

# Medicaid Health Plans of America's Best Practices Forum

*"Showcasing the Best in Medicaid Today"*



February 27 - March 1, 2006  
Trump International Sonesta Beach Resort  
Miami, Florida



Ensuring Access to Better Healthcare

## Cancellations

All cancellations for the Conference shall be subject to a \$250 administration fee. In order to receive a prompt refund, your notice of cancellation must be in writing and received no later than Friday, February 17, 2006. We regret, refunds will not be issued after this date. This registration may be transferred to another member of your organization. If you plan to send a substitute in your place, please notify us as soon as possible. In the event of a Conference cancellation, MHPA assumes no liability for nonrefundable transportation costs, hotel accommodations or additional costs incurred by residents. [\* Please make checks payable to "Medicaid Health Plans of America".]

## Suggested Dress

Business casual. May wish to bring a sweater or jacket as air-conditioned meeting rooms tend to be cool.



## Transportation

The Trump International Sonesta Beach Resort is located within easy access to both South Florida international airports.

## - OUR SPONSORS -

MHPA extends its sincerest thanks to the following Sponsors for their generous support of this Conference.



## About the Hotel

The new 32-story, 390-room Trump International Sonesta Beach Resort is best described by its slogan "Stay Awhile." Located within easy access to both South Florida's international airports, the beachfront resort offers accommodations designed with elegance and luxury. Most guestrooms and suites offer private balconies, wet bar, mini-refrigerator, microwave oven, CD player/radio, coffee maker, high-speed Internet access, cable/web TV, two-line phones, in-room safe and bathrobes. Amenities include a grotto-style pool and sun deck with fountains, rock formations and waterfalls, as well as air-conditioned cabanas at the pool and beachfront. A top-rate spa offers traditional as well as cutting-edge treatments and service with exclusive product lines. The resort also features two restaurants, two lounges, retail shops, a business center, and shuttle service to South Beach and world-class shopping in Bal Harbour and Aventura. The project was developed by Donald Trump and Dezer Development Company and is managed by Sonesta International Hotels Corporation. This is the first Donald Trump development in Miami and is a 2004 recipient of the American Automobile Association's (AAA) Four-Diamond Award. Enjoy American cuisine dining in the elegant setting of the wine room, library, or atrium terrace featured at the 650 North Restaurant.



TRUMP INTERNATIONAL  
SONESTA BEACH RESORT

## Making Hotel Reservations

Do not use the attached Registration Form on the opposite side of this brochure for booking hotel reservations. The Conference room rate at the Trump International Sonesta Beach Resort is \$289 per night (single or double room occupancy). You may make your room reservation at the Sonesta Beach Resort by calling the hotel directly at 305-692-5600 or toll free at 1-800-461-8501, and indicating that you will be attending the "MHPA Conference" The cut-off date for room reservations is Friday, January 27, 2006. Sorry, there will be no exceptions made after this deadline date.



Registration Pricing

MHPA Member - Before January 13, 2006  
\$995 for the first two attendees  
\$895 for the third and fourth attendees  
\$795 for the fifth or other attendees

MHPA Member - After January 13, 2006  
\$995 for the first two attendees  
\$895 for the third and fourth attendees  
\$795 for the fifth or other attendees

MHPA Non-Member - Before January 13, 2006  
\$1,195 for the first two attendees  
\$1,095 for the third and fourth attendees  
\$995 for the fifth or other attendees

MHPA Non-Member - After January 13, 2006  
\$1,195 for the first two attendees  
\$1,095 for the third and fourth attendees  
\$995 for the fifth or other attendees

Government and Nonprofit  
(excluding nonprofit health plans, including APHA members)  
\$425 Before January 13, 2006  
\$525 After January 13, 2006

Students  
\$100 Before and after January 13, 2006  
Conference Day Rate  
\$350/day for members and non-MHPA members

**CONFERENCE AGENDA** (\*SCHEDULE IS SUBJECT TO CHANGE)



**BEST PRACTICES FORUM**

**February 27 - March 1, 2006**  
**Trump International Sonesta Beach Resort**  
**Miami, Florida**

From February 27 to March 1, 2006, Medicaid Health Plans of America is assembling all players within the entire Medicaid managed care industry to address, discuss, compare and showcase the very best and most efficient and effective practices and approaches to managing patient care.

