

PURPOSE THROUGH PARTNERSHIPS

FEBRUARY 27-29, 2024 | HYATT REGENCY, LOST PINES, TEXAS | HEALTHCARE FORUM

Consortium Health Plans is an independent company providing National Account support to Blue Cross and Blue Shield Association.
Blue Cross and Blue Shield is an association of independent Blue Cross and Blue Shield companies.



Tuesday, February 27

10 am CT	Registration Opens
12:30-1:30 pm	Welcome Lunch Pecan Court & Terrace
2-2:15 pm	Welcome & Opening Remarks Lost Pines Ballroom Dave Busch, President and Chief Executive Officer, Consortium Health Plans
2:15-3 pm	Healthcare 2035: Shaping Tomorrow's Wellness Landscape Lost Pines Ballroom Rachel Zeldin, Partner, Health & Life Sciences, Oliver Wyman <i>Embark on a visionary journey that delves into the transformative trends, innovations, and strategic shifts poised to reshape the future of healthcare. Gain unique insights on how these dynamics will shape the wellness landscape into 2035 and beyond, offering a glimpse into the evolving and innovative approaches that will define the healthcare landscape of the future.</i>
3-3:30 pm	Enabling Network Optimization Through Quality, Cost, and Appropriateness Data Lost Pines Ballroom Erin Barney, Vice President Network Solutions, Blue Cross Blue Shield Association Sarah Oliver, Senior Vice President, Market Insights and Consulting, Consortium Health Plans <i>Learn about the new Blue National Physician Performance Dataset that delivers individual provider-level quality, appropriateness, and cost of care data across 20 specialties, including primary care. Understand the range of use cases for the dataset from powering employer benefit design steerage and member navigation to high-performing providers, to evolving the national BCBS portfolio of network solutions.</i>
3:30-4 pm	Connection Break Lost Pines Foyer
4-4:45 pm	A Conversation with Danica Patrick Lost Pines Ballroom Kevin Cassidy, Chief Growth Officer, Health Care Service Corporation (<i>moderator</i>) Danica Patrick, Former Racecar Driver, Author, Podcast Host, Broadcaster & Entrepreneur <i>Join us for an exclusive interview with racing legend Danica Patrick as she shares insights into her dynamic life, both on and off the track. Discover how Danica's experiences and mindset have shaped her approach to personal wellness and professional success, offering invaluable perspectives for individuals and organizations alike.</i>
5:30-6:15 pm	On-site Group Cocktail Reception Riversong Lawn <i>Come and cheers with old friends and new while joining your BCBS Plan hosts for a beverage before heading out to dinner.</i>
6:15-9pm	Offsite Dine Arounds <i>Join your BCBS Plan hosts and colleagues for an impeccable meal and lively conversation.</i>

Wednesday, February 28

7-7:45 am CT	Breakfast Pecan Court & Terrace
8-9 am	The “Blueprint” for Success: BCBS Strategic Priorities Lost Pines Ballroom Dana Erickson, President and Chief Executive Officer, Blue Cross and Blue Shield of Minnesota Sarah Iselin, President and Chief Executive Officer, Blue Cross Blue Shield of Massachusetts Kim Keck, President and Chief Executive Officer, Blue Cross Blue Shield Association Paul Zurlo, President and Chief Executive Officer, Blue Cross of Idaho <i>In a time of rapid and dynamic change, long-term strategic success requires new capabilities and strengths. Hear this panel of executive leaders discuss the latest opportunities for the Blues and how we’re collectively working to modernize our foundational capabilities needed to stay competitive in the marketplace.</i>
9-9:45 am	A Prescription for Affordability with Synergie Medication Collective Lost Pines Ballroom Chris Ford, Chief Innovation Officer, Synergie Medication Collective Razia Hashmi, MD, MPH, FAAFP, Vice President Clinical Affairs, Blue Cross Blue Shield Association Mehb Khoja, Chief Actuary, Head of Large Claim Solutions, BCS Financial <i>Discover actionable strategies and cost containment techniques employed by BCBS Plans in collaboration with Synergie Medication Collective to help large employers achieve significant savings on pharmaceutical expenses.</i>
9:45-10 am	Connection Break Lost Pines Foyer
10-10:45 am	BREAKOUTS (round 1 of 2) <i>Our 2024 agenda features two rounds of breakouts giving you more time to engage in conversations about select BCBS differentiators and prominent themes representing areas of continued high interest, identified by the Consultant and Broker community.</i> <ul style="list-style-type: none">• A Path to Affordable Care: BCBS Plans’ Forward-Thinking Approach Lost Pines Ballroom Aji Abraham, Senior Vice President of Health Plan Business Innovation and Market Solutions, Blue Cross Blue Shield of Michigan Anna Bunger, Executive Director, Market Insights & Consulting, Consortium Health Plans (moderator) Tim Lieb, Senior Vice President Commercial and Consumer Market, Blue Shield of California Zak Ramadan-Jradi, MD, MBA, Vice President, Network Management, Regence Health Plans <i>Join us as we unravel the layers of BCBS’s forward-thinking strategies to make healthcare more accessible for all. From innovative cost containment measures to collaborative partnerships, this session will explore the comprehensive approach BCBS Plans are adopting to ensure quality care without compromising financial well-being.</i> <ul style="list-style-type: none">• Driving Network Evolution Through Quality and Equity Barons A-C Rose Baez, Managing Director, Network Quality Innovation and Measurement, Blue Cross Blue Shield Association Sarah Oliver, Senior Vice President, Market Insights & Consulting, Consortium Health Plans <i>During this session, gain insight into the role that quality and equity play within the national BCBS network philosophy and portfolio and hear examples of the ways in which Blue leadership is impacting the industry. Learn the latest around Select Networks and BlueHPN adoption, and provide input on network attributes that are resonating with the market.</i>

