

2006 HEALTH CARE FORECAST CONFERENCE

A National Forum for the Discussion and Dissemination of a Short Term Health Care Economic and Political Forecast, from Both a Public and Private Sector Perspective.

The conference provides a unique venue for dialogue among government and business leaders, and academicians, who share their perspectives and forecasts on key economic and political issues which impact health care in this country. Health care politics, policies and research data in a number of different areas will be reviewed and their impact on health care expertly assessed. This is an excellent opportunity to participate in a review of public and private

sector health care trends and policies, and gain an insight into how the economics and politics of health care will impact one's business organization and constituents.

2005 has been a challenging year for the country. U.S. involvement in Iraq continues, without an end in sight. Hurricanes have devastated our Gulf Coast, adding to an already large federal budget deficit. Congress is unable to agree upon extending federal tax cuts, Social Security reform, or other budgetary priorities.

In the meantime, health care costs continue to rise at double digit rates. The administration and the health care market struggle with implementation of the recently enacted Medicare prescription drug legislation. Each provider group, such as hospitals and physician groups, recognizes the need for integrating Information Technology into clinical and business processes. Large health care organizations are spending billions of dollars on IT, while at the same time smaller groups wonder how IT will be paid for.

In California, mergers of the largest health insurance firms continue, leading to the concern that competition in the health insurance market will be lessened, resulting in higher prices and less choice. Alternatively, are these mergers the natural consequence of a more competitive

market that will ultimately benefit the consumer? The two challenges of rising costs and the increasing number of uninsured become of greater concern each year. How will the health care market and the government deal with these increasing concerns?

These issues, as well as a strategic outlook for the health care market, will be discussed by industry experts at our fifteenth annual Health Care Forecast Conference.

WHO SHOULD ATTEND

Physician- and nurse-executives in administrative positions, physicians in private practice, group or clinical practice.

Presidents and CEO's, Trustees and senior management from provider and insurer organizations.

Senior executives in pharmaceutical, medical device and other health care organizations who define strategy and policy.

Employers who deal with the problem of ever increasing health care costs while attempting to increase employee choice and access.

Those in government who define and implement health policy.

ABOUT THE PAUL MERAGE SCHOOL OF BUSINESS

The UC Irvine Paul Merage School of Business is one of the best business schools in the country. Forbes Magazine ranks the school #38 on the U.S. Top 50 Forbes list of Business Schools with the Best Return on Investment. Wall Street Journal ranks the school #4 nationally for Information Technology. The Financial Times ranks the school's Executive MBA Program #29 internationally, and our faculty research is ranked #15 internationally. U.S. News and World Report and BusinessWeek, the Wall Street Journal and the Financial Times have consistently ranked the school as one of the top 50 schools in the nation.

The School offers the Master of Business Administration (M.B.A.) degree and the Doctor of Philosophy (Ph.D.) in Administration, a Health Care Executive M.B.A. designed for health care professionals, an Executive M.B.A. program for executive level managers, and an M.B.A. for the fully employed.

The Center for Health Care Management and Policy serves as an interdisciplinary research institute that enables health care scholars, students, business leaders, policy experts and professionals to share critical knowledge, research, trends, information and education. The Center is under the direction of Tom Buchmueller, Ph.D., Professor in Health Care Management.

The Health Care Management Program (HCM) at Merage School was established in 1988 by an endowment from the FHP Foundation, which created an endowed chair in Health Care Management. Under the direction of Professor Paul J. Feldstein, Ph.D., the Robert Gumbiner Chair in Health Care Management, this academic Program prepares students to assume management positions in complex health care organizations. The HCM Program offers to students the option of an emphasis in health care within their M.B.A. program. This combines health care management with the most essential management and leadership skills and knowledge. In addition, the HCM Program focuses on continuing education, research and community service, which provide information and strategic options on health care issues to the business community, from both a public and private sector perspective.

In January 1996 the Health Care Executive M.B.A. program was launched. It is specifically designed for the needs of health care professionals who wish to acquire an M.B.A. degree while continuing with their careers. This distinctive two-year program, which meets one long weekend a month, is the first of its kind offered by a major educational institution in the United States. The school is currently recruiting the class which begins in the Fall of 2006.

