
























Implementing & Operationalizing Medicare & Medicaid Supplemental Benefits

**Boost Enrollment and Care Outcomes through
New Supplemental Benefits Offerings**

August 15-16, 2019

Wyndham San Diego Bayside • San Diego, CA

2019 SUPPLEMENTAL BENEFITS SPEAKER ROSTER:

-  Aaron Jeanotte
EXCELLUS BCBS
-  John L. Thomas
CIGNA
-  Danica Holliston
REGENE BLUE CROSS BLUE SHIELD OF OREGON
-  Dr. Bruce Chernof
THE SCAN FOUNDATION
-  Elisa Hernandez
BCBS
-  Henry W. Osowski
STRATEGIC HEALTH GROUP LLC
-  Jill V. Selby
SCAN HEALTH PLAN
-  Lisa Modi
JOHNS HOPKINS HEALTHCARE LLC
-  Liz Lopez Cepero
SUPERIOR HEALTHPLAN
-  Maxwell D Hanna
MOLINA HEALTHCARE, INC.
-  Michael S. Adelberg
FAEGRE BAKER DANIELS CONSULTING
-  Allison Rizer
UNITED HEALTHCARE
-  Mike Dunne
ALC SOLUTIONS
-  Nick Bott
STANFORD UNIVERSITY SCHOOL OF MEDICINE
-  Pamela Mokler
PAMELA MOKLER & ASSOCIATES, INC.
-  Roderick Kersch
INCOMM
-  Ryan Davis
KAISER PERMANENTE
-  Scott Rinefort
CAREMORE HEALTH/ANTHEM INC.
-  Dan Trigub
UBER HEALTH
-  Kurt Waltenbaugh
CARROT HEALTH
-  Tim Murray
WAKELY CONSULTING GROUP
-  Nancy C Everitt
HEOPS, INC
-  Chang
VITALITY HEALTH PLAN

EVERYTHING YOU NEED TO KNOW TO EFFECTIVELY OFFER SUPPLEMENTAL BENEFITS TO YOUR MEMBERS!

- Determining the right benefit offerings for your members
- Differentiating your plan through supplemental benefits
- Knowing and overcoming the operational and compliance nuances of implementing supplemental benefits
- Financial considerations and pricing
- Aligning Social Determinants of Health efforts and supplemental benefits

With presentations and case studies from numerous leading health plans!

Sponsors:



According to the *2019 Medicare Shopping and Switching Study* recently released by Deft Research, switching among MA Prescription Drug (MA-PD) plan members during the most recent AEP climbed to 14% after three years of declining switching rates. That's especially significant given that, according to CMS's estimates, only 7% of MA plans were able to offer new supplemental benefits that fell under CMS's broader interpretation of the category. Although there were other market disruptors, **Deft's research suggests that supplemental benefits were key factors in switching.** (Source: Radar on Medicare Advantage, 3/21/19)

How can your plan offer supplemental benefits to the chronically ill in an efficient, effective manner? Which benefits should you offer? And how can you operationalize those benefits while remaining compliant with CMS guidance?

IEN's **Medicare & Medicaid Supplemental Benefits** conference is the only event to focus specifically on supplemental benefit implementation.

With research showing that these benefits are a key factor in members switching plans, you need to be as informed as possible of the risks, costs and benefits. With tracked sessions and thoughts from leading health plans, consultants and other industry experts, this is a conference that can't be missed.

Rave Reviews for IEN's Healthcare Events

"Good confirmation of tactics that we are currently doing, and it was interesting to hear about best practices."

S. Poer, SCAN HEALTH PLAN

"Great opportunities for Q&A, quality of speakers and topics were great. Venue and food were great, organizers and facilitators were fantastic as well."

L. Lead, ARIZONA COMPLETE HEALTH

"Very informative. I feel like we learned a lot from other plans."

C. Lewis, HEALTH ALLIANCE

"Provided a good mix of sales info - direct and broker. Good mix of attendees, lots of info."

V. Menolla, PROVIDENCE HEALTH & SAVINGS

"Content was on point. The attendees added incredible perspective to the discussion. The right people were in the room."

H. Hilty, CARESOURCE

About IEN

IEN is focused on producing practical, actionable, and content-driven events. We personally interview literally hundreds of people in each conference's topic area, discovering their on-the-job problems, issues and concerns. We then find the very best speakers to offer solution-driven content, as well as facilitate peer-to-peer networking at each event. Our events are not trade shows or expos, although we do offer partnership opportunities to select vendors. We're focused on the attendees' needs entirely.