- **Obesity Management – GLP-1s and Beyond**

Barons D

Kim Foerster, Director, Pharmacy Account Management, Blue Cross Blue Shield of Michigan
Becca Humphreys, MBA, MSN, RN, NEA-BC, ONC, Director, Clinical Client Relations, Blue Cross of Idaho

Robert Muscalus, Medical Director Client Analytics, Capital BlueCross

Anne Santos, Executive Director, Consultant Relations, Consortium Health Plans (*moderator*)

Kirsten Tiberg, R.Ph., Senior Director, Pharmacy, Blue Cross Blue Shield of Minnesota

Join us for a thought-provoking discussion around the complexities surrounding the coverage of weight loss management tools and the role employers and payers should have in this developing space. Gain a comprehensive understanding of the ongoing debate and the evolving landscape of weight loss management within the healthcare industry.

- **Network Value Measurement Utilizing Machine Readable Files**

Barons E-F

Nicole Briones, FSA, MAAA, Director, Program Management, Consortium Health Plans

Elizabeth Knape, FSA, MAAA, Senior Vice President, Actuarial & Analytics, Consortium Health Plans

This session will discuss the findings associated with a recent study comparing MRF to UDS, commentary on the future of UDS, and discussion around how MRFs can be used to evaluate competitiveness in local and national markets.

10:45-11 am

Connection Break & Rotation

Lost Pines Foyer

BREAKOUTS (round 2 of 2)

Our 2024 agenda features two rounds of breakouts giving you more time to engage in conversations about select BCBS differentiators and prominent themes representing areas of continued high interest, identified by the Consultant and Broker community.

- **BCBS Innovations: A “Blueprint” for Health Transformation**

Lost Pines Ballroom

Luke Chalker, Senior Vice President, Strategic Initiatives, Blue Health Intelligence

Dr. Tom Hawes, Partner, Sandbox Clinical Ventures, and Blue Venture Fund

Anne Santos, Executive Director, Consultant Relations, Consortium Health Plans (*moderator*)

Join us for an exclusive session as we unveil the dynamic landscape of the Blue Venture Fund, the investment arm among BlueCross BlueShield companies. Gain insights into the vision driving our investments with an overview of the latest additions to the investment portfolio, with a spotlight on generative AI.

- **A Holistic Approach: BCBS Cancer Management Strategies**

Barons A-C

Angela DeFilippo, Associate Director, Market Insights & Consulting, Consortium Health Plans (*moderator*)

Eduardo Lara, Vice President Product Development and Market Solutions, Horizon Blue Cross Blue Shield of New Jersey

Karl Laskowski, MD, MBA, Vice President, Clinical Programs and Strategy, Blue Cross Blue Shield of Massachusetts

Shoma Pal, Clinical Product Development Consultant at Blue Cross Blue Shield of Michigan

Explore how BCBS integrates cutting-edge treatments, supportive care, and patient advocacy to create a seamless and holistic framework for cancer care. This session aims to inspire collaboration, offering a glimpse into the future of cancer management where holistic approaches redefine the standard of care. Be part of the conversation that shapes a compassionate and comprehensive vision for cancer care with BCBS.

