



BlueCross BlueShield Association

An Association of Independent Blue Cross and Blue Shield Plans

Conference Agenda



Spring Distinctively Blue and Focus on Providers Conference

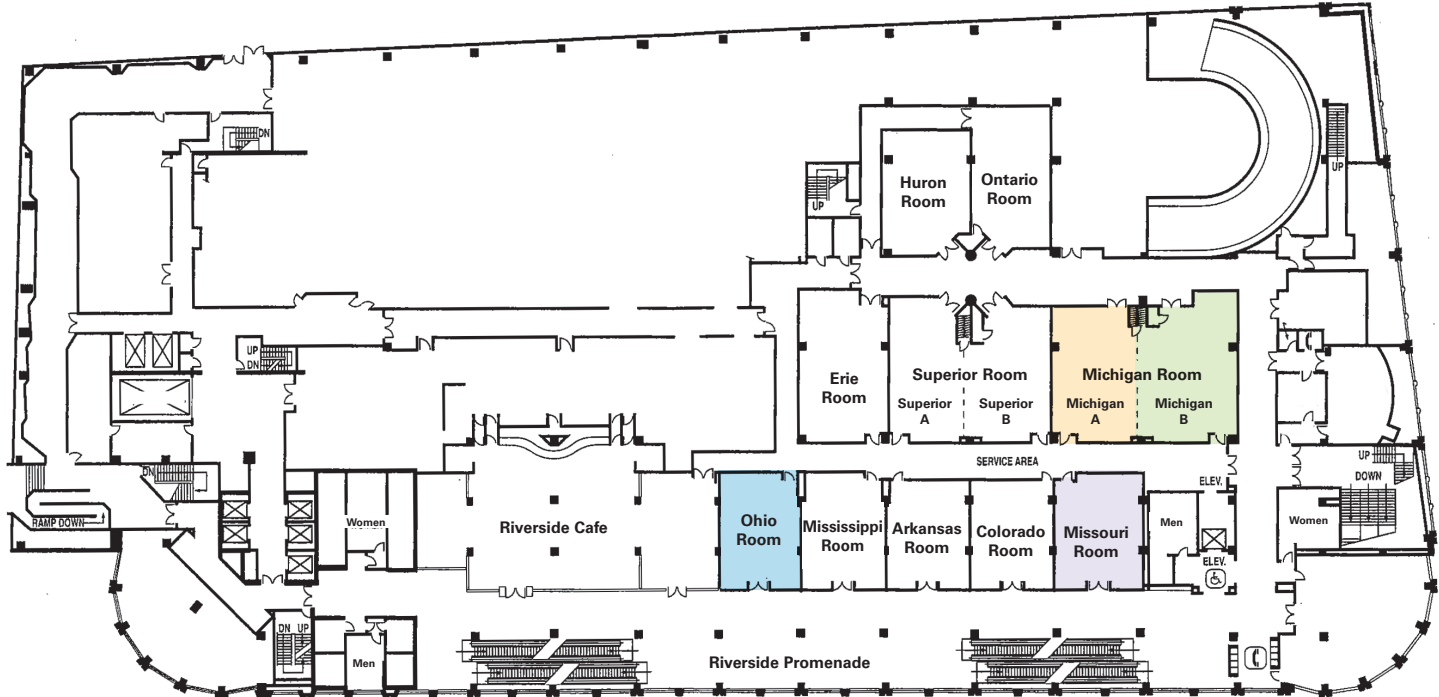
April 15-17, 2007  
Chicago, Illinois

Exhibitor List

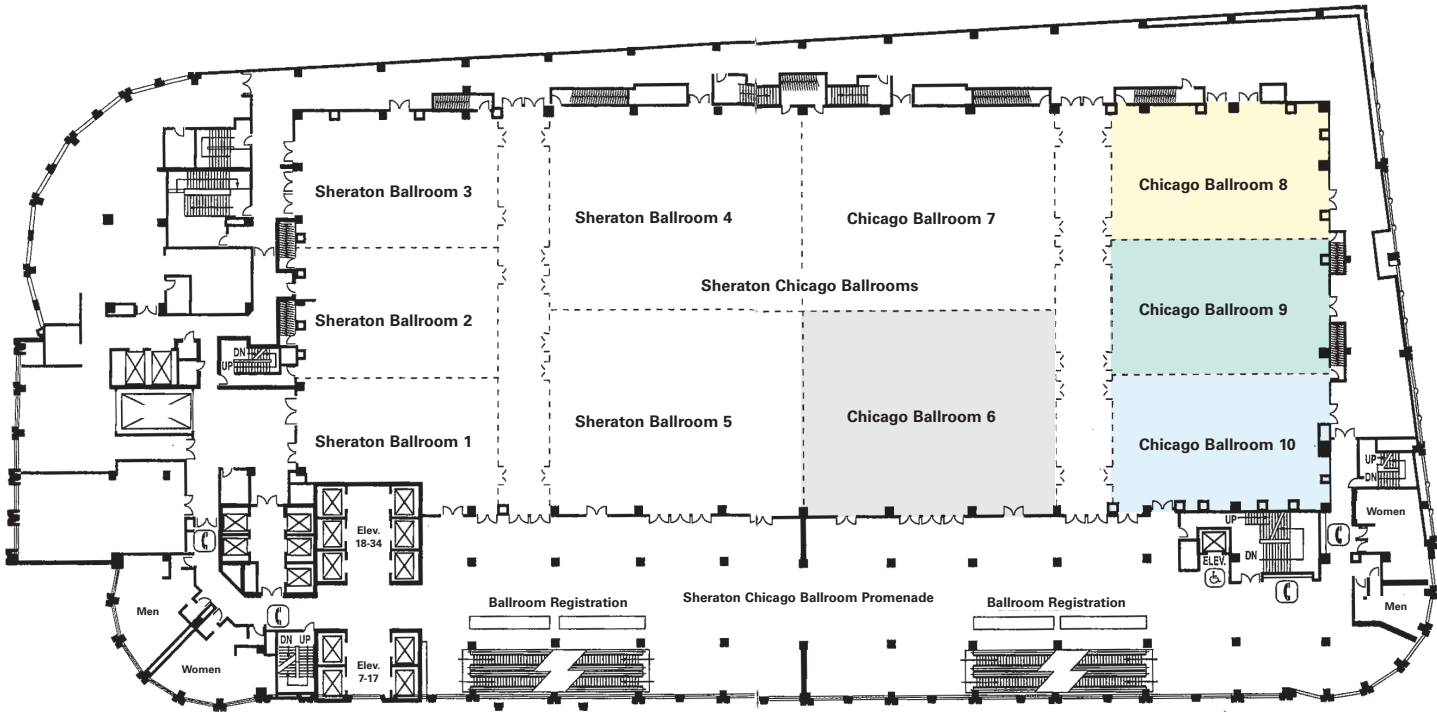
Abbott Laboratories  
AIM Healthcare Services, Inc.  
Air Products Healthcare  
Alere Medical, Inc.  
Allergan, Inc.  
Allscripts  
American Imaging Management  
Amgen Inc.  
Amylin Pharmaceuticals, Inc.  
Ancillary Care Management  
Argus Health Systems, Inc.  
Astellas Pharma US, Inc.  
AstraZeneca  
Bayer HealthCare LLC  
Best Doctors, Inc.  
Biogen Idec  
Boehringer Ingelheim  
Calypso Medical Technologies  
CareCore National  
Cellation  
Centocor  
Coffey Communications, Inc.  
CollaGenex Pharmaceuticals  
Consumer Aware  
CV Therapeutics  
Daiichi Sankyo, Inc.  
diaDexus, Inc.  
DiagnosisONE, Inc.  
Duramed Pharmaceuticals  
Eisai, Inc.  
Eli Lilly and Company  
EMD Serono, Inc.  
Empi  
Ethicon Endo-Surgery, Inc.  
Genentech, Inc.  
Genzyme Biosurgery  
GlaxoSmithKline  
Hallmark Insights  
Health Dialog  
Health Integrated, Inc.  
Health Management Corporation (HMC)  
HealthAtoZ  
HealthMedia, Inc.  
Healthways, Inc.  
IncentOne  
InfuSystem  
Krames  
Liberty Medical  
LifeScan, Inc. a Johnson & Johnson Company  
LipoScience, Inc.  
Magellan Health Services  
Matria Healthcare, Inc.  
McKesson Health Solutions  
MDdatacor, Inc.  
Medco  
MEDecision, Inc.  
MedImmune, Inc.  
Merck & Co., Inc.  
Millennium Pharmaceuticals, Inc.  
Milliman Care Guidelines  
MinuteClinic, Inc.

