

Wharton Health Care Management Alumni Association Annual Conference
“The Value Ripple Effect”
 October 21, 2016

Updated 9/6/2016

Time	Session
7:30 - 8:30	Breakfast Reception and Registration
8:30 – 8:40	Welcoming Remarks <i>John Barkett (Willis Towers Watson); Maria Whitman (ZS Associates)</i>
8:40 – 9:30	<p style="text-align: center;">Opening Keynote: What is Value? What is the Value Ripple Effect? <i>Dr. Craig Samitt, EVP and Chief Clinical Officer, Anthem</i></p> <p>What is Value in health care? We all use different definitions, and finding consensus is no easy task. But fortunately Dr. Craig Samitt WG '95 is here to break it down for us. Dr. Samitt is the EVP and Chief Clinical Officer at Anthem, where he is responsible for establishing, leading and executing Anthem's overall clinical vision and strategy. In giving the opening keynote, he the questions “What is value?” and “What is the Value Ripple Effect?” while setting the stage for rest of the day’s discussions.</p>
9:30 – 10:30	<p style="text-align: center;">Plenary 1: The Purchasers’ Push <i>Tim Gronniger, Deputy Chief of Staff and Director of Delivery System Reform, Center for Medicare and Medicaid Services</i> <i>Chris McSwain, Former Vice President, US Benefits, Walmart</i></p> <p>What’s causing the Value Ripple Effect? To find out we’ve gone to the source – health care purchasers. Health care spending in the U.S. is split 50/50 between public and private purchasers. We’ve asked one of each to speak to the purchasers’ role in generating the Value Ripple Effect. Chris McSwain, the former head of US Benefits at Walmart, will offer the private purchaser’s perspective. Tim Gronniger, the Deputy Chief of Staff and Director of Delivery System Reform at the Centers for Medicare and Medicaid Services, will speak for public purchasers. Chris and Tim will explain how purchasers create value ripples, while telling us what works, what doesn’t, and what we can expect from public and private purchasers in the near future.</p>
10:30 – 10:45	Refreshment Break
10:50 – 11:50	<p style="text-align: center;">Concurrent Session 1: What’s Different? Technology and Analytics <i>Brenton Fagnoli, MD, Associate Medical Director of Strategic Initiatives, Flatiron Health</i></p> <p>Will the Value Ripple Effect last? This seems like a fair question given the failures of past efforts that pushed for value in the health care system. But this time around our technology has improved, which should simplify both delivering value and proving that you’ve done so. To highlight how technology is transforming oncology, we’ve asked Dr. Brenton Fagnoli WG '12, the Associate Medical Director of Strategic Initiatives at Flatiron Health, to discuss how providers are leveraging Flatiron Health’s software platform to succeed in value-based oncology</p>