The University of California Paul Merage School of Business and College of Medicine gratefully acknowledges the educational grants provided by the commercial supporters listed below.

CONFERENCE BENEFACTORS

Principal Benefactor

California HealthCare Foundation

Major Benefactors

Amgen
Blue Cross of California
Hoag Memorial Hospital Presbyterian
Kaiser Permanente
PacifiCare Health Systems
Toshiba America Medical Systems
University of California, Irvine, Medical Center

Benefactors

AON Consulting
Beckman Coulter, Inc.

SCAN Health Plan
Molina Health Care
Monarch HealthCare
University of California, Irvine, College of Medicine

Co-Benefactors

Orange County Medical Association

KEYNOTE SPEAKER

Norman J. Ornstein, Ph.D., Resident Scholar, American Enterprise Institute, Television News Commentator

SPEAKERS

including invited and confirmed speakers

Joseph R. Antos, Ph.D., Resident Scholar, American Enterprise Institute

James R. Baumgardner, Ph.D., Deputy Asst. Director for Health Policy, CBO

Kim Belshe, Agency Secretary, CA DHHS (invited)

Pat Bousliman, Democratic Staff, Senate Finance Committee

David J. Brailer, M.D., National Coordinator for Health Information Technology, DHHS (invited)

Chris Brandt, Deloitte Consulting, LLP (invited)

Cindy Ehnes, Director, California Dept of Managed Care

Paul J. Feldstein, Ph.D., Professor and Robert Gumbiner Chair in Health Care Management, UC Irvine

Linda Fishman, Director, Office of Legislation, CMS (invited)

Nick Franklin, J.D., former Senior Vice President Public Affairs, PacifiCare Health Systems

Jon R. Gabel, Ph.D., Vice President, Center for Studying Health System Change

Paul B. Ginsburg, Ph.D., President, Center for Studying Health System Change

James E. Glassman, Ph.D., Senior Economist and Managing Director, JPMorgan Securities, Inc.

David C. Kibbe, M.D., Director, Center for Health Information Technology, AAFP

Stephen Lynch, President Western Region, Health Net (invited)

Mark E. Miller, Ph.D., Executive Director, MedPAC

Murray N. Ross, Ph.D., Director, Health Policy Research and Analysis, Kaiser Permanente Institute for Health Policy

Sheryl R. Skolnick, Ph.D., Managing Director, Fulcrum Global Partners

Alan R. Weil, Executive Director, National Academy for State Health Policy (invited)

Andrew M. Wiesenthal, M.D., Associate Executive Director, The Permanente Federation

Joel White, Republican Staff, House Ways and Means Committee

Jill Yegian, Director, Health Insurance, California HealthCare Foundation (invited)

PROGRAM

Day One: Thursday, February 23, 2006

- 7:00 am - 8:00 am** **Registration/Breakfast**
- 8:00 am - 8:15 am** **Conference Welcome and Introductions**
- 8:15 am - 4:15 pm** **Conference Sessions in Main Auditorium**
- Session 1** **Forecasts: U.S. Economy, Private Sector Health Care Forecast and Federal Health Care Expenditures**
This speaker panel will present a national economic forecast, a health care forecast for the private sector, including trends in employee health benefits and costs, Medicare and Medicaid projections, and the Federal Budget outlook.
- Session 2** **Medicare Reform, Prescription Drugs, and Federal Health Legislation Outlook**
The new Medicare legislation, its implementation, and the impact of pending federal health legislation will be debated from the perspective of the Bush Administration and from Democratic and Republican congressional staffers.
- Session 3** **Conference Keynote Address: "Health Politics and Policies in Times of War and Budget Deficit"**
In a year when the President is challenged with the ongoing war in Iraq, a large budget deficit and differing priorities, political pundit and television commentator Norm Ornstein will return to the conference to offer his insights on the Washington political landscape. He will present an inside-the-beltway perspective on how the debate in Washington will impact pending health legislation and the state of health care in this country.
- Session 4** **Outlook on Health Care in California**
California's budget and health issues, such as the uninsured still are critical to health care in the state. Mergers of large health plans also are expected to impact the marketplace and consumers. In this session we will hear the perspective of the CA Dept of Managed Care and an overview of the challenges California is facing with regard to its budget. Success stories from other states will also be shared in this session.

