

HCEG ANNUAL FORUM

PROGRAM GUIDE



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HCEG Makes it Home!

The Birth of HCEG and the HCEG Top 10

HCEG claims Boston as its “birthplace” because in 1988 Digital Equipment disbanded its healthcare users group. But that forward-looking group of innovators and technology leaders decided that they still wanted to meet, share perspectives on healthcare challenges and opportunities, and have an expanding network around the country they could reach out to for ideas and support. Enter the HealthCare Executive Group; originally the Managed Care Executive Group. HCEG facilitates executive learning and networking via webinars, roundtables and our marquee event - **our Annual Forum** - where real, relevant and challenging discussions are hosted, in a unique, open-discussion format.

Early in our history, HCEG members identified the need to determine the main challenges, issues and opportunities they were facing within their respective organizations. Taking a lead from The David Letterman Show, this list became known as the **HCEG Top 10**, and is referenced regularly by healthcare experts and trade media.

Welcome to the 2019 HCEG Annual Forum - Our 31st!

On behalf of the HealthCare Executive Group (HCEG) and our Board of Directors, we are thrilled to welcome you to Boston, Massachusetts for a few days of transformative discussions with other executives from across the country; all pioneering the transformation of healthcare during these on-going, uncertain times in the United States.

This 31st HCEG Annual Forum seeks to break down the silos that inhibit industry-changing innovation and provide you and your colleagues with actionable information, ideas and relationships to help as you lead your organization through the remainder of 2019, into 2020, and beyond. We've brought together over a hundred leaders to engage in dialogue, to collaborate, partner, and experience how innovative new models of care, reimbursement, technology and digital transformation are impacting healthcare constituents today.

Participants at our Annual Forum will determine the 2020 HCEG Top 10. Together, we will review, select and rank 25-30 carefully curated challenges, issues and opportunities during roundtable discussions and in-situ voting. Before the close of the Annual Forum, HCEG will announce the 2020 HCEG Top 10. This list will serve as the foundation of nationwide research through the Industry Pulse Survey, will be shared nationally and will become HCEG's program of topics for the year to come.

In addition to developing the **2020 HCEG Top 10**, the 2019 HCEG Annual Forum will provide a valuable exchange of perspectives on key issues and will facilitate networking opportunities. Offsite events include tours and technology case studies at the IBM Watson Experience Center, food and beverage on the Left Field Deck at historic Fenway Park and a Red Sox vs. Yankees baseball game, plus breakfasts, lunches and noteworthy receptions.

We hope you will take the ideas and unique experiences that you will certainly absorb during the Forum back to your organizations to drive impactful changes that will make healthcare transformation going forward, a reality.

Thank you and our sponsor partners for joining us at the 2019 Annual Forum. We are thrilled that you share our excitement about the future of healthcare and we sincerely appreciate your participation.

Warm regards,

Ferris Taylor
HCEG Executive Director

Making the Most of the 31st Annual Forum of the HealthCare Executive Group

There are great opportunities to meet, experience and engage with fellow healthcare executives at **HCEG's 2019 Annual Forum**. To help you get the most out of the HCEG Annual Forum read through this guide to ensure you're aware of what's to come.

You are among the health market's most influential leaders – connect with each other!

Schedule of Activities: The back of your name badge contains an abbreviated schedule. You can find a more detailed agenda [here](#).

Networking Opportunities: Besides the ongoing opportunities for interaction with other participants during the sessions and events throughout the forum, the following networking opportunities are planned:

- **Sunday Night: 7:00 PM - 9:00 PM** Welcome Reception at Fenway Terrace at the Commonwealth Hotel
- **Monday Night: 5:10 PM - 7:10 PM** Evening of Peer-to-Peer Networking, food, beverage and Entertainment on the Left Field Deck at Fenway Park
- **Monday Night: 7:10 PM** - reserved seats for the Boston Red Sox vs New York Yankees Baseball Game at Fenway Park
- **Tuesday Night: 7:30 PM - 9:30 PM** Dinner + Closing Keynote: On the Bleeding Edge: Healthcare Policy and Reform in New England at Fenway Ballroom
- **Tuesday Night: 9:30 PM - 10:30 PM** Late Night Reception at Fenway Ballroom

Social Media: During the forum, we'll be sharing some information and pictures via our @HCEG Twitter account. Feel free to follow the [@HCEG](#) account and/or the #HCEGForum hashtag. Share forum insights, ideas and experience with those that could not attend by using the #HCEGForum hashtag.

The HCEG Newsletter: If you are not already a subscriber, join the mailing list for our newsletter. You can sign up [here](#).