	<p>initiatives. Tools like this didn't exist the last time we saw a major push for value; leveraging them might be our best chance at sustaining the Value Ripple Effect.</p> <p style="text-align: center;">Concurrent Session 2: Value Play: Population Health <i>Matt Longjohn, MD, National Health Officer, YMCA of the USA</i></p> <p>What new opportunities does the Value Ripple Effect bring? Significant ones, if you're a population health provider. Now the YMCA may not be the first pop health provider that comes to mind. But that will change after hearing Dr. Matt Longjohn, the YMCA's National Health Officer, present on how the YMCA's diabetes prevention model received a national coverage determination from CMS. When announced, it marked the first time a new Medicare benefit had been created without Congress passing a law, opening a door to reimbursement for population health providers that had long been locked.</p>
11:55 – 1:10	Networking Luncheon
1:10 – 2:00	<p style="text-align: center;">Plenary 2: Value in Delivery and Coverage <i>Jeff Hulburt, President and CEO, Beth Israel Deaconess Care Organization</i> <i>Marcy Carty, Vice President, Blue Cross Blue Shield of Massachusetts</i></p> <p>What has the Value Ripple Effect achieved? We can say this: the amount of activity between payers and providers around value-based arrangements is at a generational peak. But increased action is not the same as improved outcomes. So we've invited representatives from one payer and one provider whose market was one of the first to feel the Value Ripple Effect to talk about their experiences. Dr. Marcy Carty, Vice President of Network Performance at Blue Cross Blue Shield of Massachusetts, oversees BCBSMA's quality contracting. Jeff Hulburt is the President and CEO of the Beth Israel Deaconess Care Organization, which signed BCBSMA's "alternative quality contract" in 2011. Their joint presentation will walk through the challenges overcome and milestones achieved through value-based contracting.</p>
2:05 – 2:55	<p style="text-align: center;">Plenary 3: Value in Innovation <i>Roy Beveridge, Chief Medical Officer, Humana</i></p> <p>How far will the Value Ripple Effect reach? It's anyone's guess, but not-just-anyone will weigh in during our afternoon keynote. Dr. Roy Beveridge is the Chief Medical Officer at Humana, where he is responsible for developing and implementing Humana's clinical strategy, with an emphasis on advancing the company's integrated care delivery model. His keynote will address how far the current push for value will go. Will the ripples push past payers and providers, and reach medical innovation and life sciences companies? Or do current efforts constitute a high water mark?</p>
3:00 – 3:15	Refreshment Break
3:20 – 4:20	<p style="text-align: center;">Concurrent Session 3: What's Different this Time: Payment Reform <i>Debbie Zimmerman, Chief Medical Officer, Lumeris and Essence Healthcare</i> <i>Chris Dawe, Principal, Transformation, Evolent Health</i></p> <p>Will the Value Ripple Effect last? Technology gives us cause for optimism. So too does payment reform, where Medicare's efforts and private payer innovation</p>

	<p>around Medicare Advantage translate to market opportunities that weren't available to providers transitioning away from fee-for-service the last time around. Dr. Debbie Zimmerman, Chief Medical Officer at Lumeris, and Chris Dawe, Principal at Evolent Health and one of the principal drafters of the Affordable Care Act's payment reforms, will discuss what it will take for providers to succeed as new and grander reforms – such as those contained in the Medicare and CHIP Reauthorization Act (MACRA) – make their way into the market.</p> <p style="text-align: center;">Concurrent Session 4: Value Play: – Medication Adherence <i>Sam Holiday, Chief Operating Officer, Fit4D</i> <i>Josh Stein, Chief Executive Officer, AdhereTech</i> <i>Clifford Jones, Chief Executive Officer, AllazoHealth</i></p> <p>What new opportunities does the Value Ripple Effect bring? Like Population Health providers, Medication Adherence companies have reasons for optimism. Often called the "\$300 Billion opportunity," improving medication adherence has the potential to better outcomes for patients while creating value for health care stakeholders. Our panelists Sam Holliday WG'09, Chief Operating Office at Fit4D; Josh Stein WG'12, Chief Executive Officer at AdhereTech; and Clifford Jones, Chief Executive Officer at AllazoHealth will discuss the three different approaches their start-ups are taking to capture part of that value by improving med adherence.</p>
4:30 – 5:15	<p style="text-align: center;">Closing Keynote: What Do We Know, and Where Do We Go from Here? <i>Richard Baron, President and CEO, American Board of Internal Medicine</i></p> <p>What will be the long term implications of the Value Ripple Effect? We've asked Dr. Richard Baron, the President and Chief Executive Officer of the American Board of Internal Medicine, to try to answer that question in the closing keynote. Dr. Baron has practiced general internal medicine and geriatrics for almost 30 years at Greenhouse Internists, P.C., located in Philadelphia. From 2011 to 2013, Dr. Baron served as Group Director of Seamless Care Models at the Centers for Medicare & Medicaid Services (CMS) Innovation Center, where he led efforts related to accountable care organizations and primary care. Prior to that he served on the Board of the National Quality Forum served as Chief Medical Officer of Health Partners, a not-for-profit Medicaid HMO set up by four teaching hospitals in Philadelphia, from 1988 to 1996. Dr. Baron will incorporate observations taken from the day's presentations and question and answer sessions into his closing talk.</p>
5:15 – 7:00	Cocktail Reception