

FALL 2014 CONFERENCE
SEPTEMBER 29-30, 2014

FLAACOS

ONE OCEAN RESORT & SPA
ATLANTIC BEACH, FLORIDA



REGISTER ONLINE AT www.FLAACOs.com
SELECT "FALL CONFERENCE" FROM THE MENU BAR

REGISTER TODAY

One Ocean Resort & Spa

Atlantic Beach - September 29-30, 2014

The Florida Association of Accountable Care Organizations (FLAACOs) conference is the premier professional development and networking opportunity for Florida ACOs. The goal of this conference is to enhance the skills and knowledge of FLAACOs members, build community relations, organize members, advocate for new and existing ACOs and help our members do their jobs better.

FLAACOs is designed to explore best practices and opportunities for increasing patient care while expanding product market share within these quality and value driven healthcare systems. Through case studies, panels, spotlight presentations and various networking opportunities, the FLAACOs conference will cultivate and enhance relationships with accountable care organizations.



REASONS TO ATTEND

Gain a better understanding of the Florida accountable care marketplace and how healthcare delivery is changing for millions of patients

Learn from other ACO executives how to overcome challenges and uncover opportunities that will impact your business

Maximize your opportunity to network, build relationships, and get your questions answered by ACO experts

Participate in thought-leading discussions to enhance and/or develop your organization's strategy to interact with ACOs

Collaborate with industry leaders in Florida about solution-focused strategies

WHO WILL ATTEND

The FLAACOs conference was designed specifically for the following individuals working in Care Management:

Florida ACOs

Interested in joining an ACO

Hospital and Community Hospitals

Physician Groups

Independent Physicians

Clinical & Business Intelligence

Clinical Engineering & IT

Connected Patient

Emerging Professionals

Federal Health

Health Information Exchanges



INDUSTRY
LEADERS

Innovation

Management Engineering

Process improvement

Nursing Informatics

Provider-Payer

Senior Executive

Usability Community

Full-Time Students

CONFERENCE DAY 1

September 29, 2014						
Start Time	End Time	Session	Atlantica A	Atlantica B	Atlantica C	Solaria
8:00am	5:00pm	FLAACOs Registration Desk				
8:00am	9:00 a.m.	Continental Breakfast located in Solaria				
9:00am	9:15 a.m.	OPENING SESSION	Opening Session <i>Nicole Bradberry, CEO of FLAACOs, Co-Founder and President Orange Health Solutions, President of MZI Healthcare</i>			Closed
9:15 a.m.	10:15 a.m.	KEYNOTE	Surprise Keynote - Announced August 20, 2014			Closed
10:15 a.m.	10:30 a.m.	Coffee Break located in Solaria				
10:30 a.m.	11:30 a.m.	SESSION 1	Reducing Oncology Expenditures with an ACO <i>Kelly Blair, Chief Operating Officer at Oncology Resource Network of America</i>	Importance of Analytics in achieving ACO Success <i>Della Wolfe, Director at Analytics Partners</i>	Integrating Home Health, Hospice and Community Care Services to Improve ACO Care Coordination and Reduce Medicare expenses <i>Gentiva</i>	Vendor Expo
11:30 a.m.	12:30 p.m.	SESSION 2	Transforming Provider Care in ACOs with Quality Improvement Programs <i>FMQAI (Tentative)</i>	Value of Post-Acute Care <i>Kenneth Van Cara VP Innovation and New Products at MedSolutions</i>	How Pharmacies are Collaborating with ACOs to Improve Pharmacy Care, Health Outcomes and Overall Key Quality Measures for Medicare Beneficiaries <i>CVS Caremark</i>	Vendor Expo
12:30 p.m.	2:00 p.m.	Lunch located in Solaria				
2:00 p.m.	3:00 p.m.	GENERAL SESSION	Maximizing Benchmarks for Front-End Revenue <i>Michael Barrett, NAACOs Chairman and Sr. VP Southeast at Universal American/Collaborative Health Systems</i>			Closed
3:00 p.m.	3:15 p.m.	Coffee Break located in Solaria				
3:15 p.m.	4:15 p.m.	SESSION 3	Shift in the Payer Movement in the Provider Space to Augment the Movement of Value Based Integrated Payments <i>Jonathon Gavras, President at GuideWell Health with Blue Cross Blue Shield of Florida</i>	How ACOs Contribute to the Transformation from Volume to Value Based Reimbursement <i>Christine Burke Worthen, Broad and Cassel</i>	How Medical Practices Can Prepare for Value-Based Contracting <i>John Schmitt, PhD, President & Managing Director of Reliance Consulting Group</i>	Vendor Expo
5:00 p.m.	6:00 p.m.	Cocktail Hour located in Solaria				
7:00 p.m.	9:00 p.m.	Join FLAACOs for Dine and Wine Dine Around. Take a culinary journey through many of the best venues at the Beaches Town Center at the ocean end of Atlantic Blvd.				

