



# THE CHALLENGE OF CHANGE

Health Plan Innovation in a New Health Care Marketplace

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NEW YORK HEALTH PLAN ASSOCIATION **ANNUAL CONFERENCE**

Marriott Hotel, Albany, New York | November 19, 2015



# 2015 NYHPA ANNUAL CONFERENCE

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## THE CHALLENGE OF CHANGE:

Health Plan Innovation In a New Healthcare Marketplace

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November 19, 2015 | Marriott Hotel | Albany, New York

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# WELCOME!

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Welcome to the New York Health Plan Association's (HPA) 2015 Annual Conference, "The Challenge of Change: Health Plan Innovation in a New Health Care Marketplace."

Today's conference will highlight some of the most innovative approaches health plans in New York have taken to advance quality of care and efficiency for their members. From pioneering payment reform strategies and consumer engagement initiatives, health plans have been challenged to realign how health care is delivered and paid for. Today's speakers will share their insights into the challenges and opportunities health plans face, how they are tackling these situations, and what they have learned so far. Our goal is that attendees will discover how these lessons might apply in their own companies as well as how they could enhance collaborative efforts across the health care system.

Over the years HPA's conferences have brought together health care policy leaders from New York State and across the country to explore current health care topics of the day. We hope you find today's discussions useful, thought provoking and helpful to you and your organization as we

all work together. Only by working together will we find ways to make health care more affordable and accessible, and ensure that consumers, employers, and taxpayers are getting the best value for their hard-earned health care dollars.

Please take time during the conference breaks to visit our exhibitors and sponsors. We thank them for their generous support of this conference.

And thank you to all of the conference attendees for your continued interest and participation.

Sincerely,



Paul F. Macielak, Esq.  
President and CEO  
New York Health Plan Association





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**NYAPRS**  
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on your  
Annual Conference

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# ABOUT THE NEW YORK HEALTH PLAN ASSOCIATION

## WHO WE REPRESENT

The New York Health Plan Association (HPA) is an industry voice for health care plans across the state. HPA was established for the purpose of promoting the development of managed health care plans within New York State and is an advocate for quality health care for all New Yorkers.

Currently the New York Health Plan Association has 28 member health plans. Our members provide health care coverage to New Yorkers enrolled through their employers, those enrolled through government-sponsored programs such as Medicaid and Child Health Plus, Medicare enrollees, frail elderly and chronically disabled New Yorkers who receive coordinated services through a Managed Long Term Care (MLTC) plan, and individual New Yorkers who shop for coverage on the New York State of Health, the State's official Marketplace, or directly from plans. HPA also has a number of Affiliate members that include dental and behavioral health plans, pharmaceutical companies and other companies that contract with health plans. HPA membership represents all types of health plans and includes for-profit and non-profit companies.

## OUR MEMBERS AT WORK

All of HPA's member health plans share a commitment to meeting the health care needs of New York State – providing quality health care services, serving residents healthy and sick, and communities rural and urban. HPA member plans also participate in innovative programs and research that promote the health and well-being of New York State residents.

## OUR EDUCATIONAL FOUNDATION

The HPA also maintains an educational foundation that serves as a resource for businesses, labor, government and the media. Major foundation activities include development and ongoing operation of numerous collaboratives aimed at improving quality of care for all New Yorkers.

# THE CHALLENGE OF CHANGE

## Health Plan Innovation in a New Health Care Marketplace

### NYHPA ANNUAL CONFERENCE

## CONFERENCE SCHEDULE

### Wednesday, November 18, 2015

(all scheduled pre-conference NYHPA meetings are for NYHPA members ONLY)

1-3pm **NYHPA GOVERNMENT PROGRAMS AND GOVERNMENT AFFAIRS MEETING**

1-3pm **NYHPA MEDICAL AND PHARMACY DIRECTOR'S COMMITTEE MEETING**

3-5:30pm **NYHPA ANNUAL MEETING**

6-7pm **PRE-CONFERENCE RECEPTION**—Sponsored by Beacon Health Solutions

7-8pm **PRE-CONFERENCE DINNER**—Sponsored by Magellan Health Services

(the Pre-Conference Reception and Dinner are for NYHPA members and Gold/Platinum/Diamond-level exhibitors ONLY)

### Thursday, November 19, 2015

8:15am **REGISTRATION, BREAKFAST AND EXHIBITOR HALL**—Breakfast sponsored by Premier Home Health Services, Inc.

9am **WELCOME**  
Paul F. Macielak, Esq., President and CEO, New York Health Plan Association  
Robert R. Hinckley, Chairperson, New York Health Plan Association Board of Directors; Senior Vice President, Strategy and Communications, Chief Strategy Officer, Capital District Physicians' Health Plan

9:15am **OPENING REMARKS**  
Howard A. Zucker, MD, JD, Commissioner, New York State Department of Health

9:45am **KEYNOTE ADDRESS**  
Alan R. Weil, Editor-in-Chief, *Health Affairs*—**How Good is Our "Triple" Aim**

10:30am **BREAK**—Please visit our Exhibitors!



- 
- 11am **DEALING WITH DSRIP AND SHIP: PLAN APPROACHES TO PAYMENT REFORM**  
Moderator—Laurel Pickering, MPH, President and CEO, Northeast Business Group on Health  
Denise V. Gonick, Esq., President and CEO, MVP Health Care  
DeWayne Hiebert, Executive Director, Strategy and Operations, Aetna Accountable Care Solutions, East Region  
Pat Wang, CEO, Healthfirst
- 12:15pm **LUNCH**—Sponsored by CareCentrix
- 1pm **LUNCH SPEAKER**  
Mandi Bishop, Analytics Solutions Practice Lead, Dell Health Plan Innovation and Consulting—**Cultivating New “Social Skills”: Harnessing Social Media for Health Plan Transformation**
- 1:45pm **CUSTOMER CENTRIC CARE: CREATING CONSUMER VALUE IN THE HEALTH PLAN SETTING**  
Moderator—Peter Newell, Director, Health Insurance Project, United Hospital Fund  
Brett Edelson, Vice President, Product, UnitedHealthcare  
Edward Segel, Vice President, Product, Oscar Health Insurance
- 2:45pm **CLOSING REMARKS**  
Paul F. Macielak, Esq.
- 2:55pm **RAFFLE DRAWING**  
Paul F. Macielak, Esq.
- 3pm **ADJOURN**

