

Michigan Association of Health Plans

Enhancing the Consumer's JOURNEY

GRAND TRAVERSE RESORT, ACME, MI



Agenda

WEDNESDAY, JULY 18

11:00 a.m.

Conference Registration Desk opens
Governors' Pre-function, Lower Level

11:30 a.m.

Luncheon for attendees of the Bi-monthly and MI Health Link CEO meetings between Medicaid Health Plans and Michigan Department of Health and Human Services

(By Invitation Only)

Tower AB
Noon - 1:50 p.m.

Michigan Department of Health and Human Services Bi-Monthly Meeting

Tower AB
1:50-2:50 p.m.

MI Health Link CEO Meeting

Mackinac Room
3:00 – 5:00 p.m.

Partner Showcase

Governors' AB

MODERATOR: Joseph Lentine, Jr., DENCAP Dental Plans, Detroit, MI

Join us for this popular opportunity for conference partners to present brief, cutting-edge synopses on their products and services in an interactive setting. Presentations will include:

PerformRx: Michelle Juhanson, Director Compliance, Integrity and Quality Assurance for PerformRx and Julia Griffith, Director Quality Management for Michigan Blue Cross Complete

This presentation will address:

- Rules and Standards: Alignment of state, federal and accreditation requirements for utilization management (UM) decision letters;
- Performing under pressure: Oversight, media attention and lawsuit;
- Well's settlement; and
- Facebook, Twitter and public sharing.

Novo Nordisk: Ryan Martin, Regional Account Manager, Novo Nordisk

At Novo Nordisk, we believe in change. We seek opportunities to contribute to healthier communities and better lives for all people and we drive change by listening, learning and improving. For 95 years, we have been driving change to defeat diabetes, inspired by the courage of the people we support. Our heritage in diabetes has given us the experience and capability to help defeat other serious chronic conditions: hemophilia, growth disorders and obesity. Today we will highlight some of our initiatives and opportunities to contribute to healthier communities and better lives.

Access2Care: Chris Irwin, Regional Account Manager, Client Services, Access2Care

By 2020, Lyft pledges to cut the number of Americans who can't access healthcare because of transportation issues in half. Access2Care and Lyft have been strategic partners for over 18 months, integrating technology platforms and changing the way your members experience non-emergency medical transportation (NEMT). Access2Care will be sharing how their most evolved processes of anyone in the NEMT industry humanizes the member transportation experience and results in improved outcomes.

Audionet America, Inc.: Colleen Shefferly, CEO and President, Audionet America, Inc.

Audionet America is a licensed Third-Party Administrator (TPA) and National Network Manager specializing in the administration of hearing benefits. It is an "Audiologist Only" network. This presentation will educate health plans about the savings that can be realized by offering the AudioNet hearing program to their member population. AudioNet



WEDNESDAY, JULY 18, continued

can work as a total carve-out program for the plan, or with their current TPA, to provide the following services: claims processing & adjudication, member services, pre-authorization, eligibility management, provider network management, performance guarantees, monthly reporting and member satisfaction reports.

Beacon Specialized Living: Darren Hodgdon, CEO, Beacon Specialized Living

Beacon Specialized Living is the largest provider of adult foster care services in the state of Michigan. Traditional networks and systems of care are not sufficiently serving these adults and their complex needs. Challenging behaviors need new models of care and special skills. They not only need improved access to physical and mental healthcare, but they require specialized services that address their basic needs of safe housing, healthy food, affordable transportation and “connectedness” with peers, caregivers and their communities. This session will provide an overview of: (1) Beacon and the statewide network; (2) populations served; (3) demographics and consumer attributes; and (4) evidenced-based programs and services, chronic care management services, outcomes achieved and opportunities for partnerships with payers.

