



## 2008 MANAGED CARE CONFERENCE & TRADE SHOW

**Continuing Education Category\*\***

**CME, CLE and CPE credits available  
for designated sessions**

*Subject to final approval of accreditation agency*

# Conference Agenda

MONDAY, October 20, 2008

7:00 pm - 9:00 pm	PLATINUM SPONSOR DINNER <i>(By invitation only)</i>
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TUESDAY, October 21, 2008 (Morning Sessions)

6:30 am - 6:00 pm	CONFERENCE REGISTRATION	
6:30 am - 9:00 am	CONTINENTAL BREAKFAST	
9:00 am - 9:50 am	2008 TAHP CONFERENCE WELCOME AND OVERVIEW	
9:00 am - 9:50 am	<b>KEYNOTE</b> <i>The Evolving Role of Value Based Healthcare Purchasing and Benefits</i> Cristie Upshaw Travis, CEO, Memphis Business Group on Health	
9:50 am - 10:00 am	BREAK	
8:30 am - 1:00 pm	TAHP ANNUAL GOLF TOURNAMENT	
10:00 am - 10:50 am	Collaborative Diabetes Management	<b>CME</b> <b>CPE</b> Tom Tran, PharmD; Divisional V.P. of Pharmacy Programs, Blue Cross and Blue Shield of Texas Linda Tarkowski, PharmD; Clinical Pharmacist, Blue Cross and Blue Shield of Texas
	<b>Compliance Workshop - Part 1:</b> <i>The Top Ten Practical Things Everyone Needs to Know About ERISA and Group Health Benefits Coverage</i>	<b>CLE</b> Christopher W. Buley, J.D.; Assistant General Counsel, Blue Cross and Blue Shield of Texas
	A Behind the Scene Look at the 1 <sup>st</sup> TX 3-Share Program	<b>CLE</b> James I. Rodriguez, FACHE; Executive Director, UTMS 3 Share Program
10:50 am - 11:00 am	BREAK	
11:00 am - 11:45 pm	New Age of Biologics	<b>CPE</b> <b>CME</b> Dana Evans, MD; Medical Director, Value-Based Healthcare, Genentech USA
	<b>Compliance Workshop - Part 2:</b> <i>Managed Care Compliance - From the Forest Into the Trees. MCO-specific guidance on federal/state regulations.</i>	<b>CLE</b> Robbi-Lynn Watnik, J.D.; Senior Healthcare Compliance Consultant, Altarum Institute <a href="http://www.altarum.org">http://www.altarum.org</a>
	Medicare Advantage - Strategies for Retention and Program Management	<b>CLE</b> Rick Bowles, MHA; Senior V.P., Reden & Anders
12:00 am - 12:45 pm	<b>LUNCH KEYNOTE</b> <i>Crucial Conversations -Stepping Up when the Stakes are High</i> Greg Stephens, Crucial Conversations Trainer/Facilitator	

Speakers and Times May Change



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TUESDAY, October 21, 2008 (Afternoon Sessions)

1:00 pm - 1:50 pm	Asthma Guidelines Update	CME CPE	Edward Brooks, MD; Division of Infectious Disease & Immunology, Department of Pediatrics, UTMB
	Crucial Conversations Training Using Crucial Conversation Principles and Tools.		Greg Stephens, Speaker/Facilitator
	H.R. 6331 - A Practical Overview on Industry Requirements and Implications	CLE	Gorman Health Group ( <i>Invited</i> )
1:50 pm - 2:00 pm	BREAK		
2:00 pm - 2:50 pm	HEDIS Update 2008	CPE CME	Lori Andersen, Assistant Director of HEDIS Programs, NCQA
	Universal Healthcare - A Look at Federal and State Initiatives	CLE	Jonathan K. Henderson, KL Gates
2:50 pm - 3:30 pm	ATTENDEE ICE CREAM BREAK		
6:00 pm - 8:30 pm	TAHP CONFERENCE RECEPTION IN THE EXHIBIT HALL		



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WEDNESDAY, October 22, 2008 (Morning Sessions)