*Thank you for your participation!*

# ***PREMIER***

*home health care services, inc.*

## Excellence in Quality Care

Founded in 1992 and based in White Plains, NY, Premier Home Health Care Services, Inc. ("PHHC") is one of the largest privately-held providers of care management / utilization review and personal care / home care services in the Tri-State area serving over 15,000 patients on a monthly basis. PHHC is registered, licensed, and certified to provide an integrated community-based chronic care and disease management platform consisting of:



Article 49 – Care Management & Utilization Review Services

Physician & Nurse Practitioner "House-Call" practice and Prospective Health Risk Assessments

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## GUEST SPEAKERS

### OPENING REMARKS

**HOWARD A. ZUCKER, MD, JD**

**Commissioner, New York State Department of Health**

Dr. Zucker is the Commissioner of Health for New York State and oversees a \$70 billion agency that seeks to promote and protect the health of all New Yorkers. He is board-certified in pediatrics (Johns Hopkins), anesthesiology (University of Pennsylvania), pediatric critical care (Children's Hospital of Philadelphia) and pediatric cardiology (Boston Children's Hospital) and is board certified in five specialties.

Prior to joining the Department of Health, Dr. Zucker was a pediatric anesthesiologist at Montefiore and ran the pediatric intensive care unit at New York Presbyterian Hospital. He has held academic appointments at Yale, Columbia, Cornell and Einstein medical schools and Georgetown Law School, and served on the clinical faculty at the NIH. He has served as a White House fellow, Deputy Assistant Secretary of Health at HHS, Assistant Director-General of the World Health Organization and a fellow at the Harvard Kennedy School.

He holds a BS from McGill, an MD from George Washington University Medical School, a JD from Fordham Law, a Masters in Law from Columbia and a postgraduate diploma in global health policy from the London School of Hygiene and Tropical Medicine.

Dr. Zucker worked at Massachusetts General Hospital to create a community peace index for use in conflict regions across the globe, created the nation's Medical Reserve Corps, which now has over 200,000 volunteers, and developed a talking book on health for women in Afghanistan. In addition, he worked at Massachusetts Institute of Technology, designing research experiments on the Space Shuttle and was an ABC News "Person of the Week."

### KEYNOTE ADDRESS—How Good is Our “Triple” Aim

**ALAN R. WEIL**

**Editor-in-Chief, *Health Affairs***

Alan Weil became the Editor-in-Chief of *Health Affairs* on June 1, 2014. A multidisciplinary peer-reviewed journal dedicated to the serious exploration of domestic and international health policy and system change, *Health Affairs* is the nation's leading journal at the intersection of health, health care, and policy.

For the previous decade he was the executive director of the National Academy for State Health Policy (NASHP). Previously, he directed the Urban Institute's Assessing the New Federalism project, held a cabinet position as executive director of the Colorado Department of Health Care Policy and Financing, and was assistant general counsel in the Massachusetts Department of Medical Security.

He earned his bachelor's degree from the University of California at Berkeley, a master's degree from Harvard's Kennedy School of Government, and a JD from Harvard Law School.

### LUNCHEON SPEAKER—Cultivating New “Social Skills”: Harnessing Social Media for Health Plan Transformation

**MANDI BISHOP**

**Analytics Practice Lead, Dell Health Plan Innovation & Consulting**

As the Analytics Practice Lead of Dell's Health Plan Innovation and Consulting team, whose charter is to develop leading-edge solutions for health insurers, Ms. Bishop's focus is enabling Dell's clients to harness health data analytics and deliver transformative insights.

A nationally-recognized speaker and evangelist on data-driven opportunities to empower consumers and achieve Triple Aim goals, Ms. Bishop has an extensive healthcare analytics strategy and delivery background, spanning the care continuum from provider to insurance plans. She is an active thought leader in social media, participating in the design and development of Social Media Ambassador programs at HIMSS, TEDMED, and AHIP national conferences, parlaying that experience into client social media strategy development, execution and analytics solution innovations. She is passionate about leveraging social media to inform effective, meaningful engagement that will enhance the member experience.



# MODERATORS AND PANELISTS

## Dealing with DSRIP and SHIP: Plan Approaches to Payment Reform

### MODERATOR

#### **LAUREL PICKERING, MPH, President and CEO, Northeast Business Group on Health**

Laurel Pickering is a leader and visionary, devoted to transforming health care at both regional and national levels. As President and CEO of Northeast Business Group on Health (NEBGH), Ms. Pickering has built an employer-led coalition of health care leaders and other stakeholders with the mission of empowering members to drive excellence and value in health care and the patient experience. NEBGH currently has 170 members comprised of national and global self-insured employers based in New York, New Jersey, Connecticut and Massachusetts; plus national health plans, major consulting organizations, regional hospital systems and other key stakeholders. Under Ms. Pickering's leadership, NEBGH has become one of the most active and influential health care-focused business coalitions in the country, focused on moving toward a value-based delivery system.

On the national level, Ms. Pickering is Chair of the Board of Directors of The Leapfrog Group, and serves on the Board of National Quality Forum (NQF) and National Business Coalition on Health (NBCH). Regionally, she is Chair of the Board of Directors of the NEBGH subsidiary HealthPass, a health insurance exchange for small businesses.

Ms. Pickering received her BA in Anthropology from SUNY Albany and MPH from Emory University.

### PANELISTS

#### **DENISE V. GONICK, Esq., President and CEO, MVP Health Care**

Prior to being named President and CEO in late 2012, Ms. Gonick was President of Operations. She has also served as Executive Vice President, Administrative Services and Chief Legal Officer.

Ms. Gonick began her tenure with MVP Health Care in 1995 in the legal department. Prior to joining MVP's Senior Management Team, Ms. Gonick was a member of Empire Blue Cross Blue Shield's legal department. Before that, she spent several years practicing public sector labor law. Ms. Gonick is a Trustee of Union Graduate College in Schenectady where she also serves on the Finance Committee. She serves on the Board of Directors of The Business Council of New York State, the Center for Economic Growth, HealtheConnections in Syracuse, the New York Health Plan Association, and Proctors Theatre in Schenectady. Ms. Gonick volunteered for Junior Achievement for many years, primarily by teaching elementary school classes introductory business concepts. Ms. Gonick is a graduate of Hofstra University with a bachelor's degree in Creative Studies and earned her JD from Albany Law School. She completed the America's Health Insurance Plans (AHIP) Executive Leadership Program and is a Certified Managed Care Executive (CMCE).