Behavioral Health Professionals, Inc. (BHPI), David Schmehl, CEO, BHPI

BHPI is a non-profit managed behavioral health organization offering behavioral health services through a fully integrated network of world-class healthcare providers. Having demonstrated expertise administering SMI/SED and IDD populations,, NCQA Accredited MBHO, BHPI is now available to partner with area health plan in administering mild to moderate behavioral health populations. Mr. Schmehl will provide an overview of BHPI's expertise and managed behavioral healthcare services.

Envolve: Michael Grover, Chief Operating Officer, Envolve Vision

Through its family of companies, Envolve provides its nationwide partners with flexible and affordable healthcare solutions. The benefit of an integrated whole-health approach to health benefit delivery will be discussed. Mr. Grover will introduce Envolve as a viable partner for Michigan health plans for customized, cost-effective, comprehensive healthcare solutions and whole-health services. A few of Envolve's community outreach efforts that deliver on its purpose to transform the health of the community, one person at a time, will be highlighted.

Exact Sciences: Kelly Layton, Exact Sciences

Exact Sciences Corporation is committed to playing a role in the eradication of colorectal cancer. As part of this mission, Exact Sciences has introduced Colorguard, the

first non-invasive screening test for colorectal cancer that analyzes both stool DNA and blood biomarkers and can be used in the privacy of one's home. The presentation will include an introduction to Exact Sciences and its mission, background information on colorectal cancer and product information about Colorguard (FDA approved).

Intersect ENT: Lauren Craig, Regional Reimbursement Director, Intersect ENT

Intersect ENT is a medical technology company dedicated to advancing the treatment of ear, nose and throat conditions through evidence-based innovation, providing physicians with solutions to overcome clinical challenges and improve the quality of life for patients. The presentation will introduce participants to the recently FDA-approved drug, SINUVA, a first-in-kind novel way of delivering mometasone furoate directly to the nasal polyp bed. Symptoms patients present with and their struggle to find an effective treatment will be reviewed. Two key endpoints from the RESOLVE II study will be highlighted.

5:15 – 7:00 p.m.

MAHP Medical, Pharmacy and QI Directors Meeting

(MAHP Committee Members or Invitation Only)

Tower AB

7:00 – 9:00 p.m.

Opening Reception and Silent Auction with Sponsors in Exhibit Hall

Governors' CDEF

Thank you to Behavioral Health Professionals, Inc. (BHPI) for support of the Popcorn Station and to EnvisionRx for their support of the Caricature Artist.

THURSDAY, JULY 19

All Thursday sessions will be in Governors' AB

6:30 a.m.

Personal Wellness Option: Dental Dash

Meet in the hotel lobby

7:00 a.m.

Conference Registration Desk opens

Governors' Pre-function Area

Continental Breakfast and Silent Auction with Sponsors in Exhibit Hall

Governors' CDEF

THURSDAY, JULY 19, CONTINUED

8:30 a.m.

Welcome

Governors' AB

Kimberly Thomas, President, Michigan Association of Health Plans; Senior Vice President and General Counsel, Priority Health, Grand Rapids, MI

8:45 a.m.

State of the MAHP

Dominick Pallone, Executive Director, Michigan Association of Health Plans, Lansing, MI

9:00 a.m.

Keynote Address: Connecting with Four Generations of Empowered Consumers in the Marketplace

SPEAKER: *Kimberly Lear, Founder and Content Director, Inlay Insights, Minneapolis, MN*

The expectations of patients and healthcare consumers has changed. Today, each generation, from Baby Boomers to Gen Z, is more empowered than ever before, changing the relationship patients have with healthcare providers. The time has come to challenge conventional thinking and explore bold new approaches to patient relationships in the face of disruption and shifting demographics.

10:15 a.m.

Prize Drawing and Stretch Break

10:30 a.m.