Neonatal Consultation Services, Inc.  
Novasys Medical, Inc.  
Novo Nordisk  
Pharmaceuticals Inc.  
Organon USA Inc.  
Ortho Biotech Products, L.P. (OSI) Eyetech  
Outcomes Pharmaceutical Health Care  
Pfizer, Inc.  
Prime Therapeutics  
Purdue Pharma L.P.  
Reckitt Benckiser Pharmaceuticals  
Reliant Pharmaceuticals, Inc.  
sanofi pasteur  
sanofi-aventis  
Sanovia Corporation  
Silverlink Communications  
Smith & Nephew, Inc. - Orthopaedics  
StayWell Custom Communications  
superDimension  
TAP Pharmaceutical  
The TriZetto Group  
Thomson Medstat  
UCB, Inc.  
Uroplasty Inc.  
ViPS, an Emdeon Company  
WebMD Health Services  
Wyeth  
XDx  
Your Choice Living  
Zoll Lifecor

Second Floor



Fourth Floor



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Session 6	Improving Plan Performance Through Collaboration with Providers Vicki Signor, Group Leader, Claims Administration Wellmark Blue Cross and Blue Shield of Iowa Deborah Trumpler, Manager, Customer Service Blue Cross and Blue Shield of North Carolina Chicago 9 – Level 4
Closed Session*	
Session 7	Improving Provider Satisfaction Through Use of E-tools Rodessa Mitchell, Manager, Provider Relations and Education Blue Cross and Blue Shield of South Carolina Closed Session* Augusta Kairys, Vice President Highmark Inc. Seri Parker, Manager, Inter-Plan Programs Blue Cross and Blue Shield Association Ohio – Level 2

4:45 – 6:30 pm Evening Reception and Exhibitor Fair  
River Hall B – Level 1

Tuesday, April 17

7:00 – 8:00 am	Medicare/Medicaid Breakfast (Blue Plan attendees only) Chicago 10 – Level 4 Breakfast (general) Chicago Promenade – Level 4
8:00 – 8:30 am	Provider Satisfaction Recognition Ceremony Frank Coyne, Vice President, Inter-Plan Programs Blue Cross and Blue Shield Association Kari Hedges, Executive Director, Inter-Plan Programs Blue Cross and Blue Shield Association Chicago 6 – Level 4
8:30 – 8:45 am	Brian Hayes Leadership Award Chicago 6 – Level 4
8:45 – 9:00 am	Break
9:00 – 10:15 am	Concurrent Breakout Sessions (choose one of five concurrent sessions)
Session 1	Pharmacy: Carving-In Pharmacy Benefits Helen Sherman, Senior Director, Chief Pharmacy Officer Pharmacy Services The Regence Group George S. Hiller, III, R.Ph., Operations Manager, Pharmacy Benefit Management Blue Cross and Blue Shield of Alabama Kristin Begley, PharmD., Consultant Hewitt Associates William Ashmore, Executive Director Alabama State Employees Insurance Board Chicago 8 – Level 4
CME Approved Session	

\*Closed Sessions – Open to Blue Cross and Blue Shield Attendees Only

Session 2	BlueWorks Bruce Landon, M.D., Associate Professor of Health Care Policy and Associate Professor of Medicine Harvard Medical School, Department of Health Care Policy Melissa Rehfus, Director, Marketing and Business Strategy Blue Cross and Blue Shield Association Tom Rubino Director of Public Affairs Horizon Blue Cross and Blue Shield of New Jersey Cindy Brenneman, Vice President, Healthcare Development and Evaluation Blue Cross and Blue Shield of North Carolina Angela Baughman Director Blue Cross and Blue Shield of South Carolina Chicago 6 – Level 4
Session 3	Servicing Providers Through Effective Plan Collaboration Brooks Stone, Vice President, Health Business Operations Blue Cross and Blue Shield of Florida Fran Watkins, Director, Provider Relations Blue Cross Blue Shield of Florida Susan Gillette, Inter-Plan Business Consultant Blue Cross and Blue Shield of Michigan Laurie Latvis, Manager, Provider Consulting Services Blue Cross and Blue Shield of Michigan Chicago 9 – Level 4
Session 4	Provider Services Roundtable Sharon Haft, Manager, Inter-Plan Programs Blue Cross and Blue Shield Association Ania Karwowska-Lopez, Senior Consultant Blue Cross and Blue Shield Association Missouri – Level 2
Closed Session*	
Session 5	Tiered Networks David W. Plocher, M.D., Chief Medical Officer and Senior VP, Health Management and Informatics Blue Cross and Blue Shield of Minnesota Chicago 10 – Level 4
Closed Session*	
10:15 – 10:30 am	Break Chicago Promenade – Level 4
10:30 – 11:45 am	Concurrent Breakout Sessions (choose one of five concurrent sessions)
Session 1	Vermont Worksite Wellness Project Robert Ross, Ph.D., Research Assistant Professor University of Vermont Chicago 8 – Level 4
Closed Session* CME Approved Session	