#### **DeWAYNE HIEBERT, Executive Director, Strategy and Operations, Aetna Accountable Care Solutions, East Region**

Mr. Hiebert is responsible for the development and execution of Aetna's regional strategy for the expansion of ACO and Medicare Advantage business relationships. Previously Mr. Hiebert served as the Head of Network for the Medicare segment where he was responsible for the segment's network strategy including; network expansion and fortification, unit cost improvement and development and execution of the Aetna Medicare Provider Collaboration program. The Provider Collaboration program supports the evolving relationship of health plans and providers by focusing on the alignment of incentives to improve quality and performance. Mr. Hiebert has been with Aetna for fifteen years and has more than twenty years of industry experience in network, finance, operations and sales.

#### **PAT WANG, CEO, Healthfirst**

Healthfirst is a not-for-profit, provider-sponsored health insurance plan with close to 1.2 million members in the New York City metropolitan area. Healthfirst is a 4-Star Medicare Advantage plan and the largest Medicare Advantage HMO in New York City. It is the only 5-Star plan in its market for Medicaid and Qualified Health Plans on the New York State of Health. Healthfirst has administered a comprehensive and evolving value-based payment model since its inception in 1993.

Prior to joining Healthfirst in 2008, Ms. Wang clerked for the Honorable Whitman Knapp in the U.S. District Court for the Southern District of New York and practiced health law at Kalkines, Arky, Zall and Bernstein. She also worked at the Greater New York Hospital Association for 17 years where she was a Senior Vice President. She is a graduate of Princeton University and NYU School of Law.



# MODERATORS AND PANELISTS

## Customer Centric Care: Creating Consumer Value in the Health Plan Setting

### MODERATOR

#### **PETER NEWELL, Director, Health Insurance Project, United Hospital Fund**

The United Hospital Fund is a 136-year old nonprofit health services research and philanthropic organization whose primary mission is to shape positive change in health care for the people of New York. Mr. Newell joined the Fund in 2007 after a long tenure as executive director of the New York State Assembly Committee on Insurance and staff director for Assemblymember Pete Grannis. During that time he represented the Assembly Majority in negotiations on a series of major health care reforms, including the Community Rating/Open Enrollment law (1992), the Point of Service law (1995), the Managed Care Consumer Protection Act (1996), the Prompt Payment law (1998), and HCRA 2000, which created the Family Health Plus and Healthy NY programs. Earlier in his Assembly career, Mr. Newell directed the Assembly's Committee on Housing and worked to implement affordable housing programs and strengthen tenant protections.

Mr. Newell's work at the Fund focuses on public and private insurance markets. He is the co-author of the Fund's Big Picture reports analyzing health plan enrollment and financial results, and beginning in 2010, authored a series of issue briefs exploring key issues in New York's implementation of the Affordable Care Act and the establishment of the health benefit exchange. Recent works include an analysis of the future of the Child Health Plus program in New York, and patient engagement in the commercial health insurance market. A former reporter and editor for weekly newspapers in Manhattan, Mr. Newell holds a BA in English from the University of Notre Dame.

### PANELISTS

#### **BRETT EDELSON, Vice President, Product, UnitedHealthcare**

Brett Edelson has been with UnitedHealthcare since 2005. He currently serves as Vice President of Product and is responsible for all aspects of product development, product management, product strategy and proposal development for the five million people that the company serves nationally in Medicaid and related programs.

Prior to his current position, Mr. Edelson served as Vice President of Children's Programs for UnitedHealthcare, with responsibility for program development for the 2.5 million children nationally that the company serves in Medicaid, the Children's Health Insurance Program (CHIP) and specialty programs for disabled children. Prior to this role, Mr. Edelson served as Vice President, Strategic Initiatives / Chief of Staff within the company's Medicaid business.

Prior to joining UnitedHealth Group, Mr. Edelson worked in the Strategy and Operations practice of Deloitte Consulting where he advised clients on strategy, cost reduction and business performance. Mr. Edelson received his MBA from the University of Chicago and a BA in Political Science from Washington University in St. Louis.

#### **EDWARD SEGEL, Vice President, Product, Oscar Health Insurance**

Edward Segel is Vice President of Product and a member of the executive leadership team at Oscar Health Insurance, a technology-driven health plan based in New York City. In his role, Mr. Segel is responsible for defining and building the consumer experience for Oscar members and providers. This includes online and mobile digital products, communications, and insurance plans. Previously he did economic research at hedge fund Bridgewater Associates and data visualization strategy at Bloomberg LP. He holds an undergraduate degree in philosophy from Harvard University, and a MS Symbolic Systems and MBA from Stanford University.



## NYHPA OFFICERS AND STAFF

### OFFICERS

#### CHAIR

Robert R. Hinckley, *Capital District Physicians' Health Plan*

#### VICE PRESIDENT

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Rev. Patrick Frawley, *FidelisCare NY*

#### TREASURER

Denise V. Gonick, Esq., *MVP Health Care*

#### PRESIDENT & CEO

Paul F. Macielak, Esq., *NYHPA*

### STAFF

Paul F. Macielak, Esq. ....	President and CEO
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Arlene R. Halpert, MPP .....	Director, Medical Affairs
Andrew C. Fogarty, Esq. ....	Director, Government Affairs
Kathy Preston .....	Vice President, Government Programs
Kathleen Wallace .....	Administrative Assistant
Lori J. Dorry .....	Project Assistant





## NYHPA MEMBER PLANS AND AFFILIATES

### COMMERCIAL HEALTH PLANS

AETNA  
Capital District Physicians' Health Plan  
EmblemHealth  
HealthNow NY  
Independent Health

MVP Health Care  
North Shore-LIJ CareConnect Insurance Company, Inc.  
Oscar Health Insurance  
UnitedHealthcare

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### PREPAID HEALTH SERVICE PLANS

Affinity Health Plan  
Empire BlueCross BlueShield, Health Plus  
Fidelis Care New York  
Healthfirst

Hudson Health Plan  
MetroPlus  
Universal American (Total Care)  
WellCare

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### ASSOCIATE MEMBER PLANS

AgeWell New York  
AlphaCare of New York  
CenterLight Healthcare  
Centers Plan for Healthy Living  
Elderplan  
HomeFirst

Integra  
Prime Health Choice  
Senior Health Partners  
Senior Whole Health  
VNS CHOICE

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### AFFILIATE MEMBERS

Beacon Health Options  
CVS Health  
DentaQuest  
Eli Lilly Oncology  
Express Scripts  
HealthPlex

Magellan Health Services  
MagnaCare  
MedImpact  
Premier Home Health Care Services  
US Imaging Network  
ValueOptions