A Conversation with State of Michigan Leadership

MODERATOR: *Ron Fournier, President, Truscott Rossman, Detroit, MI*

PANELISTS:

Nick Lyon, Director, Michigan Department of Health and Human Services (MDHHS), Lansing, MI

Dick Posthumus, Chief of Staff, Office of Governor Rick Snyder, Lansing, MI

Dominick Pallone, Executive Director, Michigan Association of Health Plans, Lansing, MI

State government plays a role in many aspects of how MAHP members do business. Dick Posthumus, our governor's Chief of Staff and Nick Lyon, director of our largest State of Michigan department, will share their greatest achievements during the past administration and outline possibilities for the future of health care in Michigan.

Prize Drawing

11:30 a.m.

Adjourn

Light lunch for non-golfers available in Governors Pre-function Area

Noon

Shotgun Golf Tournament: Wolverine Course

Boxed lunches for golfers; meet at Golf Center.

5:30 - 7:30 p.m.

Reception and Silent Auction with Sponsors in Exhibit Hall

Governors' CDEF

Thank you to Magellan Health for support of the Popcorn Station and to EnvisionRx for their support of the Caricature Artist.

FRIDAY, JULY 20

7:30 a.m.

Registration and Continental Breakfast and Silent Auction in Exhibit Hall

Governors' CDEF

8:25 a.m.

Welcome and Introduction

Governors' AB

Dominick Pallone, Executive Director, Michigan Association of Health Plans, Lansing, MI

8:30 a.m.

Keynote Address: Building Value-based Payment Programs that Reward Patient Outcomes

Governors' AB

SPEAKER: *David Lansky, PhD, President and CEO, Pacific Business Group on Health, San Francisco, CA*

Health plans and providers are frustrated with ineffective pay-for-performance models, slow improvements in quality or cost-effectiveness, and burdensome data collection demands. This session will present a model for accelerating value-based payment built on robust patient-reported outcome measures, and describe an active project among Michigan oncologists to address the many implementation challenges. An interactive exchange with audience participation will be utilized.

Prize Drawing



FRIDAY, JULY 20, CONTINUED

10:00 a.m.

Break in Exhibit Hall with Sponsors

Governors' CDEF

Silent Auction

You will have just 25 minutes to make your final Silent Auction bids!

10:25 a.m.

Silent Auction Closes

10:30 a.m.

Exhibit Hall Closes

10:30 a.m.

General Session: : The Consumer's Journey in Population Healthcare Management

Tower Ballroom

MODERATOR: *Tonya Duffina, MAHP Summer Conference Committee Member, Sanofi, Plymouth, MI*

SPEAKER: *Katherine Schneider, MD, M.Phil, FAAFP, Jefferson School of Population Health; President and CEO, Delaware Valley ACO, Radnor, PA*

Patient and consumer engagement are the (not so new) hot phrases in health care. Doctor Schneider will discuss the issues of what exactly is patient/consumer engagement and how it can be enabled. The session will include discussion about the benefits and potential problems that may be encountered.

Noon

MAHP Annual Awards Luncheon

Governors' AB

EMCEE: *Dominick Pallone, Executive Director, Michigan Association of Health Plans, Lansing, MI*

Presentation of Ellis J. Bonner, Eugene Farnum, Presidential Merit, Legislative, PAC and Golf Awards and Results of the Silent Auction Bids

Silent Auction bid payments accepted immediately after lunch.

1:45 p.m.

General Session: Venture Capital in Michigan and the Healthcare Consumer

Tower Ballroom

MODERATOR: *Brigitte LaPointe, MAHP Summer Conference Committee Member, Upper Peninsula Health Plan, Marquette, MI*

SPEAKER: *Thomas Shehab, MD, Managing Director, Arboretum Ventures, Ann Arbor, MI*

Innovation is driving dramatic changes in healthcare delivery. A substantial number of venture capital-backed healthcare start-up companies are focused on dramatically evolving all aspects of the healthcare consumer's journey. Physician-turned-venture capitalist, Doctor Tom Shehab, will discuss the main areas of focus for innovation and the increasing impact "outside" entities (venture capital, private equity and non-healthcare focused companies) are having on the healthcare system.

2:45 p.m.