Session 2	TEC Clinical Updates Frameworks for Evaluating Evidence Potential New Risk Factors for Cardiovascular Disease Naomi Aronson, Ph.D., Executive Director, Technology Evaluation Center Blue Cross and Blue Shield Association Frank Lefevre, M.D., Senior Clinical Consultant, Technology Evaluation Center, and Associate Professor of Medicine Northwestern University Feinberg School of Medicine David Mark, M.D., M.P.H., Associate Director, Technology Evaluation Center, Moderator Blue Cross and Blue Shield Association Chicago 10 – Level 4
CME Approved Session	
Session 3	Blue DistinctionSM and Provider Transparency Kari Hedges, Executive Director, Inter-Plan Programs Blue Cross and Blue Shield Association Toni Mills, Executive Director, Office of Clinical Affairs Blue Cross and Blue Shield Association Jennifer Vachon, Executive Director, Strategic Services Blue Cross and Blue Shield Association Terry Miller, Staff Vice President, National Network Management Anthem Blue Cross and Blue Shield of Ohio Philip J. Walker, Project Director, Health Information Services Blue Cross and Blue Shield of Alabama Chicago 6 – Level 4
Closed Session*	
Session 4	NPI- Provider Education and Outreach George V. Vancore, IT Integrator, Mandates and Compliance Blue Cross and Blue Shield of Florida Gail Kocker, Technical Business Analyst III- ISG, HIPAA Knowledge Center Highmark, Inc. Chicago 9 – Level 4
Closed Session*	
Session 5	Diagnostic Imaging: Network Management in a Changing Health Care Landscape Jennifer Postler, Director of Network Development Blue Cross and Blue Shield of Minnesota Missouri – Level 2
11:45 am - 1:00 pm	Box Lunch Chicago Promenade – Level 4
1:00 – 5:00 pm	Medical Policy Panel Walter A. Hollinger, M.D., FACP, Chair, Medical Policy Panel, Senior Medical Director Blue Cross and Blue Shield of Florida Edgar Black, M.D., Medical Director, Policy Resources Blue Cross and Blue Shield Association Michigan – Level 2
Closed Session* CME Approved Session	
1:00 – 5:00 pm	Provider Education Task Force Mississippi – Level 2
Closed Session*	



# Agenda

## Sunday, April 15, 2007

9:00 am - 5:00 pm	<b>Registration</b> <b>Chicago Promenade – Level 4</b>
10:00 am - 12:00 pm	<b>Customer Satisfaction: Provider Satisfaction Initiatives</b> Rich Cullen, Director, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Closed Session*</b> Sharon Haft, Manager, Inter-Plan Programs Blue Cross and Blue Shield Association Amy Gross, Senior Consultant, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Chicago 8 – Level 4</b>
10:00 am - 12:00 pm	<b>BlueCard 101 Training Session</b> Craig Mudge, Plan Relations Manager, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Closed Session*</b> Reed Melton, Plan-Relations Manager, Inter-Plan Programs Blue Cross and Blue Shield Association Phil Dove, Plan-Relations Manager, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Chicago 9 – Level 4</b>
12:00 – 1:00 pm	<b>Break</b>
1:00 – 4:30 pm	<b>Health Promotion Workgroup – Closed Session*</b>
1:00 – 1:45 pm	<b>Engaging Consumers@Work</b> Howard Oppenheimer, Director, Consumer Markets Strategy Blue Cross and Blue Shield Association
1:50 – 2:30 pm	<b>Preventive Health Services: Results that Improve the Member's Quality of Life While Impacting Cost of Care</b>  <b>CME Approved Session</b> Anna Silberman, Vice President, Preventive Health Services Highmark, Inc.
2:45 – 3:20 pm	<b>b-Tobacco Free</b> Tonja Nichols, MPH, Health Promotion Manager HealthNow New York
	<b>CME Approved Session</b> Shannon Fegley, MS, Health Promotion Specialist HealthNow New York
3:30 – 4:30 pm	<b>Health Promotion Workgroup Business Meeting</b> <b>Chicago 10 – Level 4</b>