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## RAFFLE INFORMATION

### MONOPOLY!

In your conference folder you will find a Monopoly Board. Fill it with stamps from our exhibitors today and drop it in the basket located on the registration desk for a chance to win one of three (3) prizes. In order to be eligible you must visit every exhibitor and have them affix one of their stamps to your board—only completely filled boards are accepted! **EXHIBITORS ARE PROHIBITED FROM PARTICIPATING IN THIS RAFFLE DRAWING.**

### PRIZES

Prize #1—\$200 Nordstrom Gift Card—donated by RedCard

Prize #2—\$200 Amazon Gift Card—donated by Otsuka

Prize #3—FitBit Charge—donated by New York Health Plan Association

### DRAWING

The raffle drawing will be held immediately following the Closing Remarks. **WINNERS MUST BE PRESENT TO ACCEPT THEIR PRIZES.**

*Good luck!*

## SUPPORT OUR EXHIBITORS AND SPONSORS

*Thank you!*

New York Health Plan Association would like to thank all our exhibitors and sponsors for their ongoing support of our annual conferences. Their participation is integral to the success of our program today.

A special thank you to the following event Sponsors:

<b>Pre-Conference Reception</b> .....	Beacon Health Options
<b>Pre-Conference Dinner</b> .....	Magellan Health Services
<b>Conference Breakfast</b> .....	Premier Home Health Care Services, Inc.
<b>Conference Luncheon</b> .....	CareCentrix

And to those Exhibitors who donated towards Enhanced Conference items:

<b>Beverage Center #1</b> .....	Avanti Health Care Services
<b>Beverage Center #2</b> .....	Envolve
<b>Conference Tote Bag</b> .....	Magellan Health Services
<b>Conference Folder</b> .....	Healthcare Financial, Inc.

*Please visit with and support our exhibitors!*

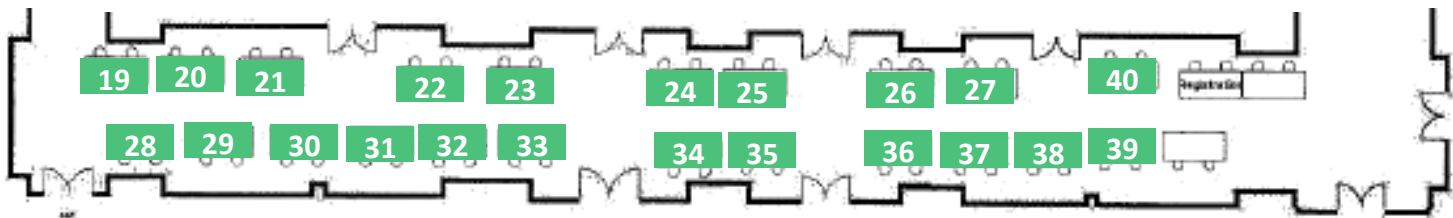
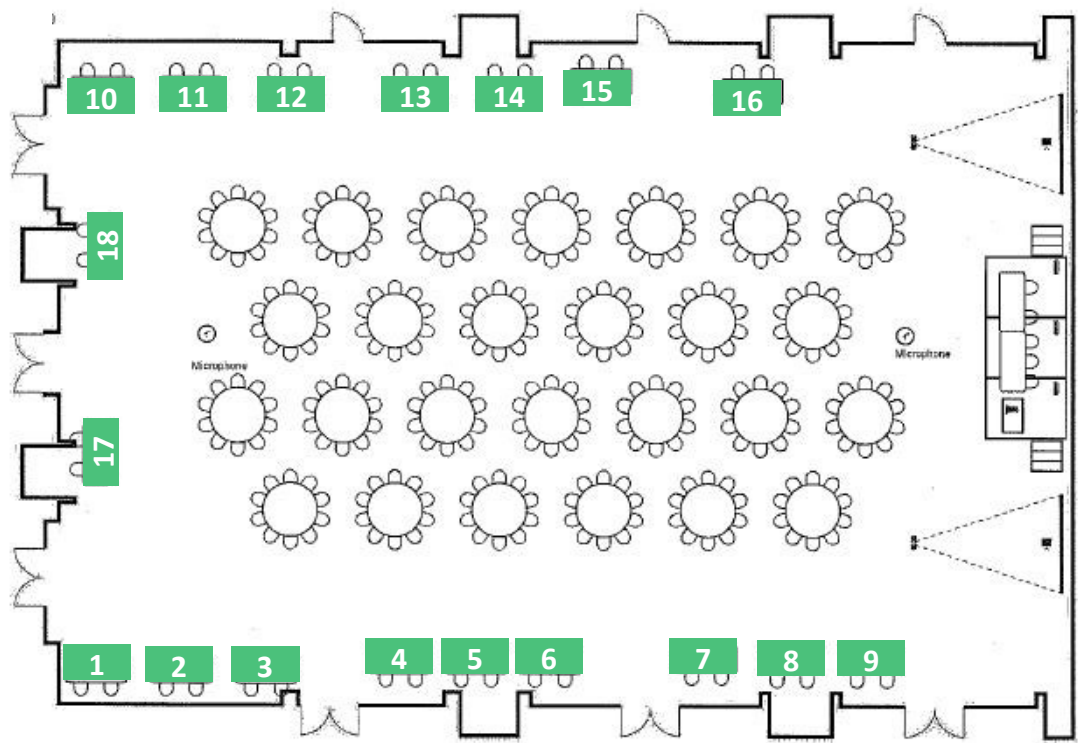




# EXHIBITOR LOCATIONS

Exhibitor tables are the green numbered blocks below.

## Main Conference Room



## Exhibitor Hall



## EXHIBITOR DIRECTORY *Please visit our Exhibitors today!*

### DIAMOND

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#### **Beacon Health Options ..... Table 17**

Beacon is a specialty behavioral health company serving 48 million individuals. With a singular focus on mental health and addiction services and their natural extensions—like EAPs, autism services and integrated care management—we provide behavioral health solutions for health plans, employers, Medicaid agencies and the federal government. We have a long history in the Empire state and currently serve more than 5.5 million New Yorkers through commercial, Medicare and Medicaid programs; SNPs and dual demonstrations.