CONFERENCE DAY 2

September 30, 2014						
Start Time	End Time	Session	Atlantica A	Atlantica B	Atlantica C	Solaria
8:00am	5:00pm	FLAACOs Registration Desk				
8:00am	9:00am	Continental Breakfast located in Solaria				
9:00am	10:00am	OPENING SESSION	Panel Discussion and Q&A <i>FLAACOs Board Members</i>			Closed
10:00am	10:15am	Coffee Break located in Solaria				
10:15am	11:15am	SESSION 4	United Healthcare's ACO Strategy <i>Cheryl Propeck, Sr. Project Director at UnitedHealthcare</i>	Population Health Management, The Key to ACO Success <i>Fred Goldstein, President and Founder at Accountable Health, LLC</i>	<i>Kelly Conroy, Chief Executive Officer at Total Quality Management, LLC, Triple Aim Development Group</i>	Vendor Expo
11:25am	12:25pm	SESSION 5	Benefits of Payer Coordination for ACOs <i>Michelle Copenhaver, SVP Strategy & Operations, Southeast Market Lead, Accountable Care Solutions at Aetna</i>	Value of PCMH in Advancing the ACO Model to Achieve Triple Aim <i>Paige Robinson Cooke, Assistant Director of Customer Engagement at NCQA</i>	Closing Care and Wellness Gaps by Managing Quality Metrics <i>Sheila Fuse, CEO at Primary Partners and Joe Taylor, Partner & Practice Leader – ACO Consulting Services at FluidEdge Consulting</i>	Vendor Expo
12:25 p.m.	2:00 p.m.	Lunch, Raffle Prize Drawing & Closing Session in Solaria				

SPEAKERS & INDUSTRY LEADERS

Michael Barrett

NAACOs Chairman, Sr. VP Southeast at Universal



Nicole Bradberry

CEO, FLAACOs

Co-Founder and President OrangeMZI



Kelly Blair

Chief Operating Officer, Oncology Resource Network of America



Christine Burke Worthen

Of Counsel, Broad and Cassel



Kelly Conroy

Chief Executive Officer

Total Quality Management, LLC, Triple Aim Development Group



Michelle Copenhaver

SVP Strategy/Operations, ACO Southeast Market Lead, Aetna

SPEAKERS & INDUSTRY LEADERS



Sheila Fuse

CEO, Primary Partners



Jonathan Gavras

President, GuideWell Health with Blue Cross Blue Shield of Florida



Fred Goldstein

President and Founder, Accountable Health, LLC



Brian Hill

Area Vice President-Operations, North Florida, Gentiva Health Services



Cheryl Propeck

Senior Project Director, ACO Programs, United Healthcare



Paige Robinson Cooke

Assistant Director of Customer Engagement, NCQA

SPEAKERS & INDUSTRY LEADERS



John Schmitt, PhD

President & Managing Director, Reliance Consulting Group



Joe Taylor

Partner & Practice Leader, ACO Consulting Services, FluidEdge Consulting



Kenneth Van Cara

VP Innovation and New Products, MedSolutions



Della Wolfe

Director, Analytics Partners

CONFERENCE REGISTRATION

Registration	Fee
FLAACOs Member	\$400.00
Individual Non-Member	\$450.00
Full-Time Student (with StudentID)	\$150.00

For more information, please call [904.485.0590](tel:904.485.0590) or email at mrudowitz@flaacos.com.

