm Panel Discussion

Jennifer Graff, PharmD, *Director of Comparative Effectiveness Research, National Pharmaceutical Council (NPC), Washington, DC (Moderator)*

4:00 pm Transition Break

MINI SUMMITS GROUP III

MINI SUMMIT IX: TRANSPARENCY AND HEALTH CARE MARKETS: IMPLICATIONS OF CONSOLIDATION, MARKET STRUCTURE AND THE POSSIBLE DISCLOSURE OF NEGOTIATED RATES BETWEEN HEALTH PLANS AND PROVIDERS

4:15 pm Panel Discussion

Andrew Austin, PhD, *Economist, The Library of Congress; Researcher, Congressional Research Service, Washington, DC*

Brad Buxton, MPH/MHA, *President, BTB Associates; Principal, HES Advisors; Former Senior Vice President, Anthem Blue Cross and Blue Shield (Ohio, Indiana, Kentucky), Chicago, IL*

Suzanne F. Delbanco, PhD, *Executive Director, Catalyst for Payment Reform; Former Chief Executive Officer, The Leapfrog Group, San Francisco, CA*

Margaret E. Guerin-Calvert, *Founding Director, Compass Lexecon; Senior Managing Director – President, Center for Healthcare Economics and Policy; Former Assistant Chief of the Economic Regulatory Section, Antitrust Division, US Department of Justice, Washington, DC*

David Dranove, PhD, *Walter Mc Nerney Distinguished Professor of Health Industry Management, Professor of Management and Strategy and Director of the Health Enterprise Management Program, Kellogg Graduate School of Management, Northwestern University Evanston, IL*

Andrea M. Ducas, MPH, *Program Associate, Quality/Equality Health Care Team, Robert Wood Johnson Foundation, Jersey City, NJ (Moderator)*

5:30 pm ADJOURNMENT

MINI SUMMIT X: HOSPITAL PRICING TRANSPARENCY INITIATIVES

4:15 pm Panel Discussion

John Bishop (Invited), Chief Financial Officer, Long Beach (Calif.) Memorial Medical Center, Miller Children's Hospital Long Beach and Community Hospital Long Beach, Long Beach, CA

Stephen F. Brenton, President and Chief Executive Officer, Wisconsin Hospital Association; Former President, West Virginia Hospital Association, Madison, WI

Joseph Fifer, FHFMA, CPA, President and Chief Executive Officer, Healthcare Financial Management Association (HFMA); Former Vice President-Hospital Finance, Spectrum Health, Westchester, IL

Tim Meier (Invited), Chief Financial Officer, Bergan Mercy Medical Center and Midlands Hospital, Omaha, NE

Katherine Hempstead, PhD, MA, Senior Program Officer, Robert Wood Johnson Foundation; Former Director, Center for Health Statistics, New Jersey Department of Health and Senior Services, Princeton, NJ (Moderator)

5:30 pm ADJOURNMENT

MINI SUMMIT XI: MOTIVATING CONSUMERS TO USE DATA ON PRICE, COST AND QUALITY

4:15 pm Panel Discussion

Kristin L. Carman, PhD, Director of Health Policy and Research, American Institutes for Research, Washington, DC

Jessica Greene, PhD, Professor and Director of Research, The George Washington University School of Nursing, Washington, DC

Ellen T. Kurtzman, MPH, RN, FAAN, Assistant Research Professor, School of Nursing, The George Washington University; Former Senior Program Director, National Quality Forum, Washington, DC

Stephen Parente, PhD, MPH, MS, Professor and Director, Medical Industry Leadership Institute, Minnesota Insurance Industry Chair of Health Finance, University of Minnesota, Minneapolis, MN

Lynn Quincy, MA, Senior Policy Analyst, Consumer's Union; Consumer Representative, National Association of Insurance Commissioners, Washington, DC

Susan R. Mende, BSN, MPH, Senior Program Officer, Robert Wood Johnson Foundation, Harlem, NY (Moderator)

5:30 pm ADJOURNMENT

WEDNESDAY, DECEMBER 4, 2013

HEALTH CARE TRANSPARENCY SUMMIT AGENDA: DAY III

7:00 am Registration Opens Continental Breakfast in Exhibit Hall

8:00 am International Price Variations: What the Data Show



George C. Halvorson, Chairman, Kaiser Permanente; Past Chair, International Federation of Health Plans, Oakland, CA



Tom Sackville, Chief Executive, International Federation of Health Plans, Former British Minister of Health, London, UK



Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation; Health Policy Analyst, The PBS News Hour, Washington, DC (Chair/Moderator)

8:45 am Employer Health Care Transparency Initiatives



Katherine A. "Kate" Coler, Vice President of Government Affairs, Safeway, Washington, DC



Anna Fallieras, Program Leader, Healthcare Initiatives, General Electric, Fairfield, CT



Suzanne F. Delbanco, PhD, Executive Director, Catalyst for Payment Reform; Former Chief Executive Officer, The Leapfrog Group, San Francisco, CA



Anne F. Weiss, MPP, Team Director and Senior Program Officer, Robert Wood Johnson Foundation; Former Senior Assistant Commissioner, New Jersey Department of Health and Senior Services, Princeton, NJ (Moderator)

9:45 am Break

10:00 am The Role of Health Insurance Exchanges in Fostering Transparency on Health Plan Cost and Quality



Joel Ario, M.Div., JD, Managing Director, Manatt Health Solutions; Former Director, Office of Health Insurance Exchanges, US Department of Health and Human Services; Former Pennsylvania Insurance Commissioner; Former Executive Director, Oregon State Public Interest Research Group, Washington, DC



Mila Kofman, JD, Executive Director, Washington, DC Health Benefit Exchange, Research Professor and Project Director, Health Policy Institute Georgetown University; Former Maine Superintendent of Insurance, Washington, DC



Katie Burns, Policy and Plan Management Director, Health Insurance Exchange, Minnesota Department of Commerce, Minneapolis, MN



Heather H. Howard, JD, State Network Program Director, Robert Wood Johnson Foundation; Lecturer in Public Affairs, Woodrow Wilson School, Princeton University; Former Commissioner of Health and Senior Services, New Jersey, Princeton, NJ (Moderator)

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11:00 am

Where We Go From Here? Carrying the Transparency Movement Forward



E-Patient Dave deBronkart, *Cancer Patient and Blogger; Founder, ePatientDave.com, Nashua, NH*



Paul B. Ginsburg, PhD, *President, Center for Studying Health System Change; Former Executive Director, Physician Payment Review Commission; Former Deputy Assistant Director, Congressional Budget Office, Washington, DC*



Lewis Sandy, MD, MBA, FACP, *Executive Vice President, Clinical Advancement, UnitedHealth Group; Former Executive Vice President, The Robert Wood Johnson Foundation, Minnetonka, MN*



Richard (Rich) Umbdenstock, *President and Chief Executive Officer, American Hospital Association; Former Executive Vice President, Providence Health and Services, Washington, DC*



Anne F. Weiss, MPP, *Team Director and Senior Program Officer, Robert Wood Johnson Foundation; Former Senior Assistant Commissioner, New Jersey Department of Health and Senior Services, Princeton, NJ (Moderator)*

Noon

ADJOURNMENT

SAVE THESE DATES IN 2014!

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MEDIA PARTNERS: *Harvard Health Policy Review, Health Affairs, Accountable Care News, Medical Home News and Population Health Journal*

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The Leading Forum on Accountable Care Organizations (ACOs) and Related Delivery System and Payment Reform

SPONSORED BY Engelberg Center for Health Reform at the Brookings Institution and Dartmouth Institute for Health Policy and Clinical Practice
MEDIA PARTNERS: *Harvard Health Policy Review and Health Affairs*

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The Leading Forum on Accountable Care and Related Delivery System and Payment Reform

PRODUCED BY California Association of Physician Groups (CAPG) and Integrated Healthcare Association (IHA)

MEDIA PARTNERS: *Harvard Health Policy Review, Health Affairs, Accountable Care News and Medical Home News*

**November 10 - 12 • Los Angeles, CA
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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.

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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.

CONTINUING EDUCATION CREDITS

NASBA

Health Care Conference Administrators, LLC (dba GHC, LLC Healthcare) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org. A recommended maximum of 20 credits based on a 50-minute hour will be granted for the entire learning activity. This program addresses topics that are of a current concern in the healthcare quality and patient safety environment. This is an update, group-live activity. For more information regarding administrative policies such as complaints or refunds, call 425-233-5075 or email pjgrant@ehcca.com.

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.



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.

INTELLECTUAL PROPERTY POLICY

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.

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.

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 9 (one form per registrant, photocopies acceptable). Payment must accompany each registration (U.S. funds, payable to Health Care Conference Administrators, LLC).

ONLINE: Secure online registration at www.HCTransparencySummit.com.