Beacon is the chosen behavioral health partner for 19 New York-based health plans. Through our Integrated Partner Model, we co-locate behavioral health clinicians with our plans' medical management staff, which reflects our philosophy of truly integrated behavioral health and physical health care. We are actively working with several plan partners to implement the state's HARP Program downstate and we are responding to the RFQs with plans in upstate New York. Beacon also works with 11 FIDA plans in the state. Previously, we ran a Regional Behavioral Health Organization and Chronic Illness Demonstration Project; the latter in partnership with Hudson Health Plan, which was a precursor to Health Homes. For more information, please visit Beacon at [www.beaconhealthoptions.com](http://www.beaconhealthoptions.com).

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#### **CareCentrix ..... Table 16**

CareCentrix serves leading health plans across the U.S. with solutions that leverage the home and community based settings. We help payers and providers close the gap in care while lowering costs and improving patient outcomes. Covering more than 23 million lives, we manage over 8,000 credentialed home health provider locations increasing access to quality home care by connecting providers with patients and helping them navigate the complex home care system. For more information, please visit CareCentrix at [www.carecentrix.com](http://www.carecentrix.com).

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#### **Magellan Health Services ..... Table 18**

Magellan Health focuses on the most complex and costly health care services, with an emphasis on specialty population management. Our deep experience in managing behavioral health care, diagnostic imaging and specialty solutions, specialty pharmaceutical services and in providing pharmacy benefits administration enables us to deliver innovative solutions that positively impact both the quality and cost of some of the fastest growing areas of health care.

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#### **Premier Home Health Care Services Inc.... Table 9**

Founded in 1992 and based in White Plains, NY, Premier Home Health Care Services, Inc. ("PHHC") is one of the largest privately-held providers of care management/utilization review and personal care/home care ser-

vices in the Tri-State area serving more than 15,000 patients on a monthly basis. PHHC is registered, licensed, and certified to provide an integrated community-based chronic care and disease management platform consisting of: Article 49 – Care Management and Utilization Review Services; Physician and Nurse Practitioner "House-Call" practice and Prospective Health Risk Assessments; Certified Home Health Agency ("CHHA") Licensed Home Care Services Agency ("LHCSA"). Contact us today for complete details 800-693-5495. Serving the TRI-STATE AREA and more! [www.phhc.com](http://www.phhc.com)

### PLATINUM

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#### **Computer Sciences Corporation (CSC).....Table 6**

At CSC, our people do amazing things to help business, government and communities solve their toughest challenges. For more than 30 years, CSC has helped global healthcare organizations operate more efficiently; develop lifesaving medicine at reduced cost and make better health decisions through innovative use of information technology. Since 1986, CSC has reliably operated the Medicaid system eMedNY, helping New York State provide access to health care coverage to more than 5 million New Yorkers. CSC and the state together have helped more than 2 million New Yorkers gain access to insurance affordability options through the New York State of Health™ Marketplace. CSC is doing amazing things to help New York reduce health care costs, improve health care and improve lives.

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#### **eClinicalWorks. ....Table 28**

eClinicalWorks develops and implements ambulatory clinical solutions consisting of electronic medical records and practice management software, patient portals and a community health records application. With more than 115,000 physicians and 600,000 users across all 50 states using its solutions, customers include small, medium and large physician practices, outpatient departments of hospitals, health centers, departments of health and convenient care clinics. eClinicalWorks provides technology and services that decrease errors and improve the quality of care.

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#### **Envolve .....Table 22**

Envolve™ is a family of health solutions, working together to make health care simpler, more effective and more accessible for everyone. We leverage our collective expertise to deliver on our purpose of transforming the health of the community, one person at a time.

Individually or combined, our health solutions are designed to provide comprehensive, integrated and individualized care best suited for the needs of your members. Our suite includes: behavioral health, life and health management, managed vision, pharmacy benefit management, specialty pharmacy, dental benefits, nurse triage telehealth services, and more. Visit [www.envolvehealth.com](http://www.envolvehealth.com) for more information.



## EXHIBITOR DIRECTORY *Please visit our Exhibitors today!*

### PLATINUM (cont'd.)

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#### **The Execu-Search Group..... Table 5**

The Execu|Search Group is a recruitment, temporary staffing, and workforce management solutions firm headquartered in New York City with nine additional offices in New York, New Jersey, Connecticut, Massachusetts, and Florida. Since opening our doors in 1985, our company mission has remained the same: to provide leading employers with the highest caliber talent while maintaining our commitment to integrity, honesty and responsiveness.

Today, we serve the following practice areas: Accounting/Finance, Creative and Digital, Engineering, Financial Services, Health Services, Human Resources, Information Technology, Legal Services, Life Sciences, Nonprofit, and Office Support.

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#### **HCSG..... Table 35**

HCSG is a technology company that specializes in business process reengineering and automation for health care organizations. We aren't just a paid claim recovery company, nor are we just a billing company. Since 2001, we've been developing innovative technology that makes all of those things work better. From workers' compensation recoveries in New York, identification of subrogation cases, overpayment ID and recovery, and even custom development—we make your cost containment programs work better.

Call us today at 866-684-7512 to learn more. Or check out our website at [www.hcsg.net](http://www.hcsg.net).

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#### **HMS..... Table 24**

HMS powers health care with integrity through payment integrity, eligibility, and coordination of benefits solutions. HMS's clients include health plans — group, Medicare Advantage, and more than 160 Medicaid managed care organizations—40-plus state healthcare agencies, and the Centers for Medicare and Medicaid Services. As a result of the company's services, clients recover billions of dollars every year and save billions more through the prevention of erroneous payments.

### GOLD

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#### **Alkermes, Inc. .... Table 21**

Alkermes (NASDAQ: ALKS) is a fully integrated, global biopharmaceutical company developing innovative medicines for the treatment of central nervous system (CNS) diseases. The company has a diversified commercial product portfolio and a substantial clinical pipeline of product candidates for

chronic diseases that include schizophrenia, depression, addiction and multiple sclerosis. Headquartered in Dublin, Ireland, Alkermes has a research and development center in Waltham, Massachusetts; a research and manufacturing facility in Athlone, Ireland; and a manufacturing facility in Wilmington, Ohio. For more information, please visit Alkermes' website at [www.alkermes.com](http://www.alkermes.com).

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#### **Dell ..... Table 23**

Dell is an end-to-end service provider of IT and business solutions for health plans. Dell's solutions include: Analytics and business intelligence, Business process outsourcing, billing and enrollment, care management/telehealth, customer relationship management, security and compliance, fraud, waste and abuse, mobility, secure healthcare cloud, social media, staffing solutions, and utilization management.