11-11:45 am

- Precision Healthcare: Unveiling Population Needs through Data Integration**
 Barons D
 Rahul Patel, Vice President, National Accounts, Health Care Service Corporation
 Elissa Marsicano, Director of Reporting & Analytics, Independence Blue Cross
 Kate Unsworth, Executive Director, Market Insights & Consulting, Consortium Health Plans
 (moderator)

This session takes you through the intricacies of data integration, exploring how BCBS leverages advanced analytics to uncover and address population health needs with precision. Join experts as they discuss the power of data-driven insights in shaping targeted interventions, improving health outcomes, and enhancing the overall healthcare experience for members. Discover how BCBS is at the forefront of leveraging technology to personalize and optimize healthcare delivery, ensuring members receive the tailored care they need.

- Equity in Action: Women’s Health and Family Forming Benefits**
 Barons E-F
 Nicole Briones, FSA, MAAA, Director, Program Management, Consortium Health Plans
 (moderator)
 Meghan Delehanty MSN, RN, MBA, Sales Strategy & Performance Lead, Principal Commercial Division, Blue Shield of California
 Dr. Ashley Yeats, MD, FACEP, FCFPC, VP, Medical Operations, Blue Cross Blue Shield of Massachusetts

In this illuminating session, we bring the spotlight to the forefront of women's health and family benefits, showcasing tangible strategies and initiatives driving equity in healthcare. From reproductive and gender health to LGBTQ competence, this session explores actionable steps and innovative programs that prioritize equity, fostering a healthier and more inclusive future for all.

11:45am-1 pm	Boxed Lunch Pecan Court & Terrace
1-5 pm	Afternoon Activities <ul style="list-style-type: none"> • Circuit of the Americas • Rodeo • Horseback Riding • Archery • Golf • Spa
6-9 pm	Onsite Group Reception & Dinner LBJ Pavilion Deck & Lawn <i>Get ready to twinkle under the stars at our reception, where delicious food and delightful conversations await.</i>

Thursday, February 29

7:30-8:15 am CT	Breakfast Pecan Court & Terrace
8:30-9 am	Bridging Minds: Connecting Younger Members to Enhanced Mental and Behavioral Healthcare Lost Pines Ballroom Erin Barney, Vice President Network Solutions, Blue Cross Blue Shield Association (<i>moderator</i>) Razia Hashmi, MD, MPH, FAAFP, Vice President Clinical Affairs, Blue Cross Blue Shield Association Jennifer Jones, Executive Director, Legislative and Regulatory Policy, Blue Cross Blue Shield Association <i>In this pivotal session, we shine a spotlight on the intersection of youth, mental health, and innovative care solutions. Join us as Blue Cross Blue Shield (BCBS) leads the conversation on connecting younger members to advanced mental and behavioral healthcare. Our experts will unveil strategies and initiatives designed to break down barriers, reduce stigma, and provide tailored support for the unique mental health needs of the younger demographic. From digital interventions to community engagement, discover how BCBS is at the forefront of empowering the next generation with comprehensive mental healthcare solutions.</i>
9-9:45 am	Navigating the Intersection: Politics, Policy, and Healthcare in America Lost Pines Ballroom Congresswoman Val Demings, U.S. Representative (D-FL, 2017-2023), First Female Police Chief of Orlando, FL Geoff Duncan, Georgia's 12th Lieutenant Governor (2019-2023), Former CEO and current Strategic Advisor to healthcare and technology companies David Merritt, Senior Vice President, Policy and Advocacy, Blue Cross Blue Shield Association (<i>moderator</i>) <i>This insightful session will explore the critical juncture where politics and healthcare converge. Gain unique perspectives from experienced leaders as they discuss the evolving landscape of healthcare policy, its intersection with political dynamics, and the potential impact on the future of healthcare. Don't miss this engaging conversation that delves into the intricacies of shaping policy for the well-being of communities and the nation at large.</i>
9:45-10:15 am	Connection Break Lost Pines Foyer
10:15-11 am	Care Delivery That Meets Consumers Where They Are Lost Pines Ballroom Marla McLaughlin, M.D., Associate Chief Medical Officer, apree health Sarah Oliver, Senior Vice President, Market Insights and Consulting, Consortium Health Plans (<i>moderator</i>) Anil Singh MD, MPH, MMM, Senior Vice President, Executive Medical Director Population and Curated Health, Highmark Health Mia Wise, D.O., Chief Medical Officer, KinwellHealth <i>Recognizing the diverse needs of healthcare consumers, we delve into the evolving clinical care models that adapt to individual preferences and lifestyles. From virtual care to community-based interventions, our panel of experts will discuss the spectrum of options available. Join us to uncover how these varied clinical care models are reshaping the healthcare experience, fostering accessibility, and improving outcomes.</i>
11 am	Closing Remarks & Adjourn Lost Pines Ballroom Dave Busch, President and Chief Executive Officer, Consortium Health Plans