Come join MHPA when it hosts the nation's top administrators, executives, health care professionals and technicians as they gather in sunny Miami, Florida at the luxurious Trump International Sonesta Beach Resort to present data, share insights, offer tips and exchange ideas to improve both the Medicaid patient's experience as well the efficiency of managed health care plans. This is one MHPA Conference you can't afford to miss!

**The Speakers**

- Cliff Barnes, Esq., Epstein, Becker and Green
- Anne Beal, Commonwealth Fund
- Dana Brown, Molina Healthcare of Michigan
- Helen Burch, Managed Care Advisors, Inc.
- Ramona Hasnain, Health Research and Educational Trust
- Lt. Gov. Toni Jennings, State of Florida (invited)
- Gabrielle Kennedy, First Guard Health Plan
- Dr. Robert Knuppel, Chief Medical Officer, WIN Healthcare, Inc.
- Dr. David Levin, Sentara Health Plan
- Lisa Meyers, NBC News Senior Investigative Correspondent
- Dr. Jean Moody-Williams, Families and Children's Health Group Director, Center for Medicare and Medicaid Services
- Pamela Persichilli, Horizon NJ Health
- Lucinda Ricketts, Passport Health Plan
- Dr. Steve Somers, President, Health Care Strategies (invited)
- Dr. Joe Stankaitis, Monroe Plan for Medical Care
- Dr. Marshall Thomas, Colorado Access
- Luis Vasquez-Ajmac, Maya Advertising

**Who Should Attend?**

- Chief Executive Officers
- Chief Operating Officers
- Chief Medical Officers
- Medical Management Professionals
- Compliance Officers
- Member Services Representatives
- IT Professionals
- Claims Management Professionals

**The Topics**

- Care Management
- Chronic Illness, Disease and Disability Care
- Cost Reductions
- Cultural Competency
- Data Collection
- Dealing with Government Inquiries
- Early Child Care
- Improving Care for Persons Living with Asthma
- Improving Care for Persons Living with Disabilities
- Marketing
- Obstetric Care Management
- Outreach
- Pediatric Diabetes
- Predictive Modeling
- Reducing Pharmacy Medical Costs
- Reducing NICU Days
- Transportation



**MONDAY, FEBRUARY 27**

7:30-8:30am	Continental Breakfast
8:30am	Welcome and Opening Session <i>Thomas L. Johnson, Executive Director, MHPA</i>
8:30-9:00am	Morning Keynote <i>Dr. Steve Somers, President, Center for Health Care Strategies (invited)</i>
9:00-9:30am	Obstetric Care Management <i>Dr. Robert Knuppel, Chief Medical Officer, WIN Healthcare, Inc.</i>
9:30-10:20am	Best Practices for Improving Asthma Management <i>Dr. Jay Portnoy, Family Health Partners</i>
10:20-10:30am	Break
10:30-11:15am	Best Practices for Reducing NICU Days <i>Dr. Joe Stankaitis, Monroe Plan for Medical Care, and Dr. Dave Levin, Sentara Health Plan</i>
11:30am-12:15pm	Marketing Best Practices <i>Luis Vasquez-Ajmac, Maya Advertising</i>
12:30-2:00pm	Lunch
1:00-1:45pm	Luncheon Keynote Speaker <i>Lt. Gov. Toni Jennings, State of Florida (invited)</i>
2:00-2:45pm	Transportation <i>Helen Burch, Managed Care Advisors, Inc.</i>
2:45-3:00pm	Break
3:00-3:30pm	Presentation by Adaptis <i>Stan Glassman, Adaptis</i>
3:30pm-4:15pm	Collaborative Approaches to Improving Asthma <i>Dr. Joe Stankaitis, Monroe Plan for Medical Care</i>
4:15-5:00pm	Pediatric Diabetes <i>Health Management Corporation with Gateway Health Plan (speaker TBD)</i>
7:00-9:00pm	Poolside Reception <i>Sponsored by Health Management Systems</i>