Dell's business model emphasizes listening to and engaging with its customers. Dell's current client base includes health plans in approximately 100 health insurance organizations and processing more than 96 million claims annually. Dell handles more than 1.3 million enrollment transactions annually, and manages call centers that handle more than 11 million calls a year. Learn more at [www.dell.com/healthplans](http://www.dell.com/healthplans) or follow @DellHealth on Twitter.

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#### **HealthCrowd..... Table 38**

HealthCrowd is an enterprise health care communications platform used by health plans to better reach, engage and activate their members. HealthCrowd's approach applies behavioral change techniques from the online advertising industry combined with big data analytics to deliver personalized multimodal communications at scale. The company is transforming outreach from inaccurate art to science, from subjective to objective, from transaction to relationship.

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#### **Health Information Designs..... Table 27**

Health Information Designs is an independent and objective clinical services company offering prior authorization carve out services to labor funds, self-funded employers, and health plans. By eliminating the influence of margin from drug dispensing and rebates from manufacturers, Health Information Designs can develop criteria that focuses on clinical efficacy and lowest cost product alternatives to protect the interests of the payor: Right Drug. Right Patient. Right Dose. Right Cost. That's what we do.

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#### **Indivior Inc..... Table 40**

Please visit [www.indivior.com](http://www.indivior.com) for more information.

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#### **MedImpact Healthcare Systems, Inc. .... Table 4**

MedImpact Healthcare Systems, Inc. is the nation's largest privately held pharmacy benefit management (PBM) company, serving health plans, self-funded employers and government entities. Our business model is unique: avoiding conflicts of interest by not dispensing drugs. MedImpact is focused





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on effectively managing client pharmacy benefits to facilitate better trend management and improved outcomes. We work with clients to direct prescribing to the lowest-net-cost, medically appropriate drug. Our number one goal is client satisfaction by providing flexible solutions and consumer-driven products with a focus on lowest net cost and quality outcomes. For more information visit [www.medimpact.com](http://www.medimpact.com).

## **OREXO..... Table 3**

Orexo U.S., Inc. is a specialty pharmaceutical company with the mission and responsibility of advancing evidence-based approaches to the treatment of opioid dependence. We are committed to developing improved treatments for opioid dependence and further supporting patient care. We recognize that opioid dependency is a long standing problem and we have made an enduring commitment to advancing its treatment.

## **Otsuka..... Table 10**

At Otsuka, we dream and act like a big venture company. For us it all begins with a dream—a dream to help improve the lives of patients and their caregivers. Since our beginnings in 1921, we have been nurturing the spirit of curiosity, creativity, and perseverance in our employees so they may be inspired to pursue their dreams to bring innovative healthcare products to patients and communities worldwide.

Our people aren't afraid to challenge convention. This is what defines big venture. We explore for ourselves rather than rely on the conclusions of others. Together we experiment, and sometimes challenge each other, in our collective passion to discover something new, something better. That is the energy that powers Otsuka.

In North America, Otsuka Pharmaceutical Co., Ltd. operates three pharmaceutical companies dedicated to creating and promoting new products and innovative solutions for better health worldwide, with a focus on four specialty areas: neuroscience, oncology, cardio-renal, and medical devices. Explore Otsuka and see what sets us apart.

## **ProCare Rx..... Table 34**

ProCare Rx provides superior full service PBM systems at the lowest net cost in the market. Privately held and financially stable, we empower our clients with the innovation and automation needed to improve their pharmacy benefit offering. We pride ourselves on our partnering philosophy, aligning our business solutions with your business objectives. Clients have complete access to measure our value based on what was delivered, not on what was promised. Our proven processes, robust technology and innovative programs enable our clients to enhance quality and control costs of pharmacy care. Let ProCare Rx be your key to cost savings!

## **RedCard..... Table 33**

RedCard provides data management and BPO services for the production of checks, EOBs, enrollment materials, electronic payments, ID Cards, and letters. RedCard utilizes its proprietary DOCSTM system to manage all

facets of these communications with innovative document designs in full color. DOCSTM is the single largest document processing platform in healthcare, and it enables payers to enjoy substantial savings while creating an enhanced member/provider experience.

## **Sunovion..... Table 11**

Sunovion is a global biopharmaceutical company focused on the innovative application of science and medicine to help people with serious medical conditions. Sunovion's spirit of innovation is driven by the conviction that scientific excellence paired with meaningful advocacy and relevant education can improve lives. The company has charted new paths to life-transforming treatments that reflect ongoing investments in research and development and an unwavering commitment to support people with psychiatric, neurological and respiratory conditions. Sunovion's track record of discovery, development and commercialization of important therapies has included Brovana® (arformoterol tartrate), Latuda® (lurasidone HCl), and most recently Aptiom® (eslicarbazepine acetate). [www.sunovion.com](http://www.sunovion.com).

## **ZOLL Services, LLC..... Table 26**

The LifeVest wearable defibrillator is worn by patients at risk for sudden cardiac arrest (SCA), providing protection during their changing condition and while permanent SCA risk has not been established. The LifeVest allows a patient's physician time to assess their long-term arrhythmic risk and make appropriate plans. The LifeVest is lightweight and easy to wear, allowing patients to return to common activities of daily living, while having the peace of mind that they are protected from SCA. The LifeVest continuously monitors the patient's heart and, if a life-threatening heart rhythm is detected, the device delivers a treatment shock to restore normal heart rhythm. The LifeVest is used for a wide range of patient conditions or situations, including following a heart attack, before or after bypass surgery or stent placement, as well as for those with cardiomyopathy or congestive heart failure that places them at particular risk.

For more information, visit <http://lifestest.zoll.com>.

# SILVER

## **Amarin..... Table 39**

Amarin Corporation plc is a biopharmaceutical company focused on the commercialization and development of therapeutics to improve cardiovascular health. Amarin's product development program leverages its extensive experience in lipid science and the potential therapeutic benefits of polyunsaturated fatty acids. Amarin's clinical program includes commitment to providing grants to support research and education in the disease state including the funding of an ongoing outcomes trial. Vascepa® (icosapent ethyl), Amarin's first FDA approved product, is a highly-pure, EPA-only, omega-3 fatty acid product available by prescription. For more information about Vascepa visit [www.vascepa.com](http://www.vascepa.com). For more information about Amarin visit [www.amarincorp.com](http://www.amarincorp.com).



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**Availity..... Table 36**

Availity integrates and manages clinical, administrative and financial data to fuel real-time coordination between providers, health plans and patients in a growing value-based care environment. Facilitating more than 7 million transactions daily, Availity's ability to provide accurate, timely and relevant information is vital to the financial success of its customers. For more information, please visit Availity's website at [www.availity.com](http://www.availity.com).