Top Reasons to Attend

- Get your supplemental benefits offerings in gear by attending the ONLY event dedicated to supplemental benefits
- Hear how health plans are actually using supplemental benefits in their offerings
- Discover to what extent these benefits are motivating members to switch plans
- Take a close look at what it takes to operationalize supplemental benefit offerings
- Assess how to quantify the costs and ROI of these benefits
- Delve into specific benefits: hearing, transportation, meals and more
- Network with experts and other health plans to discover what they know about actually offering supplemental benefits
- Take advantage of two tracks focused on varying topics within the space
- Best prepare your supplemental benefits offerings for the year ahead

Who Will You Meet?

Network with Medicare & Medicaid Heads of:

- Product Development
- Product Design
- Product Bid
- Marketing and Sales
- Compliance and Regulation
- Actuarial Services
- Finance
- Network Management
- Operations
- Member Services
- Clinical Management
- Third Party Management

Plus...

- Supplemental/Ancillary benefits providers
- Lawyers
- Software Providers

Day One

Thursday, August 15, 2019

7:45 – 8:30

Registration and Breakfast

8:30 – 8:45

Co-Chairs' Opening Remarks



Tim Murray, FSA, MAAA, Director & Senior Consulting Actuary
WAKELY CONSULTING GROUP



Nancy C Everitt, MBA, PMP, Tennessee Supreme Court Rule 31 Listed Mediator, President & CEO
HEOPS, INC

8:45 – 9:45

Opening Panel: Examining Supplemental Benefits Demand and Utilization Trends

- What do members want and need? Where are the growth areas?
- Which supplemental benefits are most attractive to members in various regions and of varying social status?
- How is the demand and need for supplemental benefits driving supply?
- Are supplemental benefits the deciding factor for most members?
- Which supplemental benefits focus on clinical outcomes?

Moderator:



Pamela Mokler, MSG, Post-Acute, LTSS & Housing Innovation Consulting
PAMELA MOKLER & ASSOCIATES, INC.

Panelists:



Lisa Modi, Product Development Manager | Business Development
JOHNS HOPKINS HEALTHCARE LLC



Dr. Bruce Chernof, President & CEO
THE SCAN FOUNDATION

9:45 – 10:30

Developing Products for 2021: Creative and Cost-efficient Offerings to Enhance Clinical Outcomes

- How are plans using the new flexibility to design supplemental benefit products?
- Connecting tactics to strategy through supplemental benefits
- Examining the nuances of designing supplemental products
- Who do you bring to the table to develop products and strategies?
- How can you determine the right combination of supplemental benefits?
- What will 2021 products look like?
- Are mandatory supplemental benefits more attractive than optional supplemental benefits?



Maxwell D Hanna, ASA, MAAA, Director, Actuarial Services
MOLINA HEALTHCARE, INC.



Liz Lopez Cepero J.D., LL.M., Vice President, Medicare Operations and Business Strategy
SUPERIOR HEALTHPLAN

10:30 – 10:45

Morning Break

10:45 – 11:45

Positioning Yourself in a Fiercely Competitive Market Through Solid Differentiating Factors

- Which supplemental benefits will deliver more differentiating results?
- Are there chronic conditions(s) to hone in on for supplemental benefits?
- How are plans using tele-health as a differentiating factor?
- Pros and cons and differentiating factors within each category:
 - Dental
 - Vision
 - Hearing
 - Transportation
 - Nutrition
 - In-home services
 - Over-the-counter

Moderator:



Liz Lopez Cepero J.D., LL.M., Vice President, Medicare Operations and Business Strategy
SUPERIOR HEALTHPLAN

Panelists:



Elisa Hernandez, Product Development Consultant
BCBS



Danica Holliston, Medicare Product Manager
REGENCE BLUE CROSS BLUE SHIELD OF OREGON



Ryan Davis, Manager, Pharmacy Medicare Programs
KAISER PERMANENTE



Roderick Kersch,
INCOMM

11:45 – 12:30

You've Added New Supplemental Benefits — What Now?

- Understanding the framework for innovation and creativity
- Leveraging your data & intelligence
- Deciding what benefits are “right” for your members
- Target segmentation — determining appropriate benefits for your most vulnerable members
- Proving your case for appropriateness, non-discrimination and clinical effectiveness (ROI)
- Setting operational priorities



Henry W. Osowski, Managing Partner
STRATEGIC HEALTH GROUP LLC



Pamela Mokler, MSG, Post-Acute, LTSS & Housing Innovation Consulting
PAMELA MOKLER & ASSOCIATES, INC.

