

# Health Reform: *The Strategic Implications*

Thursday, April 28, 2011 8:00 AM to 12:00 PM	BWI Westin 1110 Old Elkridge Landing Road	Linthicum, Maryland, 21090 Hotel phone (443) 577-2100
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**Health Insurance Exchanges. Accountable Care Organizations.  
Patient Centered Medical Homes.  
What do you *have* to know about these new entities?  
And Why Should You Care?**

*Who should attend? Company Reps from:*  
Human Resources • Finance • Benefits • Medical • Managed Care

## Topics

### **Health Reform: Regulations and Compliance**

- A recap of the forms, dates, and decisions to remain in compliance with Health Reform Regulations.

### **Health Insurance Exchanges: What do they mean to you?**

- “I’m planning on keeping my current coverage...” *Why should ALL employers care?*
- Who is running the Exchange? How will Employers interests be protected?
- How will Health Plan quality be measured, managed, and communicated? Will there be a competitive bidding process? How will the exchange help consumers select the plan that best meets their needs?
- Will national employers need to understand 50 different exchanges?
- Will the Exchange-specific regulations extend to the outside insurance market?

### **Accountable Care Organizations/Patient Centered Medical Homes:**

- What will insure that ACOs are transparent, and that they engage in standardized measurement and reporting?
- Who will hold ACOs accountable for outcomes-focused results: Clinical, Care Appropriateness, COST?
- Will the ACOs deliver coordinated patient education and preventive care support?
- Will the ACOs support Payment Reform, paying providers for quality, not quantity?
- How will ACOs drive affordability and contain costs? Will ACOs reduce waste?
- What will ensure that ACOs support a competitive marketplace?

# Registration Form

## *Health Reform: The Strategic Implications:*

Thursday, April 28, 2011  
8:00 AM to 12:00 PM

BWI Westin  
1110 Old Elkridge Landing Road Linthicum, Maryland  
Hotel phone (443) 577-2300

Includes breakfast and refreshments.

**If paying by check, mail completed registration form and check to:**

MABGH  
PO Box 0866  
Greenbelt, MD 20768-0866

**If paying by credit card, mail to address above, or fax form to:**

MABGH 866-694-4401

Attire – business casual

**You Must Register by April 20!**

**MABGH Members: \$35.00**

**Non-Members: \$75.00**

Attendance Information		
Organization:		
First Attendee:		\$
Second Attendee:		\$
Third Attendee:		\$
Fourth Attendee:		\$
<b>Total Amount</b>		
Payment/Authorization Information (If paying by check, see above)		
Accepted Payment Method:	American Express	MasterCard Visa (Circle One)
	/	
Card Number	Expiration Date	Signature
First Name	Last Name	
Company		
Street Address		
City	State/Province	Zip Code
Phone	Email	