Day Two: Friday, February 24, 2006

- 7:00 am - 8:00 am** **Breakfast**
- 8:00 am - 12:00 pm** **Conference Sessions in the Main Auditorium**
- Session 1** **IT and Transformation of Health Care Delivery**
Information technology plays a critical role in the efficient gathering and dissemination of patient and business data in health care organizations. Yet IT is largely utilized only by large health care organizations. How is the market using this technology? What is working and what is not? How does government IT policy impact the market? In the smaller organizations, who pays for this technology, and what is the payback? These and other issues will be extensively discussed.
- Session 2** **Strategic Outlook on the Health Care Market**
Competitive challenges within the marketplace will be discussed from national research, health plan and provider perspectives. We will end our conference with an insightful critique from a Wall Street analyst.

Printed on recycled paper.

Conference Website Address: www.merage.uci.edu/go/hcc

REGISTRATION FORM

Registrations by mail will be accepted with a postmark no later than Friday, February 10, 2006. After this date registrations will be accepted only by FAX with Mastercard or VISA payment. Fax to the attention of Margaret Wong at (949) 725-2864 (secure e-fax). For more information, call (949) 824-2494.

Each registration should be submitted on a separate form. Copies of this form are acceptable.

Name _____
 Title _____
 Co. Name _____
 Address _____
 City _____
 State _____ Zip Code _____
 Phone _____ FAX _____
 Email _____
(email addresses are required)
 Last five digits of SS# or Medical Lic# _____
(Mandatory for physicians)

In compliance with the Americans with Disabilities Act, please contact Margaret Wong no later than February 10, 2006, at (949) 824-2494. Every effort will be made to accommodate your special request.

	# Persons	Total Fees
<u>Registrations postmarked or faxed Feb. 10 or earlier:</u>		
\$525 per person	_____	_____
\$495 per person (2 or more from same org.)	_____	_____
\$395 per person, (UC Faculty, UC Staff, UC Alumni, County, State or Federal Government)	_____	_____
<u>All registrations faxed after Feb. 10:</u>		
\$595 per person	_____	_____

Form of payment, please check one:

- Check
 (Please make check payable to UC Regents)
 Credit card VISA Mastercard

(We apologize that we do not accept American Express.)

Card Number _____

Expiration Date _____

Signature _____

Date _____

Mail to: Margaret M. Wong, Associate Director, Center for Health Care Management and Policy, Paul Merage School of Business/UCI Irvine, CA 92697-3125, Tel: (949) 824-8474 Fax: (949) 725-2864. Email: mwong@uci.edu

TO ASSIST US IN CONFERENCE PLANNING, PLEASE COMPLETE THIS QUESTIONNAIRE.

Please check the appropriate descriptions:

Position

Manager/Executive

Consultant

Practicing Clinician

University Faculty

Government

Other _____

Hospital Size (Please check one)

Under 100 Beds 100-300 Beds 300-600 Beds

Over 600 Beds

Hospital Type

Teaching Non-Teaching

Non-Hospital Setting

HMO

Health Center/Clinic

Private Office

Other _____

Type of Business

Pharmaceutical Medical Device Biotech

Insurance Other _____

Industry

Type of Business _____

Annual Revenues \$ _____ #Employees _____

Government Agency

Name _____

County Level State Level Federal Level

CONFERENCE OBJECTIVES

- Evaluate and assess decisions with regard to resource allocation for Medicare
- Ability to compete in present health care marketplace, increase skills in decision making and strategic planning
- Increase awareness of various pending legislation which could impact overall reimbursement for medical services
- Increase awareness of integrating IT in your business practices

ACCREDITATION

Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of University of California, Irvine College of Medicine and the University of California, Irvine Paul Merage School of Business, Center for Health Care Management and Policy. The University of California, College of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Credit Designation Statement

The University of California, Irvine College of Medicine designates this educational activity for a maximum of 10.5 category 1 credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

Disclosure Statement

As a provider accredited by the ACCME, it is the policy of University of California, Irvine College of Medicine to require the disclosure of the existence of any significant financial interest or any other relationship a faculty member or a sponsor has with the manufacturer(s) of any commercial products(s). Detail disclosure will be made in writing in the activity handout materials.