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**Avanti Health Care Services ..... Table 25**

Avanti Health Care is a home care company specializing in Medication Therapy Management and Home Infusion Therapy Services.

Avanti's MTM program is geared towards assisting patients achieve their treatment goals, avoid medication errors and simplify medication regimens. Our pre-pour medication system will label and organize oral medications for delivery to the patient's home. This program currently has more than 1,000 enrollees and will save your program \$2,500 per patient annually. Avanti also collects data to measure compliancy and achieve better health outcomes. Avanti's Infusion services includes most infusion therapies and skilled nursing licensed by the NYS DOH and accredited by JCAHO. For more information, please visit Avanti's website at [www.avantihealth.com](http://www.avantihealth.com).

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**Baxalta..... Table 32**

Baxalta Incorporated is a global biopharmaceutical leader developing, manufacturing and commercializing transformative, market-leading therapies to treat orphan and underserved disease conditions in hematology, immunology and oncology. Our targeted innovation strategy and cutting-edge science, combined with strategic partnerships, come together to spark discovery and deliver innovation for patients with limited treatment options.

Come visit Baxalta's booth where our specialists will be available to answer your questions about Baxalta products and our commitment to the field of immunology. For more information, please visit Baxalta at [www.baxalta.com](http://www.baxalta.com).

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**Healthcare Financial, Inc..... Table 8**

HFI is a mission driven company that creates ten's of millions of dollars per year for our Medicaid health plan clients. We specialize in Medicaid-to-SSI reclassification solutions that connect low-income people and disabled individuals with disability benefits. We use a combination of advanced modeling technology and high touch outreach to achieve outstanding results. For more information about HFI, contact Rob Wilson at (401) 741-8332 or email [rwilson@hfihealthcare.com](mailto:rwilson@hfihealthcare.com).

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**HealthPlex, Inc. .... Table 31**

Healthplex is committed to providing access to high quality affordable dental care and to improving the oral health of our community. Our comprehensive, innovative solutions serve to build trust and deliver value.

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**LDR Spine..... Table 30**

LDR Holding Corporation is a global medical device company focused on designing and commercializing novel and proprietary surgical technologies for the treatment of patients suffering from spine disorders. LDR's primary products are based on its exclusive VerteBRIDGE® fusion and Mobi® non-fusion technology platforms and are designed for applications in the cervical and lumbar spine.

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**LIBERTY Dental Plan ..... Table 29**

LIBERTY is a privately held dental insurance corporation that currently provides dental benefits to approximately three million members in 47 states on behalf of managed care organizations as well as through direct contracts with state governments. The vast majority of its members are beneficiaries of government sponsored programs such as Medicaid, SCHIP, MLTC, Dual, DSNP and Medicare programs. LIBERTY's focus is on improving the quality of oral health care for children and adults, and is sensitive to the special needs of beneficiaries and providers. LIBERTY understands the importance of increased member access and accountability and implements programs to achieve those goals.

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**Lumara Health..... Table 37**

For more information please visit [www.lumarahealth.com](http://www.lumarahealth.com).

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**Merck Inc. .... Table 1**

For more than 150 years, a very special passion has driven the people of Merck. Our goal is to develop medicines, vaccines, and animal health innovations that will improve the lives of millions. Still, we know there is much more to be done. And we're doing it, with a long-standing commitment to research and development. We're just as committed to expanding access to health care and working with others who share our passion to create a healthier world. Together, we'll meet that challenge. Promise. For more information about getting Merck medicines and vaccines for free, visit [merckhelps.com](http://merckhelps.com) or call 800-727-5400.

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**Mom's Meals Nourish Care ..... Table 2**

Mom's Meals Nourish Care is a leading provider of nutrition solutions delivered to senior's and patient's homes nationwide. Dietitian designed and Chef prepared, clients select from up to 50 fresh-made meals every order. Menus available to address many common health conditions. Family-owned, Mom's Meals has been nourishing independence for nearly 15 years.



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### **MTM, Inc. .... Table 34**

MTM is a medical and transportation management company that removes community barriers for eight million people annually in 24 states and the District of Columbia. MTM manages transportation, home and community based services, call center activities, ambulance claims, and functional assessments and travel training for state and county governments, managed care organizations, and health care providers. These entities rely on MTM to meet quality and safety standards while containing costs. MTM operates nine customer service centers that process eight million calls and schedule ten million trips per year. Founded in 1995, MTM is a privately held, woman-owned business enterprise.

### **Natera..... Table 15**

Natera is a rapidly growing genetic testing and diagnostics company with proprietary bioinformatics and molecular technology. Natera's team of PhDs and engineers is dedicated to refining novel molecular genome assays and complex statistical algorithms to determine the likelihood of a wide range of serious genetic conditions with best-in-class accuracy and coverage. Natera's goal is to change the management of genetic disease worldwide, giving patients and providers essential health information.

### **Quest Analytics ..... Table 13**

At Quest Analytics, our mission is to provide health care network analysis and reporting solutions that meet the ever-changing demands of the industry. As the industry leader and established standard for network access and adequacy analysis, we offer a full range of software and consulting services to help you meet your network analysis challenges.

The Quest Analytics Suite™ is our software platform for delivering the solutions you need to meet the challenges of today and the innovative technology you need to keep you ahead of the challenges you'll face tomorrow.

### **Relypsa ..... Table 12**

For more information, please visit [www.relypsa.com](http://www.relypsa.com).

### **Sanofi ..... Table 7**

Sanofi, an integrated global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of health care with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer health care, emerging markets, animal health and Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

### **Superior Vision ..... Table 20**

Superior Vision (previously Block Vision) is a leading manager of vision and eye health benefits. We offer a full spectrum of eye care management, including Wellness Vision, Medical Optometry and Medical/Surgical Eye Care. Our programs ensure you and your members receive the best value for your eye care dollars by providing broad access to high-quality services, plus care and claims management.

Additionally, our extensive experience managing vision and eye care programs on behalf of health plans gives us special expertise in the areas of compliance, data reporting, cultural competence and providing thoughtful assistance for members with special eye care needs. For more information, visit [www.SuperiorVision.com](http://www.SuperiorVision.com).