Blogging: Check out the HCEG Blog [here](#). If you'd like to share your insight, ideas and/or opinion, we'd love to have you guest post on the HCEG blog. Send us an [email](#).

Join Us on Twitter & LinkedIn: Follow our [Twitter](#) and [LinkedIn](#)

Continue to Engage After the Forum Ends: Once the forum is over, we'll be sharing information, content and pictures from the event in our newsletter, on our blog and via our social media channels

Share Your Opinion About HCEG: We'd love to hear about what you thought of our 31st Annual Forum. What did you like? What didn't you like? What could we do to help you as a healthcare executive? Send us your thoughts and ideas [here](#).

HCEG Draft Agenda

Includes Breakfasts, Lunches, Dinners and Reception Networking Opportunities Each Day

Sunday, September 8, 2019

7:00 PM – 9:00 PM
*Welcome Reception at
Hotel Commonwealth*

Participants arriving Sunday can attend an HCEG Welcome Reception at Fenway Terrace

Monday, September 9, 2019

9:00 AM – 12:00 PM
IBM Offsite

IBM Watson Experience Center

During the Watson Experience Center session, IBM will share its innovation and impact across healthcare through the use of AI, big data, and blockchain. IBM is a founding member of the Blockchain Health Utility Network, which aims to improve transparency and interoperability in the health care industry. IBM's Watson Health unit builds on the latest research in technology and health to commercialize and scale offerings that improve health plan member experience, enable more informed decision making among providers and patients, and accelerate complex processes to drive down costs.

Participants will explore:

- The Blockchain Health Utility Network
- IBM's approach to machine learning, with a strong focus on payer use cases
- Overview of chat-based applications, including Watson Assistant for Health Benefits (consumer-facing tool for health plans)
- Overview of additional Watson Health offerings, with a focus on consumer health

Dr. Kyu Rhee, VP & Chief Health Officer, IBM Watson Health

Dr. Paco Curbera, Director, Blockchain & Consumer Health Development, IBM Watson Health

12:00 PM – 2:00 PM
*Welcome to Boston +
Lunch + Quizzify*

Quizzify: So, You Think You Know Healthcare?

Join your peers for a compelling, fun, and interactive Quizzify session led by Quizzify CEO, Al Lewis, and learn just how much you do not know about healthy behavior. This live quiz simulates an approach many employers are using to teach employees how to make healthier decisions and spend healthcare dollars more wisely. Increase your own awareness as you engage in a friendly, team-based competition, and experience first-hand how wiser consumers make healthier decisions.

Al Lewis, CEO, Quizzify

2:15 PM – 3:15 PM
Keynote

The DC Landscape: Policy Poised to Impact Health Plans in the Near Term

In a busy political year, this Keynote Address from Matt Eyles, President and CEO of AHIP, helps business leaders understand which conversations in DC are most essential as they form their business strategies for future years. Attendees gain necessary insights to:

- Cut through the rhetoric in an election year
- Learn which policies may directly impact their business and members in the next year
- Explore top-of-mind issues including the future of Medicare and the ACA, as well as bipartisan agreements on price transparency, the price of prescription drugs and other timely issues
- Consider new ways to keep costs down and simplify the healthcare system for all stakeholders

Matt Eyles, President and CEO, America's Health Insurance Plans (AHIP)

Charles Stellar, President and CEO, Workgroup for Electronic Data Interchange (WEDI)

3:15 PM – 4:00 PM

Telehealth -mHealth-Digital Health: Transforming Healthcare Delivery

Digital and telehealth use is climbing dramatically, but there are still barriers to broader adoption. In her first year at the helm of the American Telehealth Association, the premier organization focused on advancing the adoption of telehealth, Ann Mond Johnson has a keen eye to the future, leveraging connected care technologies to improve care, engage patients in their health and wellness, and reduce inefficiencies across the health care system. Join an open dialog with the panel to discuss:

- Breaking down the barriers to help health systems move telehealth/mHealth/digital health and the transition to value-care forward
- Advances at the Federal and State level that are opening the doors for telehealth, digital health and mHealth
- New and consumer-friendly care delivery opportunities and remote monitoring technologies
- The role of emerging technologies – how AI, voice and others are changing care delivery

Ann Mond Johnson - CEO; American Telemedicine Association

Greg LeGrow - Sr. Director of Consumer and Provider Solutions, BCBS of Massachusetts

Kris Joshi, EVP and President of Network Solutions, Change Healthcare

5:00 PM – 7:00 PM

Evening of Peer-to-Peer Networking and Entertainment – Left Field Deck at Fenway Park

Join us for good food, drinks and networking with forum speakers and attendees. A sample of the fare you'll enjoy includes Kayem Fenway Franks, Yankee Lobster Co. Lobster Rolls, Barbeque Chicken, Vegetarian Pasta Salad, Gourmet House Made Mini Desserts and 2 Hour Hosted Beer and Wine Bar.