12:30 – 1:45

Luncheon for All Attendees & Speakers

Luncheon speaker:

The Power of Incorporating Rideshare into your Transportation Program

Every year, 3.6 million Americans miss doctor appointments due to a lack of reliable transportation. In this session, you will learn how healthcare organizations are using ridesharing to improve patient satisfaction and outcomes by removing transportation as a barrier to care. The session will cover how ridesharing has been evolving to meet the specific requirements for healthcare and be a viable option for non-emergency medical transportation. Dan Trigub, the Head of Uber Health, will showcase real examples from partners using ridesharing today and give an inside glimpse into where ridesharing companies like Uber are looking to expand to help change overall health outcomes.



Dan Trigub, Head of
UBER HEALTH



	Track A: A Financial Look at Supplemental Benefits: Cost and Actuarial Components	Track B: Effectively Operationalizing Supplemental Benefits
1:45 – 2:45	<p>Effectively Pricing Supplemental Benefits</p> <ul style="list-style-type: none"> Actuarial considerations when historical data doesn't exist Navigating uncharted actuarial territory How will plans price supplemental benefit products? Supportable documentation for pricing supplemental benefits <p> Maxwell D Hanna, ASA, MAAA, Director, Actuarial Services MOLINA HEALTHCARE, INC.</p> <p> Tim Murray, FSA, MAAA, Director & Senior Consulting Actuary WAKELY CONSULTING GROUP</p>	<p>Assessing Operational Challenges in Offering Supplemental Benefits</p> <ul style="list-style-type: none"> Identifying, contracting, and implementing vendor solutions Conducting feasibility/pre-implementation assessments Inputting supplemental benefits into the CMS PBP tool Implementing benefits within health plan systems and ensuring cross functional operational readiness Customer service considerations Compliance, preparing for audits and appeals/grievances Documentation, process mapping, and process improvement Managing through unknowns <p>Moderator:</p> <p> Aaron Jeanotte, Manager, Product Implementation and Operations EXCELLUS BCBS</p> <p>Panelists:</p> <p> Ryan Davis, Manager, Pharmacy Medicare Programs KAISER PERMANENTE</p> <p> Jill V. Selby, Corporate VP, Strategic Initiatives / Product Development SCAN HEALTH PLAN</p>
2:45 – 3:30	<p>Quantifying the ROI of Supplemental Benefits</p> <ul style="list-style-type: none"> How are health plans measuring the return on investment? Cost analysis of various supplemental benefits Perceived cost vs. value How do you structure the benefits? In what packages? How do you know this benefit is adding actual clinical value? <p> John L. Thomas, Senior Advisor- Medicare Advantage Product Management CIGNA</p>	<p>Operational Nuances Surrounding Identification & Documentation for Supplemental Benefits</p> <ul style="list-style-type: none"> Who will receive supplemental benefits? How are plans tracking and documenting supplemental benefits for members? Preparing for audits, appeals and grievances Building assessments into the system Objective criteria for assessments <p> Aaron Jeanotte, Manager, Product Implementation and Operations EXCELLUS BCBS</p>
3:30 – 3:45	Networking Break and Exhibit Visitation	
3:45 – 4:30	<p>Supplemental Benefits: Using Data to Improve Plan Design & Member Engagement</p> <ul style="list-style-type: none"> Review the new changes in the regulations related to supplemental benefits Using data to determine how the market has shifted due to changes in benefits offered Explore how to use the power of data to inform benefit design and increase beneficiary engagement to ensure the longevity of your health plan <p> Kurt Waltenbaugh, Founder & CEO CARROT HEALTH</p>	



4:30 – 5:30

Cocktail Reception Immediately Following

Contact Corinne Smart Moore for more information on our sponsorship opportunities at Corinne@insightxnetwork.com.

Day Two

Friday, August 16, 2019

8:00 – 8:45

Breakfast

8:45 – 9:00

Recap of Day One



Tim Murray, FSA, MAAA, Director & Senior Consulting Actuary
WAKELY CONSULTING GROUP



Nancy C Everitt, MBA, PMP, Tennessee Supreme Court Rule 31 Listed Mediator, President & CEO
HEOPS, INC

9:00 – 10:00

Keynote: New Challenges Await: Compliance and Operational Concerns with New Supplemental Benefits

- How are plans bidding and implementing new benefits?
- What are SSBCI benefits and how do they differ from previous benefit flexibilities?
- What unique compliance challenges accompany the new benefits?
- What unique implementation challenges accompany the new benefits?