FAX: 206-319-5303 (include credit card information with registration)

MAIL: Conference Office, 22529 39th Ave SE, Bothell, WA 98021

FOR REGISTRATION QUESTIONS:

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

COMPLETE THE FOLLOWING. PLEASE PRINT CLEARLY:

NAME _____

SIGNATURE OF REGISTRANT - REQUIRED _____

JOB TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____

E-MAIL _____

Special Needs (Dietary or Physical)

ONSITE CONFERENCE ATTENDANCE

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

PRECONFERENCE (Optional; Includes Luncheon):

- The Basics of Hospital Pricing, Including Understanding the Chargemaster \$ 495

CONFERENCE (Does not include Preconference or Postconference):

Standard Rate:

- Through Friday, October 18, 2013* \$1,195
- Through Friday, November 8, 2013** \$1,595
- After Friday, November 8, 2013 \$1,995

Health Plan and Hospital/Health System Rate:

- Through Friday, October 18, 2013* \$ 995
- Through Friday, November 8, 2013** \$1,295
- After Friday, November 8, 2013 \$1,595

Special Academic/Government/Clinic Rate***:

- Through Friday, October 18, 2013* \$ 595
- Through Friday, November 8, 2013** \$ 795
- After Friday, November 8, 2013 \$ 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, October 18, 2013* \$ 795
- Through Friday, November 8, 2013** \$1,095
- After Friday, November 8, 2013 \$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 8).

CHOOSE YOUR MINI SUMMITS

(One from each group):

Group I — 1:15 pm

- I: New CMS Transparency Policy ...
- II: State-based Transparency Initiatives
- III: Case Studies in the Impact of Transparency in Local Markets
- IV: The Health Plan Role in Health Care Transparency

Group II — 2:45 pm

- V: The Robert Wood Johnson Foundation's Health Data Challenge
- VI: Physician Price and Quality Transparency
- VII: Price Transparency and Bundled Payments
- VIII: Transparency in Formulary Decision Making

Group III — 4:15 pm

- IX: Transparency and Health Care Markets ...
- X: Hospital Pricing Transparency Initiatives
- XI: Motivating Consumers to Use Data on Price, Costs and Quality

SPECIAL THANKSGIVING TRAVEL REGISTRATION PACKAGE: For those onsite registrants, especially from the West Coast, who have problems booking travel that will get you to the Summit for the 1:00 pm Opening Plenary Session on Monday, December 2, 2013, we are pleased to offer you access to the online video broadcast (live and archived for 6 months) at no additional cost. Just send an email to registration@hconferences.com letting us know about your travel problems, and we will add your special no-cost registration for the online broadcast/archival to your onsite registration.

Please contact our registration department at registration@hconferences.com or 800-503-0078 if you have questions.

PAYMENT

Discount Code: _____

TOTAL FOR ALL OPTIONS, ONSITE OR WEBCAST:

Please enclose payment with your registration and return it to the Registrar at Transparency Summit, 22529 39th Ave SE, Bothell, WA 98021, or fax your credit card payment to 206-319-5303.

You may also register online at www.HCTransparencySummit.com.

- Check/money order enclosed (payable to Health Care Conference Administrators LLC)

- Payment by credit card: American Express Visa Mastercard

If a credit card number is being given to hold registration only until such time as a check is received it must be so noted. If payment is not received by seven days prior to the Summit, the credit card payment will be processed. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

WEBCAST CONFERENCE ATTENDANCE

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, October 18, 2013* \$ 795
- Through Friday, November 8, 2013** \$1,095
- After Friday, November 8, 2013 \$1,395

Special Academic/Government/Clinic Rate***:

- Through Friday, October 18, 2013* \$ 495
- Through Friday, November 8, 2013** \$ 595
- After Friday, November 8, 2013 \$ 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 20 or more \$295 each
 10 or more \$395 each 40 or more \$195 each

See INTELLECTUAL PROPERTY POLICY, page 8.

CONFERENCE ELECTRONIC MEDIA:

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:

You can purchase an annual subscription to *Readmissions News*, *Predictive Modeling News*, *Medical Home News*, *Health Insurance Marketplace News*, and *Accountable Care News* for only \$295 (regular rate \$468) when ordered with your conference registration.

- Readmissions News* \$ 295 *Medical Home News* \$ 295
- Predictive Modeling News* \$ 295 *Accountable Care News* \$ 295
- Health Insurance Marketplace News* \$ 295

* This price reflects a discount for registration and payment received through Friday, October 18, 2013.

** This price reflects a discount for registration and payment received through Friday, November 8, 2013.

*** 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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NAME OF CARDHOLDER _____

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