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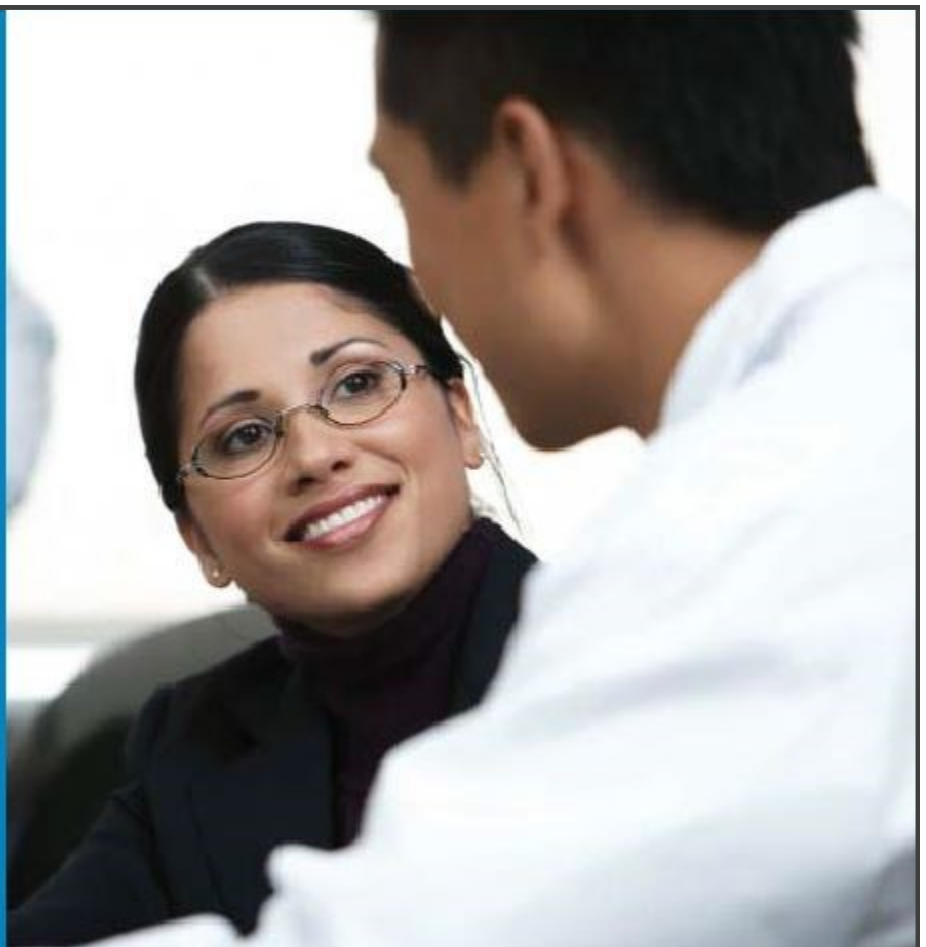
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##### CONTRAINDICATIONS

- ZUBSOLV sublingual tablet should not be used by patients hypersensitive to buprenorphine or naloxone, as serious adverse reactions, including anaphylactic shock, have been reported.

##### WARNINGS AND PRECAUTIONS

- ZUBSOLV sublingual tablet can be abused in a manner similar to other opioids, legal or illicit. Clinical monitoring appropriate to the patient's level of stability is essential. Multiple refills should not be prescribed early in treatment or without appropriate patient follow-up visits.
- ZUBSOLV sublingual tablet can cause serious, life-threatening respiratory depression and death, particularly when taken by the intravenous (IV) route in combination with benzodiazepines or other central nervous system (CNS) depressants (e.g., sedatives, tranquilizers, or alcohol). Patients should be warned against self-administration or misuse of these combinations.
- Not recommended for initiation of treatment (induction) in patients with moderate hepatic impairment due to the increased risk of precipitated withdrawal. However, buprenorphine/naloxone products may be used with caution for maintenance treatment in patients with moderate hepatic impairment who have initiated treatment on a buprenorphine product without naloxone. However, patients should be carefully monitored and consideration given to the possibility of naloxone interfering with buprenorphine's efficacy.
- ZUBSOLV sublingual tablet is not recommended in patients with severe hepatic impairment.
- Dose reduction of CNS depressants, ZUBSOLV sublingual tablet, or both should be considered in situations of concomitant prescription.
- Children who take ZUBSOLV sublingual tablet can have severe, possibly fatal, respiratory depression.
- Intravenous misuse or taking ZUBSOLV sublingual tablet before the effects of full-agonist opioids (e.g., heroin, hydrocodone, methadone, morphine, oxycodone) have subsided is likely to cause opioid withdrawal syndrome.
- Neonatal withdrawal has been reported following use of buprenorphine by the mother during pregnancy.
- ZUBSOLV sublingual tablet is not appropriate as an analgesic. There have been reported deaths of opioid-naïve individuals who received a 2-mg sublingual dose of buprenorphine.

##### USE IN SPECIFIC POPULATIONS

- **Pregnancy:** Based on animal data, buprenorphine may cause fetal harm. Use of ZUBSOLV sublingual tablet in pregnant women or during breastfeeding should only be considered if the potential benefit justifies the potential risk.
- **Nursing mothers:** Caution should be exercised when buprenorphine-containing products are administered to a nursing woman. The safety of buprenorphine/naloxone in breastfeeding has not been established.
- Not recommended in patients with severe hepatic impairment and may not be appropriate for patients with moderate hepatic impairment.

##### ADVERSE REACTIONS

- Adverse events commonly observed with the sublingual administration of buprenorphine/naloxone sublingual tablets during clinical trials and post-marketing experience are headache, nausea, vomiting, hyperhidrosis, constipation, signs and symptoms of withdrawal, insomnia, pain, and peripheral edema.
- This is not a complete list of potential adverse events associated with buprenorphine/naloxone sublingual tablets. Please see full Prescribing Information for a complete list.
- To report an adverse event associated with taking ZUBSOLV sublingual tablet, please call 1-888-ZUBSOLV (1-888-982-7658). You are encouraged to report adverse events of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

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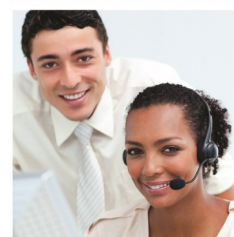
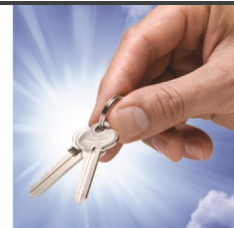
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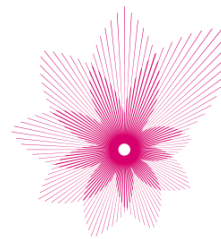
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