



2008 Health Care Forecast Conference

February 21-22, 2008 ♦ Irvine, California

Registration Form

Name _____

Title _____

Company Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

Email _____

(All conference follow-up will be sent by email.)

Last five digits of Medical License # _____

(mandatory for physicians)

Registration Fees

- Regular
\$595 per person
- Two or more from same organization
\$545 per person
- UC faculty, staff, alumni, and county, state or federal government employees
\$455 per person
- All registrations **after February 8, 2008**
\$695 per person

Payment

Amount enclosed or charged to credit card: \$ _____
(Checks should be made payable to UC Regents.)

Method of payment: Check Discover
 MasterCard VISA American Express

Card No. _____ Exp. _____

Signature _____ Date _____

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In compliance with the Americans with Disabilities Act, please contact Margaret Wong no later than February 8, 2008 at (949) 824-8474. Every effort will be made to accommodate your special request.

Complete and fax registration form with credit card info to Margaret Wong at (949) 824-2494 (secure and private fax – no cover sheet necessary) or mail with check payable to **UC Regents** to:

Margaret Wong
The Paul Merage School of Business, UC Irvine
Irvine, CA 92697-3125

(No street # or name necessary.)

Credit card information or check must accompany registration form. Registrations by mail will be accepted with a postmark no later than Friday, February 8, 2008. After this date registrations will be accepted by FAX only with credit card payment. For additional information, call Margaret Wong at (949) 824-8474, fax (949) 824-2494, or email at mwong@uci.edu.

Please make copies and use a separate registration form for each registrant.

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 School of Medicine and the University of California, Irvine Paul Merage School of Business, Center for Health Care Management and Policy. The University of California, School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Credit Designation Statement. The University of California, Irvine School of Medicine designates this educational activity for a maximum of **11.75 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 School 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.

California Assembly Bill 1195. California Assembly Bill 1195 requires continuing medical education activities with patient care components to include curriculum in the subjects of cultural and linguistic competency. It is the intent of the bill, which went into effect on July 1, 2006, to encourage physicians and surgeons, CME providers in the state of California, and the Accreditation Council for Continuing Medical Education to meet the cultural and linguistic concerns of a diverse patient population through appropriate professional development.

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 2008 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 92617. (Adjacent to the University of California, Irvine campus.) The 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 20 through February 22, 2008, at the special rate of \$175.00 per night for single or double occupancy plus taxes. This rate may be extended to Saturday and Sunday nights, February 23-24, 2008, based upon prior request and room availability. This special rate cannot be guaranteed after February 4, 2008.

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 \$175.00 rate for the "UC Irvine Health Care Conference."

Registration and Fees

Only paid registrations will have a confirmed seat. Reservations by mail must be postmarked no later than February 8, 2008. After February 8, 2008, only faxed registrations with credit card payment will be accepted. Registration fee is per person, includes all sessions, breakfasts, lunches, coffee breaks, buffet reception, and Conference materials. Please see registration form for conference fees.

Cancellations and Refunds

All cancellations must be in writing. Cancellation deadline is **February 8, 2008**. The fee, less a 15% cancellation charge, will be refunded if the written cancellation is received with a postmark of February 8, 2008 or earlier. No refunds will be made for written cancellations postmarked after February 8, 2008, 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. For questions, contact:

Margaret M. Wong
UC Irvine, Paul Merage School of Business
Irvine, CA 92697-3125
Tel (949) 824-8474
Fax (949) 824-2494
Email: mwong@uci.edu

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17th ANNUAL



2008 Health Care Forecast Conference

February 21-22, 2008



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February 21-22, 2008
Irvine, California

*Health Politics and Policies
in an Election Year*

Presented by

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

Jointly Sponsored by

University of California, Irvine
The Paul Merage School of Business
and the UC Irvine, School of Medicine

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Sustainable Growth Through Strategic Innovation



2008 Health Care Forecast Conference

February 21-22, 2008

Irvine, California

The conference provides a unique venue for dialogue among government and business leaders, and academics, who share their perspectives and forecasts on key economic and political issues which impact the health care industry. Health care politics, economic policies and research in a number of different areas will be expertly assessed. This is an excellent opportunity to learn about public and private sector health care trends and policies, and to gain insight into how the economics and politics of health care will impact business organizations.

Who Should Attend

- **Physicians and nurses** in administrative positions, physicians in private practice, group or clinical practice
- **Presidents, CEOs, 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
- **Government officials** who define and implement health policy

Conference Objectives

- Improve overall business decisions with regard to resource allocation for Medicare division, project with greater accuracy corporate revenues and contract parameters
- Increase ability to compete in present health care marketplace, make better business decisions, do better strategic planning, and be more competitive in the market
- Incorporate new patient treatment and health care delivery models which will improve overall business results and allow for more effective strategic planning
- Increase market share
- Increase ability to better manage fiscal revenues

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 2008 conference will provide a stimulating dialogue on the politics and policies in an election year. By conference time we are likely to know who will be the Democratic and Republican nominees for President. The polls suggest that health care will be one of the top issues of interest to the electorate and the presidential candidates will be offering competing proposals for health care reform. Although a “lame duck”, President Bush will still have important influence over health care legislation in his last year. Major differences in health legislation, such as with SCHIP and the Medicare prescription drug benefit, exist between the Democratic Congress and the President.

Within the private sector, “consumerism” is gaining increasing attention. Employers are providing new options for their employees, insurers are offering new insurance products, and health care providers are uncertain as to the effects of this new trend of consumers attempting to gain greater control over their health care expenditures and decisions. The trend toward consumerism and how the market is responding will be discussed.

The dynamics of an election year, as well as a strategic outlook for the health care market will be discussed by industry experts at our 17th annual Health Care Forecast Conference.