\*Closed Sessions – Open to Blue Cross and Blue Shield Attendees Only

1:00 – 3:00 pm	<b>BlueCard 201 Training Session</b> Sharon Haft, Manager, Inter-Plan Programs Blue Cross and Blue Shield Association Ania Karwowska-Lopez, Senior Consultant, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Closed Session*</b> Craig Mudge, Plan Relations Manager, Inter-Plan Programs Blue Cross and Blue Shield Association Toni Surratt, Manager, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Chicago 9 – Level 4</b>
1:45 – 3:00 pm	<b>Integrating Palliative Care along the Health-Illness Continuum</b> Patricia Bomba, M.D., Corporate Medical Director, Geriatrics Excellus BlueCross BlueShield  <b>Chicago 8 – Level 4</b>
2:00 – 3:00 pm	<b>Quality Measurement</b> Richard Chung, M.D., Senior Vice President, Health Services Division, Co-Chair, National Medical Management Forum, Quality Recognition Workgroup Hawaii Medical Service Association  <b>Michigan – Level 2</b>
3:00 – 3:15 pm	<b>Break</b> <b>Chicago Promenade – Level 4</b>
3:15 – 5:00 pm	<b>Utilization Management: Collaboration to Reduce Overutilization of the Emergency Room</b> Denise Kubik, Clinical Quality Improvement Coordinator Blue Cross and Blue Shield of Nebraska  <b>Michigan – Level 2</b>
3:15 – 5:00 pm	<b>Case Management Education: Cancer Care Rare, Complex, and Aggressive Cancers: What You Need to Know and What Is Available to Help You</b> Patricia J. Goldsmith, Senior Vice President, Business Development, Public Affairs and Policy National Comprehensive Cancer Network Al B. Benson, M.D., Chairman of the Board of Directors National Comprehensive Cancer Network William T. McGivney, Ph.D., Chief Executive Officer National Comprehensive Cancer Network  <b>Chicago 8 – Level 4</b>
3:15 – 5:00 pm	<b>Customer Service Workshop: How to be a Customer Advocate</b> Sharon Haft, Manager, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Closed Session*</b> Ania Karwowska-Lopez, Senior Consultant, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Chicago 9 – Level 4</b>

5:00 – 7:00 pm	<b>Welcome Reception</b> <b>Chicago Promenade – Level 4</b>
7:00 – 8:00 am	<b>Registration and Breakfast</b> <b>Chicago Promenade – Level 4</b>
8:00 – 8:15 am	<b>Welcome &amp; Opening Remarks</b> Allan Korn, M.D., Senior Vice President & Chief Medical Officer, Office of Clinical Affairs Blue Cross and Blue Shield Association Frank Coyne, Vice President, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Chicago 6 – Level 4</b>
8:15 – 8:45 am	<b>Keynote: Blue Distinction: Full Speed Ahead</b> Scott Serota, President & Chief Executive Officer Blue Cross and Blue Shield Association  <b>Chicago 6 – Level 4</b>
8:45 – 9:30 am	<b>5 Million Lives Campaign</b> James Conway, MS, Senior Vice President Institute for Healthcare Improvement  <b>Chicago 6 – Level 4</b>
9:30 – 9:45 am	<b>Break</b> <b>Chicago Promenade – Level 4</b>
9:45 – 10:30 am	<b>National Account Strategy: Focusing on Networks and Provider Satisfaction</b> Kari Hedges, Executive Director, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Chicago 6 – Level 4</b>
10:30– 10:45 am	<b>Break</b> <b>Chicago Promenade – Level 4</b>
10:45 am - 12:00 pm	<b>Breakout Sessions (choose one of seven concurrent sessions)</b>
Session 1	<b>Behavioral Health: Navigating the Behavioral Blues Survey Findings</b> Lynne Lockie, LCSW, Senior Manager BlueCross BlueShield of Tennessee, Inc. Marty Waters, LCSW, Director of National Behavioral Health Services Anthem Behavioral Health, National Accounts John Emerick, M.D., Medical Director Blue Cross and Blue Shield of South Carolina  <b>Michigan B – Level 2</b>
CME Approved Session	