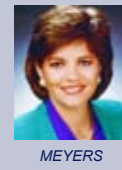
10:30-10:45am	Break
10:45-11:30am	Health Management Systems Presentation
11:30am-12:15pm	Best Practices in Care Coordination for Chronic Illness, Disease and Disability Presentation <i>AmeriHealth Mercy</i>
12:30-2pm	Lunch
1:00-2:00pm	Luncheon Speaker <i>Dr. Jean Moody-Williams, Families and Children's Health Group Director, Center for Medicare and Medicaid Services</i>
2:00-3:00pm	How to Prevent Government Inquiries and the Do's and Don't's When the Government Knocks on Your Door <i>Cliff Barnes, Epstein Becker and Green</i>
3:00-3:15pm	Break
3:15-4:00pm	Collection of Data on Race and Ethnicity <i>Anne Beal, Commonwealth Fund, and Ramona Hasnain, Health Research and Educational Trust</i>
4:00-5:15pm	Outreach <i>Healthy Hoops Presentation Gabrielle Kennedy, First Guard Health Plan Garry Curtis, Hager Sharp, Inc.</i>

**WEDNESDAY, MARCH 1**

7:30-8:30am	Continental Breakfast
8:30am	Welcome to the Third Day <i>Thomas L. Johnson, Executive Director, MHPA</i>
8:30-9:00am	Best Practices in Care Management <i>Pamela Persichilli, Horizon NJ Health</i>
9:00-9:45am	Improving Early Child Development Services in Medicaid Managed Care <i>Dana Brown, Molina Healthcare of Michigan</i>
9:45-10:30am	Presentation by Wellpoint
10:30-10:45am	Break
10:45-11:30am	Cultural Competency <i>Dr. Dennis Andrulis, Drexel School of Public Health, and Lucinda Ricketts, Passport Health Plan</i>
11:30am-12:15pm	Improving Managed Care for Persons with Behavioral Disabilities <i>Dr. Marshall Thomas, Colorado Access</i>
12:15pm	Closing Remarks and Adjournment <i>Thomas Johnson, Executive Director, MHPA</i>
1:30-4:00pm	MHPA Board of Directors Meeting* <i>(*for members of the MHPA Board of Directors only)</i>

**TUESDAY, FEBRUARY 28**

7:30-8:30am	Continental Breakfast
8:30-9:00am	Morning Keynote - "Healthcare and the Bush Agenda" <i>Lisa Meyers, NBC News Senior Investigative Correspondent</i>
9:00-9:45am	Best Practices in Reducing Pharmacy Medical Costs - Perform Rx
9:45-10:30am	Health Management Corporation Predictive Modeling



**"Best Practices Forum"**  
**MHPA Conference Registration Form**

Please complete the following information and return to MHPA by mail or fax.

PLEASE PRINT CLEARLY

Name \_\_\_\_\_

Professional Title \_\_\_\_\_

Affiliation/Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Category of Attendee:**

Managed Care Organization

Advocate

Health care Provider

State Health Plan Association

Federal Government Representative

State Government Representative

**Amount of Payment** \$ \_\_\_\_\_  
 (Please view pricing details shown on reverse side.)

**Method of Payment**

Check (\*make payable to Medicaid Health Plans of America)

Money Order

Credit Card:  AMEX  MasterCard  Visa

CC# \_\_\_\_\_ Exp \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_

**Special Requirements and/or Needs:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Emergency Contact Information:**

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Relationship \_\_\_\_\_

For further information, visit [www.mhpoa.org](http://www.mhpoa.org), call 202-778-3226, or email [info@mhpoa.org](mailto:info@mhpoa.org).

Return completed form to MHPA, 601 Pennsylvania Avenue, NW, South Building, Suite 500, Washington, DC 20004  
 FAX: 202-861-1477