Event Speakers

KEYNOTE SPEAKER:

Norman J. Ornstein, PhD

Resident Scholar, American Enterprise Institute, Television News Commentator

Joseph R. Antos, PhD

Wilson H. Taylor Scholar, American Enterprise Institute

Doug Badger

Partner, Nickles Group (invited)

James R. Baumgardner, PhD

Deputy Assistant Director for Health Policy, Congressional Budget Office

Cybelle Bjorklund

Democratic Professional Staff, House Ways and Means Committee (invited)

Michael Cherner, PhD

Professor, Department of Health Care Policy, Harvard Medical School

Ceci Connolly

National Staff Writer, Washington Post, on leave of absence

Don Crane

President, California Association of Physician Groups

Michael V. Drake, MD

Chancellor, UC Irvine

Paul J. Feldstein, PhD

Professor and Robert Gumbiner Chair in Health Care Management, The Paul Merage School of Business, UC Irvine

Elizabeth J. Fowler, JD, PhD

Vice President Public Policy and External Affairs, Wellpoint, Former Chief Health Counsel, Senate Finance Committee

Paul Fronstin, PhD

Senior Research Associate, Employee Benefit Research Institute

Nick Franklin, JD

Senior Principal, Public Affairs Dimensions

Jon R. Gabel, PhD

Senior Fellow, Health Policy and Evaluation National Opinion Research Center

James E. Glassman, PhD

Senior Economist and Managing Director JP Morgan Chase & Co.

Chris Jennings

President, Jennings Policy Strategies, Inc. (invited)

Jeanne Lambrew, PhD

Associate Professor, Lyndon B. Johnson School of Public Affairs, University of Texas (invited)

Dean A. Rosen, JD

Principal Mehlman Vogel Castagnetti, Inc. Former Health Policy Director for Senate Majority Leader William H. Frist, MD

Murray N. Ross, PhD

Director, Health Policy Analysis and Research, Kaiser Permanente Institute for Health Policy

Andrew J. Policano, PhD

Dean, The Paul Merage School of Business UC Irvine

Robert D. Reischauer, PhD

President, Urban Institute

Sheryl R. Skolnick, PhD

Senior Vice President, CRT Capital Group, LLC

Bridgett Taylor

Democratic Professional Staff, House Energy And Commerce Committee (invited)

John Zimmer

Vice President, Marketing, Toshiba America Medical Systems (invited)

Program

Day One: Thursday, February 21, 2008

7:00 am - 8:00 am Breakfast and Registration

8:00 am - 8:15 am Conference Welcome
Chancellor Michael V. Drake, MD, University of California, Irvine

8:15 am - 4:30 pm Conference Sessions in the 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 a Federal Budget outlook.

Session 2 **Prospects for Federal Health Legislation in President Bush's Final Year and the Second Session of the 110th Congress**

The Democrats and Republicans in Congress have been battling on several pieces of health legislation, most prominent being the SCHIP. President Bush has one more year to accomplish his objectives in health reform. Current and former staff members from the Hill will review the President's final year from both Democratic and Republican perspectives.

Session 3 **Conference Keynote Address: "Health Politics and Policies in an Election Year"**

In this exciting election year, political pundit and television commentator Norm Ornstein will return to the conference for the tenth year in a row 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 **Health Reform Issues Facing the Next President**

The country's next President will inherit the problems of rising health care costs, the increasing financial burden of health care on the middle class, a growing number of uninsured, and the financial pressures that retiring baby boomers will be placing on the Medicare Trust Fund. The composition of the new Congress and whether the President is of the same party as the Congress will have important implications whether and how these problems are resolved. These issues will be discussed from the perspective of those from the Center, the Left, and the Right, as well as from the view of the media.

4:30 pm - 5:30 pm **Reception**

Day Two: Friday, February 22, 2008

7:00 am - 8:00 am Breakfast

8:00 am - 12:30 pm Conference Sessions in the Main Auditorium

Session 5 **Outlook on Consumerism in Health Care**

Trends in consumerism in health care continue to affect changes in the marketplace. Up-to-date research results on research conducted among providers and insurers, and employer perspectives will be presented in this session.

Session 6 **Strategic Outlook on the Health Care Market**

Competitive challenges in the marketplace will be discussed from HMO, medical group, hospital perspectives. Our conference will end with an insightful critique from a renowned Wall Street analyst.

12:30 pm Lunch

About The Merage School of Business

The Paul Merage School of Business at UC Irvine offers four dynamic MBA programs that focus on teaching sustainable business growth through strategic innovation. Leadership is taught through in-class and on-site experiences with real-world business problems. Six Centers of Excellence and an Executive Education program enhance students' and graduates' opportunities for independent study and updates to their professional expertise. In 2007 *The Wall Street Journal* ranked the School 7th for information technology, and the *Financial Times* ranked the Executive MBA program 11th in the U.S. Also in 2007, *Forbes Magazine* ranked the School in the top 50 with the best return on investment.

The Health Care Executive MBA is specifically designed for health industry professionals. This distinctive two-year program, which only meets one long weekend a month, was the first of its kind in the United States. The program caters to the needs of physicians, administrators, insurers, and other health care professionals who require executive level MBA expertise. The Health Care Executive MBA program begins each year in the fall.

Similarly, the Health Care Management program offers students the option of an emphasis in health care within their standard Full-time MBA program. This program prepares MBA students to assume management positions in complex health care organizations.

About the Center

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 Paul J. Feldstein, PhD, Professor and Robert Gumbiner Chair in Health Care Management.

Conference Benefactors

The UC Irvine Paul Merage School of Business and the School of Medicine gratefully acknowledge the educational grants provided by the commercial supporters listed below.

Principal Benefactor

California HealthCare
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