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Session 2	<b>Quality Recognition: The Relationship between Quality &amp; Cost of Care – Methods, Impact and Implications</b> Louis Diamond, M.D., Vice President, Medical Director Thomson Medstat R. Adams Dudley, M.D., MBA, Associate Professor of Medicine and Health Policy Institute for Health Policy Studies University of California, San Francisco  <b>Michigan A – Level 2</b>
CME Approved Session	
Session 3	<b>Pharmacy: Improving Medication Safety</b> Winston Wong, PharmD., Associate Vice President, Pharmacy Management CareFirst BlueCross BlueShield Margaret Johnson, R.Ph., Executive Pharmacy Director Horizon Blue Cross and Blue Shield of New Jersey, Inc. James Conway, MS, Senior Vice President Institute for Healthcare Improvement  <b>Missouri – Level 2</b>
CME Approved Session	
Session 4	<b>Health Promotion Workgroup Redesigning 11 Health Management Programs into One Member Health Partnerships Program</b> Karen Suchsland, Senior Project Manager Blue Cross and Blue Shield of North Carolina  <b>Closed Session*</b> <b>Healthy Lifestyle Choices- Addressing the Obesity Epidemic</b> Dawn Porter, MPH, Program Innovation Manager Blue Cross and Blue Shield of North Carolina  <b>Chicago 10 – Level 4</b>
Session 5	<b>Network Strategy</b> Mark Hurley, Director, National Network Management Blue Cross and Blue Shield Association Madelon Rasz, Business Design Manager, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Chicago 8 – Level 4</b>
Closed Session*	
Session 6	<b>Building Positive Relationships with Providers/ Enhancing Partnerships with Providers</b> Diane Hubert, Director, Network Operations Blue Cross and Blue Shield of Louisiana Nicholas J. Daigle, Manager, Provider Relations Blue Cross and Blue Shield of Louisiana Scott Howard, Senior Manager, Inter-Plan Programs and Service Operations Blue Cross and Blue Shield of Massachusetts  <b>Chicago 9 – Level 4</b>
Closed Session*	

Session 7	<b>Limited Benefit Products: Sharing Strategies on Implementation and Related Provider Servicing Opportunities</b> Cindy Buckels, Director, Provider Administration BlueCross BlueShield of Tennessee, Inc. Susanna Monacelli, Senior Manager, Employer Markets Group Blue Cross and Blue Shield Association Eugene Nozicka, Divisional Vice President, National Account Administration Health Care Service Corporation  <b>Ohio – Level 2</b>
Closed Session*	
12:00 – 12:45 pm	<b>Lunch</b> <b>Chicago 6 – Level 4</b>
12:45 – 2:00 pm	<b>Exhibitor Fair and Dessert</b> <b>River Hall B – Level 1</b>
2:00 - 3:15 pm	<b>Breakout Sessions (choose one of seven concurrent sessions)</b>
Session 1	<b>Blue Distinction Centers – Bariatric Workgroup Update and Shared Experience</b> Felicia Nicholson, RN, Manager, National Networks and External Relations Blue Cross and Blue Shield Association Mike Dowd, Manager, Web Services, BlueCard Blue Cross and Blue Shield Association  <b>Missouri – Level 2</b>
Session 2	<b>Health Promotion Workgroup Moving Beyond HEDIS: WellPoint's Member Health Index</b> Mary Hothem, RN, Health Index Strategies Manager WellPoint, Inc.  <b>Addressing the Cost Barrier to Colon Cancer Screening</b> Ingrid Morris, MPH, Lead Program Innovation Manager Blue Cross and Blue Shield of North Carolina Don Bradley, M.D., MHS-CL, Chief Medical Officer Blue Cross and Blue Shield of North Carolina  <b>Chicago 10 – Level 4</b>
Closed Session* CME Approved Session	
Session 3	<b>Blue Cross and Blue Shield Cardiac Workgroup</b> Joseph Cacchione, M.D., Chair of the American College of Cardiology Medical Director Institute American College of Cardiology Carole Flamm, M.D., Executive Medical Director, Clinical Affairs Blue Cross and Blue Shield Association Wendy Marinkovich, RN, BSN, MPH, Manager, Specialty Programs, Clinical Affairs Blue Cross and Blue Shield Association  <b>Ohio – Level 2</b>
CME Approved Session	