- How might CMS and government watchdogs oversee the implementation and market impact of these benefits?



Michael S. Adelberg, Principal
FAEGRE BAKER DANIELS CONSULTING



Allison Rizer, Vice President Strategy & Health Policy, Medicare/Medicaid Integration
UNITED HEALTHCARE

10:00 – 10:30

5 Myths About Adding Transportation Benefits: Your Roadmap for a Seamless Integration







Mike Dunne, Vice President of Strategic Markets
ALCSOLUTIONS



Kelly Chang,
VITALITY HEALTH PLAN

10:30 – 10:45

Morning Break

	Track A:	Track B:
10:45 – 11:30	<p>Case Study: SDOH as Part of a Clinical Delivery System Powered by a Health Plan</p> <p>This session will provide a deep dive into the innovation of SDOH solutions by leveraging a clinical delivery system that is aligned with a health plan. Organizational culture and mission are fundamental imperatives that underscore efforts to deliver on SDOH solutions. Attendees will hear about products to support members with chronic conditions, supplemental benefits and the targeting of benefits for specific sets of members. Attendees will also hear about an innovative model of care that focuses on people with uncontrolled chronic conditions using home-delivered meals, which can serve as an example for payer teams looking at the how benefit design intersects with clinical delivery.</p>  <p>Scott Rinefort, Director, Senior Product Director CAREMORE HEALTH/ANTHEM INC.</p>	<p>Wellness & Lifestyle Education: Engaging Members to Make Behavioral Changes</p> <ul style="list-style-type: none"> • Concrete tips to educate members on necessary lifestyle and wellness changes • What are the most effective tactics to engage and connect with members? • How are plans helping members manage depression and stress?  <p>Nick Bott, Research Scientist, Associate Fellowship Director, Clinical Excellence Research Center STANFORD UNIVERSITY SCHOOL OF MEDICINE</p>
11:30 – 12:15	<p>Dual SNPs and Supplemental Benefits</p> <ul style="list-style-type: none"> • Looking at the application process • Connecting with Dual SNPs: Where, when, what, and how? • How does D-SNPs benefit flexibility differ? • Focusing on education and member engagement • Grassroots efforts that work • How will supplemental benefits for SNPs affect your bottom line? • SNP model of care development  <p>Henry W. Osowski, Managing Partner STRATEGIC HEALTH GROUP LLC</p>	<p>Social Determinant of Health & Supplemental Benefits</p> <ul style="list-style-type: none"> • What can Medicare learn from Medicaid about SDOH — lessons learned • What are health plans doing for SDOH? • Food, shelter, transportation considerations for SDOH  <p>John L. Thomas, Senior Advisor- Medicare Advantage Product Management CIGNA</p>

12:15 – 1:30

Luncheon for All Attendees & Speakers

1:30 – 2:30

Aligning Internal Departments for Maximum Supplemental Benefit Effectiveness

- Fostering better communication among departments for better results
- Strategies to reduce departmental silos and work more effectively as a holistic organization
- Tactics to combine product development, marketing, sales, and enrollment for better supplemental benefit outcomes
 - Reviewing annual MA cycle and key milestones
 - Working in a matrix organization
 - Shared goal setting and downstream buy in
 - Repeatable process development (evaluation)

- Working through unknowns and unexpected challenges
- Roll out/communication management
- Continuous improvement/best practice adjustments

Moderator:



Lisa Modi, Product Development Manager | Business Development
JOHNS HOPKINS HEALTHCARE LLC

Panelists:



Elisa Hernandez, Product Development Consultant
BCBS



Aaron Jeanotte, Manager, Product Implementation and Operations
EXCELLUS BCBS


2:30


End of Summit

Sponsorship and Exhibit Opportunities

Insight Exchange Network, LLC ("IEN") has a limited number of sponsorship opportunities in a variety of packages to help you get your message out to attendees. Sponsorship pricing is based on packages and start at low out-of-pocket. We can customize a variety of solutions to provide you with the best possible network opportunity. For more information, contact Corinne Smart at (704) 649-3860 or email Corinne@insightxnetwork.com


Sponsors

 InComm has extensive experience within the healthcare industry and provides health plans with customized incentive and rewards solutions that engage members and inspire proactive wellness. By leveraging our proprietary payment technology, our partners can deliver a comprehensive incentive program that makes it easy for your members to experience the full value of your plan, which increases your member engagement and your ratings. Our innovative products, like our restricted-spend cards, prepaid gift cards and retailer discount offering, coupled with seamless ordering and fulfillment options, provide members with wellness benefits that seamlessly fit into their everyday lives. Learn more at www.incommi.com.