7:00 am	INFORMATION DESK OPEN	
7:00 am - 8:15 am	BREAKFAST BUFFET	
7:00 am - 8:15 am	MEDICAL DIRECTOR BREAKFAST	
8:30 am - 9:15 am	KEYNOTE TBA	
9:15 am - 9:30 am	BREAK	
9:30 am - 10:30 am	<div style="text-align: center;"> <span style="border: 1px solid black; padding: 2px;">CLE</span> </div> <p>2008 LEGISLATIVE PANEL</p> <p>MODERATOR: Tom Bond,</p> <p>SPEAKER PANEL: Representatives Garnet Coleman, Craig Eiland, Carl Isett, And Larry Taylor</p>	
10:30 am - 10:40 am	BREAK	
10:40 am - 11:30 am	<p><b>The Power of Lean Thinking in Healthcare Organizations: Using Lean Tools and Principles to Maximize Customer Value</b></p>	<p>Brock Husby; Lean Six Sigma Coach, Altarum Institute PhD Candidate, University of Michigan</p>
	<p>To Err is Human - Continuing to Err is Not: <i>Industry Impact and Super Human (?) Response</i></p>	<p><span style="color: red;">CLE</span></p> <p>Penny Hobbs, McGinnis, Lochridge &amp; Kilgore Dan Stultz, MD, CEO; Texas Hospital Association</p>
	<p>Oncology Cost Management</p>	<p><span style="color: red;">CPE</span> <span style="color: red;">CME</span></p> <p>Marybeth Regan, PhD; Senior Vice President, Nanolmproved, Inc.</p>
12:00 pm - 1:30 pm	LUNCH WITH EXHIBITORS AND SPONSORS	



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# Conference Agenda

WEDNESDAY, October 22, 2008 (Afternoon Sessions)

<p>1:00 pm - 1:50 pm</p>	<div style="text-align: center;"> <p>CME</p> <p><b>KEYNOTE</b></p> <p><b><i>Aligning Forces for Quality</i></b></p> <p><b>David Wennberg, MD MPH</b></p> <p>Chief Science &amp; Products Officer President &amp; COO, Health Dialog Analytic Solutions</p> <p><i>The Robert Wood Johnson Foundation's <a href="#">Aligning Forces for Quality (AF4Q) program</a> commissioned a special report by the Dartmouth Atlas Project to highlight the uneven quality of health care being delivered across America and the need to improve the quality of care and reduce disparities in health in every community. The report demonstrates that in U.S. health care, it's not only who you are that matters, it's also where you live.</i></p> </div>	
<p>1:50 pm - 2:00 pm</p>	<p style="text-align: center;"><b>BREAK</b></p>	
<p>2:00 pm - 3:30 pm</p>	<p>Texas Regulatory and Agency Update - - <b><i>Including TDI Perspective on Sunset Review</i></b></p>	<div style="text-align: center;"> <p>CLE</p> <p>Dianne Longley and Doug Danzeiser, Texas Department of Insurance (TDI)</p> <p>Jared Wolfe, Texas Association of Health Plans (TAHP)</p> </div>
<p>5:30 pm - 6:45 pm</p>	<p style="text-align: center;"><b>HEALTH PLAN LEADERSHIP RECEPTION WITH SPONSORS AND OTHER INVITED GUESTS</b></p>	
<p>6:45 pm - 10:00 pm</p>	<p style="text-align: center;"><b>DINNER RECEPTION AND CASINO PARTY</b></p>	

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THURSDAY, October 23, 2008 (Morning Sessions)

7:00 am	INFORMATION DESK OPEN		
7:00 am - 8:30 am	BREAKFAST BUFFET		
8:30 am - 9:15 am		CLE	
	<b>KEYNOTE</b> <b>Health Care Reform - In Theory and In Reality</b> A firsthand look at the impact of Massachusetts Health Reform		
9:15 am - 9:20 am	BREAK		
9:20 am - 10:15 am	Improving Quality of Care through Appropriate, Evidence-Based Use of Emerging Technologies	CME CPE	Winifred Hayes, MS, PhD, RN; CEO, Hayes, Inc.
	Industry Trends - What Happened? What Now	CME CPE	Ruey Tu, BS, MS, MBA; Director of International Market Access, Pricing and Reimbursement, Abbott Labs
10:15 am - 10:30 am	BREAK		
10:30 am - 11:15 pm	<b>KEYNOTE</b> <i><b>What's on the Horizon - Health Care Delivery and Health Care Reform</b></i> Albert Hawkins, Executive Commissioner Texas Health and Human Services Commission		
11:45 pm - 1:30 pm	TAHP BOARD OF DIRECTORS LUNCHEON MEETING		