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Session 4	<b>National Consistency: Care Management Today</b> Melanie Tillmanns, Director, Inter-Plan Programs Blue Cross and Blue Shield Association Eliza Chu, Senior Consultant, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Michigan A – Level 2</b>
Closed Session*	
Session 5	<b>Best Practices in Network Management</b> Michael J. Morrow, Senior Vice President, Business Development and Network Management Blue Cross and Blue Shield of Minnesota Richard Maturi, Senior Vice President, Health Care Delivery Systems Premera Blue Cross  <b>Chicago 8 – Level 4</b>
Closed Session*	
Session 6	<b>Servicing Providers Through Clarifying Plans' Responsibilities Related to Medical, Payment and Benefit Policy</b> Susan J. Gillette, Inter-Plan Business Consultant Blue Cross Blue Shield of Michigan Nancy Palladino, Business Analyst Blue Cross and Blue Shield of Florida Lana Piritzky-Torboli, Project Coordinator Blue Cross and Blue Shield of Florida Ania Karwowska-Lopez, Senior Consultant, Inter-Plan Programs Blue Cross and Blue Shield Association  <b>Chicago 9 – Level 4</b>
Session 7	<b>Managing High-Tech Imaging Services</b> Nancy Hitzschke, Project Manager, Health Management Systems Blue Cross and Blue Shield Association Susan Menendez, Regional Service Director Blue Cross and Blue Shield of North Carolina Caroline Carlson, Project Manager Blue Cross and Blue Shield of North Carolina Andrew McClure, Director, Health Care Quality Blue Cross and Blue Shield of Massachusetts Walter Dennis, Senior Director, Provider Enrollment and Services Blue Cross and Blue Shield of Massachusetts  <b>Michigan B – Level 2</b>
Closed Session*	
3:15 – 3:30 pm	<b>Break</b> <b>Chicago Promenade – Level 4</b>

3:30 – 4:45 pm	<b>Breakout Sessions (choose one of seven concurrent sessions)</b>
Session 1	<b>Childhood Obesity</b> Cortney Nicolato, Senior Manager, Strategic Alliances and Health IT American Heart Association Jessica Donze Black, RD, MPH, Director, Obesity Initiatives American Heart Association Sally Bleeks, RN, Managing Director, Clinical Affairs Blue Cross and Blue Shield Association  <b>Michigan B – Level 2</b>
Session 2	<b>Pharmacy: Hot Topics in Specialty Pharmacy</b> Helen Sherman, R.Ph., PharmD, Senior Director and Chief Pharmacy Officer The Regence Group Bob Charles, BS, MBA, Senior Vice President Wellpoint Specialty Pharmacy Alan Heaton, BS, PharmD, RPH, Director of Pharmacy Blue Cross and Blue Shield of Minnesota Steve Johnson, PharmD., BCPS, Senior Director of Clinical Consultative Service Prime Therapeutics, LLC  <b>Missouri – Level 2</b>
Session 3	<b>Case Management/Disease Management: Redesigning Case Management &amp; Resultant Associate Satisfaction</b> Peggy Currie, RN, BSN, MA, Regional Manager, Care Management Premera Blue Cross
CME Approved Session	
Session 4	<b>National Consistency: Care Management for the Future</b> Toni Mills, Executive Director, Office of Clinical Affairs Blue Cross and Blue Shield Association  <b>Closed Session*</b> Chris Izui, Managing Director, Quality Initiatives Blue Cross and Blue Shield Association  <b>Michigan A – Level 2</b>
Session 5	<b>Provider Contracting – Negotiating Complicated Contracts</b> Gail Larsen, Senior Director Plan Relations Health Care Service Corporation  <b>Closed Session*</b> Christy Vitulli, Regional Director, Provider/ Network Contracting BlueCross BlueShield of Tennessee, Inc.  <b>Chicago 8 – Level 4</b>

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