7:00 PM – 9:00 PM

Boston Red Sox vs New York Yankees Baseball Game

The fun and networking continue as Annual Forum attendees enjoy an exciting match between two of baseball's greatest teams.

Tuesday, September 10, 2019

8:00 AM – 9:15 AM

*Breakfast Keynote
Address*

Knowledge is Power: Cost Transparency as a Shared Strength and Responsibility

In this Keynote Address, discover how health plans and the Health Care Cost Institute (HCCI) collaborate to enable best-in-class data sets and provide greater value to both the business and member through transparency.

- Understand cost and utilization trends in the commercially-insured population
- Delve into the issue of cost variation in the US market and how it impacts the transparency movement at the regulatory level
- Examine initiatives to narrow cost variation
- Hear how HCCI and health plans work together to share de-identified cost and outcome data, help members navigate cost more easily, and drive improvement in quality and value with robust analytics
- Discover how your organization can both benefit from and help fuel the transparency mission

Niall Brennan, CEO, Health Care Cost Institute (HCCI)

Marshall Votta, Operating Advisor, Nautic Partners

Dr. Michael Sherman, SVP & Chief Medical Officer, Harvard Pilgrim Health Care and Lecturer, Harvard Medical School

9:30 AM – 10:15 AM

Logistics & Transportation Panel Discussion

Promote Health Equity and Remove Transportation as a Barrier to Care

This panel discussion examines the role of transportation in ensuring access to critical health services, with an emphasis on improving care and experience for underserved Medicaid and Medicare populations. Attendees explore:

- How rideshare can improve health outcomes and transform the member and patient experience
- Partnerships and infrastructure necessary to support transportation services for members and patients
- Challenges in targeting services to optimize impact in Medicaid, Medicare, and commercial populations and how to navigate them

Megan Callahan, Vice President, Healthcare, Lyft

Erika Pabo, Chief Health Officer, Humana Edge

Rob Garnett, President, Amerigroup TN

10:15 AM – 11:00 AM

Panel Discussion

Digital Transformation: How Novel Technologies are Making a Tangible Impact

Panelists discuss use cases of disruptive innovation in digital health including short- and long-term impacts on their business, relationships with other stakeholders, members, and patients.

- Explore technologies that foster engagement between health care stakeholders
- Assess the impact on consumers, outcomes, and costs
- Hear first-hand examples of how technology successfully integrates into a payer workflow including results and lessons learned

Kevin Pereau, Founder and CEO, TranscendIT Health

Mariya Filipova, Vice President Innovation, Anthem Inc

Oron Afek, CEO and Co-Founder, VIM

Ray Constantini, MD, CEO and Co-Founder, Bright.MD

Abner Mason, CEO, ConsejoSano

11:30 AM – 12:15 PM

M&A Panel Discussion

Beyond the Trend: Follow the Money to Identify Technologies Defining the Future of Healthcare

This panel of experts discusses the merger and acquisitions (M&A) landscape with a focus on technology investment. Attendees gain insight into which advancements investors are betting on and why.

- Which types of technology are worthy of investment in healthcare?
- What is driving the investment community toward M&A, and how does the right technology factor into the decision to invest in a business or not?
- What top technologies are poised to meaningfully support healthcare payment and delivery transformation in the next 3 years?

Tuoyo Louis, Co-Founder and Managing Partner, Bambü Global Healthcare Advisors

Ricardo Johnson, Senior Director, Healthworx, CareFirst BlueCross BlueShield

Vinay M. Shah, Principal & Founding Team Member, LTP

12:15 PM – 1:30 PM

HCEG Top 10 Roundtables

Top 10 Roundtables: Voting and Ranking

For more than a decade, a highlight of the HealthCare Executive Group's annual forum is the development of the [HCEG Top 10 list of challenges, issues, and opportunities](#) that health-care executives are facing. Starting with a list of approximately 25-30 items identified by the HCEG Board, members and partners, forum participants interact with each other to identify the 2020 Top 10 challenges, issues and opportunities for their organizations.

Candidate items on the HCEG Top 10 list will be reviewed in a roundtable format facilitated by key sponsor partner thought leaders. The objective of the luncheon discussions will be to clarify the overall voting list, add any critical issues that may have been missed and provide an opportunity for deeper insight into the critical issues for the coming year. The final list of items will then be ranked by forum participants and formally shared with attendees.