 ALC is a passenger transportation management and technology company serving the healthcare industry and government agencies nationwide. ALC leverages its proprietary technology to manage the transportation benefit by validating eligibility, trip type and destination, while providing analytics and reporting. To learn more about how ALC can deliver your organization an increased level of efficiency and accountability, visit ALCSolutions.com.

Uber Health Uber Health is a HIPAA-compliant transportation platform that enables reliable, comfortable & easy rides to those that need it most in healthcare. By using Uber Health's web-based dashboard, healthcare professionals are able to access Uber's driver-partner network to request, manage, and pay for rides for others to ensure they can get where they need to be. Uber Health also has an API to enable easy integrations into existing healthcare solutions. We believe that by working together, we can drive health forward by removing barriers to care through movement.

TruHearing TruHearing works with over 60 health plans, exclusively managing the hearing aid benefit for 35—including 15 Blues plans. We're proud of our 100% benefit partner retention. Our customers love the high quality service they receive with 90% reporting an improved opinion of their health plan. We offer hearing aid benefit programs that can be customized to your plan's needs, supported by a network of over 5,000 hearing healthcare professionals. To learn more, contact Rob Gibbs Senior Vice President, Sales & Account Management, rob.g@truhearing.com

 NationsHearing is a hearing healthcare company that provides a comprehensive and cost-effective hearing aid and hearing services solution. By focusing on a technology-driven, outcomes-based approach for patients, health plans, partners and providers, we aim to improve the overall health of customers using hearing aids. We work with leading organizations of all types and provide customized solutions. To learn more, please visit www.nationshearing.com.

 Carrot Health uses a wealth of data and predictive modeling to bring deep insights into consumers and their underlying determinants of health. Our SAAS platform, Carrot MarketView, measures the variations in consumer behavior to bring deep insights into consumer needs, health outcomes, and future health risks. MarketView is built on the healthcare industry's most comprehensive repository of consumer information and validated predictive models, covering over 5,000 variables and 250 million individually identified US adults. Health plans and health systems across the country are using MarketView to engage populations, improve patient health, and optimize growth and market share.

 CENTIPEDE provides game-changing access to strategy and back office operations that powers infrastructure for payors and partners that impacts outcomes, enhances well-being and lowers healthcare cost. CENTIPEDE has solved problems that others are now addressing as organizations seek how to operationalize relationships with providers of supplemental services, social care services, long term services and supports and community based organizations. Reduce organizational risk and enhance success through a go-to-market ready contracted non traditional provider network, high-quality delegated credentialing, provider education, billing support, claims taxonomy and provider MSO services. Though our comprehensive network definition (rather than single verticals) CENTIPEDE speeds product readiness, scale and simplicity to your product development, network, claims and compliance teams.

CENTIPEDE Care Solutions, a HEOPS Company is an outsourcing partner to the nation's best health plans providing strategy and operational back office services for payors and providers.

Price Rates	Before July 19, 2019	After July 19, 2019
Health plan rate	\$1,295	\$1,595
Vendors, Consultants, Law firms, etc.	\$1,695	\$1,995

Team Discounts

Three Delegates will receive a **10% DISCOUNT**

Four Delegates will receive a **15% DISCOUNT**

Five or more Delegates will receive a **20% DISCOUNT**

Please call **Kathie Eberhard** to make your group reservation at **(980) 218-9028** or email Kathie@insightxnetwork.com.

Refunds and Cancellations: For information on refunds and cancellations please visit our website: www.insightxnetwork.com

Note: Discounts may not be combined; lowest available discount will be applied.

About the Venue: Wyndham San Diego Bayside

Wyndham San Diego Bayside
1355 N Harbor Dt.
San Diego, CA 92101
(619) 232-3861
www.wyndhamsandiegobay.com

Located directly across from the picturesque San Diego bay and conveniently near downtown, the Wyndham San Diego Bayside hotel in San Diego, CA is the embodiment of the laid-back California attitude. Take a walk down Embarcadero and bask in the world famous "perfect weather", or stroll down to Little Italy for a taste of authentic Italian cuisine in southern California. At Wyndham San Diego Bayside hotel, we invite you to discover all that the city has to offer, with a convenient San Diego downtown hotel location to begin your adventures.

We have a limited number of rooms available at **\$199 per night**. Please mention Insight Exchange Network when making your reservations at the discounted rate. The cut-off date to receive the block rate is **July 25, 2019**.