Stretch Break

Move to Governors' AB

3:00 p.m.

Michigan Legislative Panel

Governors' AB

MODERATOR: *Ron Fournier, President, Truscott Rossman, Detroit, MI*

PANELISTS:

State Senator Jim Ananich (District 27)
State Senator Peter MacGregor (District 28)
State Senator Mike Shirkey (District 16)
State Representative Sam Singh (District 69)
State Representative Hank Vaupel (District 47)
State Representative Mary Whiteford (District 80)

Moderated by Ron Fournier, this panel of key lawmakers will debate current policy and budget issues. An interactive exchange with audience participation will be facilitated.

Prize Drawing

4:15 p.m.

Adjourn

Dinner on Your Own

SATURDAY, JULY 21

All Saturday sessions will be held in Governors' AB.

8:00 a.m.

Continental Breakfast

8:45 a.m.

Welcome and Introductions

Dominick Pallone, Executive Director, Michigan Association of Health Plans, Lansing, MI

Film: Building Healing Communities: The Michigan ACE Initiative

MODERATOR: *Rick Murdock, Former Executive Director of MAHP; President, RB Murdock Consulting and Michigan ACE Initiative Grant Coordinator, MAHP Foundation, Lansing, MI*

SPEAKER: *Robert Sprunk, MD, Board Chair, Munson HealthCare, Traverse City, MI*

The Michigan Association of Health Plans Foundation, thanks to funding from the Michigan Health Endowment Fund, created the Michigan ACE Initiative: Creating Healing Communities. The initiative focuses on expanding efforts toward a statewide awareness of Adverse Childhood Experiences (ACEs), creating a statewide coalition to recommend development of appropriate interventions and state policy, and providing for the implementation of Medicaid policy for ACEs.

The ACEs initiative in Michigan is aimed at benefitting the health and wellness of Michigan's children and will train those who interact with children on a regular basis, including social workers, teachers, community health workers and parents to understand behaviors that exemplify ACEs. This awareness will help children and families receive assistance from familiar faces within their own community.

With additional funding from the Michigan Association of Health Plans, and the Michigan Health Endowment Fund, the MAHP Foundation has produced a Michigan-specific video to be used to help create awareness and in trainings throughout Michigan. Join us to view this film and get an update on the progress of the Michigan ACE Initiative. Visit <http://miace.org>

9:30 a.m.

Stretch Break

9:40 a.m.

General Session: The Many Perspectives of the Opioid Crisis

MODERATOR: *Karen Jonas, RPH, Pharmacy Consultant, Michigan Association of Health Plans, Lansing, MI*

PANELISTS:

A Public Health Perspective

David R. Neff, DO, Chief Medical Director, Office of Medical Affairs, Medical Services Administration, Michigan Department of Health & Human Services; Lansing, MI

The Role of Diversion Investigation

Christopher Grush, Supervisory Diversion Investigator, Drug Enforcement Agency, Detroit, MI

The Patient's Changing Experience

Charlie Mollien, PharmD, JD, Directory of Pharmacy Compliance and Privacy Officer, Meijer, Grand Rapids, MI

Opioid and Pain Management Education for Medical Students

Goodarz M. Golmirzaie, MD, Pain Medicine Specialist; Clinical Assistant Professor, Department of Anesthesiology and Program Director, Pain Medicine Fellowship, Michigan Medicine, Ann Arbor, MI

The Patient Perspective

David Clayton, Director/Youth Coordinator, Families Against Narcotics, Macomb, MI

This session will address the current opiate crisis from many different perspectives and include information about national statistics and initiatives to combat the crisis and its devastating effects on a personal and a public health level. There will be information about increasing education for medical students about pain management and opioids, how things are changing for patients and the role of diversion investigation. There also will be a firsthand account from a person in long-term recovery who will share his experience and will offer insight on the Families Against Narcotics initiative, *Hope Not Handcuffs*.

11:30 a.m.

Final Prize Drawing

Adjourn