HOTEL INFORMATION

One Ocean Resort & Spa **September 29-30, 2014**

One Ocean Resort and Spa

1 Ocean Blvd

Atlantic Beach FL 32223

Ph 800.874.6000

Website [Hotel Link to FLAACOs Discounted Room Rate](#)

Deluxe Ocean View

\$179.00 plus resort/tax fees

Space is limited; Reserve today

All hotel charges are the responsibility of the registrant

SPONSORSHIP OPPORTUNITIES

Thank you for your interest in our upcoming FLAACOs Conference. FLAACOs hosts the premier conference for ACO professionals in the state. FLAACOs is dedicated to advancing the professional development of its members and strives to provide cutting-edge education, information, and tools.



Florida's ACOs invest millions of dollars each year in products and services for their physicians and patients, making the FLAACOs Conference and Vendor Expo the most attractive showcase for healthcare exhibitors in Florida. This annual event brings together approximately 500 professionals, the majority of who are purchasing decision-makers. Exhibitors can network with existing customers and gain access to potential new clients.

We invite you to participate as an exhibitor or sponsor for the FLAACOs Fall Conference and Vendor Expo. This conference will offer business meetings, educational seminars for professional development, networking and social opportunities, and a forum for healthcare suppliers to showcase their goods and services. FLAACOs allows you to directly showcase your products and

services to hundreds of health care professionals, build brand awareness and position your business as a leader within the Florida healthcare industry. This vendor expo will be held in conjunction with our Fall Conference, where representatives from healthcare agencies throughout the state will come to network with colleagues, attend educational seminars, and visit exhibit booths. Exhibiting at this conference will be your best opportunity to be placed among the recognized leaders in the highly specialized healthcare industry.



SPONSORSHIP LEVELS

FLAACOs offers four levels of conference sponsorship. For more information, please contact the **FLAACOs Event Coordinator** at **904.485.0590** or by email at **mrudowitz@flaacos.com**.

Sponsorships are available on a first-come first-served basis subject to the order in which reservation and payment is received. FLAACOs reserves the right to add or modify the number of sponsorship opportunities and review any exhibitor and/or sponsorship application to ensure appropriateness for our intended audience and support of our mission.

Package Options

- \$7,500 - Platinum Sponsorship
- \$5,000 - Gold Sponsorship
- \$2,500 - Silver Sponsorship
- \$850 – Associate (Exhibit Only)

WHY EXHIBIT

- We offer 6 hours of trade show time plus unique strategies to draw attention
- Receive access to educational sessions and discounted rates on continuing education
- Make one-on-one contact with qualified buyers in your market, building trust, long term relationships and sales
- Build brand awareness by putting your product or service front and center at the state's premier event
- Demonstrate how your product or service cuts costs, improves operational effectiveness and commands attention from buyers
- Break into new markets and territories with qualified leads
- Stay up-to-date on changes in the industry and changes made by your competition
- Position your product or service for maximum impact



Florida Accountable Care Organization Conference Registration

Applicant Information

Address

Phone

Online Contact

Attendee Registration

	Number of Attendee Registering	Subtotal	Total
FLAACOs Member (\$400/person)	<input type="text"/>		
Non-Member (\$450/person)	<input type="text"/>		

Card Authorization

Amount Charged: _____

I authorize Florida Association of ACOs to charge my card for the following services.