Ferris Taylor, HCEG Executive Director

Steve Sisko, HCEG Digital Strategist

Selena Fuller, Market Intelligence and Engagement, Change Healthcare

2:00 PM – 3:15 PM

Unleash Value and Innovation in Your Organization: Understanding the Problem You Don't See

"Innovation" is a healthcare buzzword often cited as a must-have for any organization that wants to succeed, or merely exist, in the near-term. But, what are the precursors for real innovation in an organization? And, what is the real barrier to lasting change? This keynote from Jason Woo, examines how organizations can avoid falling back into the same challenges in communications, collaboration, teamwork, and culture, and open the door to innovative thinking and change. In an interactive environment, attendees:

- Identify the hidden barrier that keeps leaders from creating a workplace culture that supports long-term success
- Examine how the factors that lead to personal success (expertise, knowledge, technical skills) may actually distort our ability to see a problem clearly and truthfully over time
- Learn how to create greater accountability and collaboration in our people to unleash their expertise and innovation
- Explore the causes of self-deception in an interactive setting through vignettes and individual and group exercises

Jason Woo, MD, MPH, FACOG, Medical Officer, US Public Health Service and Founder, Learning Core Leadership Through Service

3:30 PM – 4:15 PM

*Opioid Epidemic
Panel Discussion*

Developing a Collaborative Approach to Address the Opioid Crisis

In this panel, experts explore where organizations are today in dealing with the opioid epidemic and collaborative strategies to move forward. Panelists and attendees explore:

- The current state of the opioid crisis
 - How did we get here? – A look at overprescribing and alternative options for pain management
- Strategies in play today that aim to prevent and treat opioid abuse
 - Progress to-date and lessons learned during their implementation
- Next steps to move the needle in a positive direction
 - Which efforts are making the most impact?
 - How might health plans collaborate to mitigate the opioid epidemic on a local and national level?

Ian Gordon, COO, Solera

Dave Henderson, Chief Executive Officer, Thrivee

Gregory Marotta, President and CEO, CleanSlate Opioid Clinics

4:15 PM – 5:15 PM

Sustaining Outcomes and Savings through Lifestyle & Behavioral Modification

Even with more access to information, specialized medicine, and technology than ever before, we're not always healthier – what's the culprit?

Eric Hamborg, co-founder and chief commercial officer at MOBE will be joined by highly regarded panelists. They will explore the complexities of health care and discuss how services with sustainable cost saving models can be designed and delivered to address the challenges of a growing hidden population of members with complex health profiles. By taking a whole-person approach that promotes behavioral modifications in concert with medical care, long-term outcomes dramatically improve.

*Eric Hamborg, Chief Commercial Officer, MOBE
Archelle Georgiou MD, President, Georgiou Consulting
Johanna Vidal-Phelan, VP Medical Director, Pennsylvania Medical Society, Care
Centered Collaborative*

7:30 PM – 9:30 PM
Closing Keynote

On the Bleeding Edge – Healthcare Policy and Reform in New England

Many firmly believe all healthcare is local. At the same time, we know states lead the charge in piloting new programs later adopted at the national level. Our closing dinner will address critical inflection points in the evolution of US healthcare, some of which were foreshadowed in New England. Join us to explore how local policy and initiatives have influenced (and may continue to influence) reform on a national level. Attendees hear:

- A recap of how local health care delivery and policy has evolved and why
- Perspective on what the next round of healthcare reform might look like
- A robust discussion on how the collaborative nature of New England healthcare may continue to influence national policy
- Insights from New England healthcare experts – How are they thinking about many of the HCEG Annual Forum topics as they shape their own strategies?

Wednesday, September 11, 2019

7:30 AM – 8:00 AM

Breakfast + Sponsor/Member Feedback

8:00 AM – 10:00 AM

Executive Leadership Roundtable - Value-Based Relationships and Reimbursement: How can Industry Collaborate to Speed the Move to Value?

The U.S. healthcare system remains predominantly fee-for-service, despite considerable investment, evolving regulation, and prolific conversation aimed at moving to value. In reality, few are incentivized to provide value-based care, and most have varying definitions of what value means. Panel experts kick off a conversation about top challenges and opportunities in transitioning from FFS, and which realistic next step they plan to take to make real progress in the move to value.

- Persistent challenges in the move to value, and thoughts on overcoming them
- Recent successes in new payment models and lessons-learned
- Collaborating for value-based care – a look at cross-industry partnerships
- What key decisions need to be made to move forward on this HCEG Top 10 issue?

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Harry Merkin, VP of Marketing, Healthedge Software, Inc.
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