CEUs for Nurses

Application has been made to the California Board of Registered Nursing for Nurses CEUs.

Department of Insurance, Sacramento, California

Application has been made for approval of CEUs for this conference.

CONFERENCE SITE

The 2006 Health Care Forecast Conference is being held at the Arnold and Mabel Beckman Center of the National Academies of Sciences & Engineering, Irvine, California, at 100 Academy Drive, Irvine, CA 92612. (Adjacent to the University of California, Irvine campus.) Telephone number for the Beckman Center is 949-721-2200.

The conference site is located three miles from the John Wayne Airport in Orange County, California, which is accessible via most major airlines.

HOTEL ACCOMMODATIONS

A block of rooms has been reserved at the Hyatt Regency Resort, Newport Beach, California, for the nights of Wednesday through Friday, February 22

through February 24, 2006, at the special rate of \$159.00 per night for single or double occupancy plus taxes. This rate may be extended to Saturday and Sunday nights, February 25-26, 2006, based upon prior request and room availability. The Hyatt Regency Resort is about three miles from the Beckman Center, and daily transportation will be provided.

Registrants who need hotel reservations should call the Hyatt Regency Resort directly for room reservations. The reservations number is (800) 233-1234, or (949) 729-1234. Please specifically request the \$159.00 rate for the "UCI Health Care Conference." This special rate cannot be guaranteed after February 9, 2006.

REGISTRATION AND FEES

Only paid registrations will have a confirmed seat. Reservations by mail must be postmarked no later than February 10, 2006. After February 10, 2006, only faxed registrations with credit card payment will be accepted

Registration fee is per person, includes all sessions, breakfasts, luncheons, coffee breaks, buffet reception, and Conference materials.

Registrations postmarked or faxed on or before February 10, 2006

Registration fee \$525.00 per person

Registration fee \$495.00 per person
for two or more persons
from the same organization

Registration fee for UC
Faculty, UC Staff, UC Alumni,
County, Federal and
State Governments \$395.00 per person

All registrations faxed after February 10, 2006 \$595.00 per person

CANCELLATIONS AND REFUNDS

All cancellations must be in writing. Cancellation deadline is February 10, 2006.

The fee, less a 15% cancellation charge, will be refunded if the written cancellation is received with a postmark of February 10, 2006 or earlier.

No refunds will be made for written cancellations postmarked after February 10, 2006, but a substitute may be admitted to the Conference. Refunds will be processed after the Conference.

HOW TO REGISTER

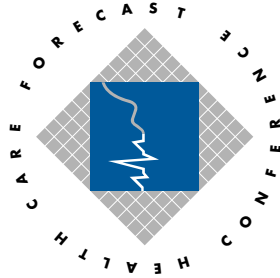
To register for the Conference, complete the registration form and return it along with your check, made payable to UC Regents, or with credit card number, to:

Margaret M. Wong, Associate Director, Center for Health Care Management and Policy, Paul Merage School of Business/UCI Irvine, CA 92697-3125.
Tel (949) 824-8474, Fax (949) 725-2864,
Email: mwong@uci.edu

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Conference Website Address: www.merage.uci.edu/go/hcc

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Accreditation Details Inside
REGISTER EARLY – SPACE IS LIMITED!



February 23-24, 2006

HEALTH POLITICS AND POLICIES IN TIMES OF WAR AND BUDGET DEFICIT

*Presented by
 Center for Health Care Management and Policy
 Paul Merage School of Business
 University of California, Irvine*

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 and the University of California, Irvine
 College of Medicine*

