



2009 Health Care Forecast Conference

February 19-20, 2009 ♦ 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 6, 2009**
\$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, we will make every reasonable effort to accommodate your needs. For any special requests, please call Margaret Wong on or before February 6, 2009.

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 6, 2009. 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 through the joint sponsorship of the University of California, Irvine School of Medicine and the University of California Paul Merage School of Business, Center for Health Care Management and Policy. The University of California, Irvine 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 11.25 AMA PRA Category 1 Credit(s)[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Disclosure Statement. It is the policy of the University of California, Irvine School of Medicine and the University of California CME Consortium to ensure balance, independence, objectivity and scientific rigor in all CME activities.

California Assembly Bill 1195. This activity is in compliance with California Assembly Bill 1195 which requires continuing medical education activities with patient care components to include curriculum in the subjects of cultural and linguistic competency. For specific information regarding Bill 1195 and definitions of cultural and linguistic competency, please visit the CME web site at www.cme.uci.edu.

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 2009 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 18 through February 20, 2009, 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 21-22, 2009, based upon prior request and room availability. This special rate cannot be guaranteed after February 2, 2009.

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 6, 2009. After February 6, 2009, 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. Please see registration form for conference fees.

Cancellations and Refunds

All cancellations must be in writing. Cancellation deadline is February 6, 2009. The fee, less a 15% cancellation charge, will be refunded if the written cancellation is received with a postmark of February 6, 2009 or earlier. No refunds will be made for written cancellations postmarked after February 6, 2009, 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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SCHOOL OF BUSINESS
CENTER FOR HEALTH CARE MANAGEMENT AND POLICY

SB 431

Irvine, CA 92697-3125

18th ANNUAL



2009 Health Care
Forecast Conference

February 19-20, 2009



2009 Health Care Forecast Conference

February 19-20, 2009
Irvine, California

*Health Politics and Policies
in a New Administration*

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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CENTER FOR HEALTH CARE MANAGEMENT AND POLICY

INNOVATE ♦ COLLABORATE ♦ GROW



2009 Health Care Forecast Conference

February 19-20, 2009

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 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 with regard to resource allocation, project with greater accuracy corporate revenues and contract parameters.
- Ability to compete in present health care marketplace, make better business decisions, do better strategic planning, and be more competitive in the market.
- Increase market share.
- Enhance overall knowledge to capture maximum reimbursement from payors.

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 2009 conference will provide insightful commentary and outlook for health legislation and the health care marketplace in the first year of a new presidency. President Obama has made a campaign promise to implement health care reform and provide health care to all Americans. There are major differences of opinion among those in Congress on how to achieve health care reform. The new President has proposed universal health care, an employer mandate, and a new public option. Even though having a Democratic Congress and President increase the chances for major new health legislation, the growing budget deficit, the economic recession, foreign problems, and a significant Republican minority in the Senate make it less than certain that health reform will be enacted.

As for the private sector, innovations in health care delivery continue to be implemented so as to contain cost, improve patient access, and the quality and timeliness of health care services. The downturn in the U.S. economy has affected the profitability of insurers and providers. Industry leaders will provide their perspectives on the outlook for health insurers, hospitals, and pharmaceutical firms. The conference will conclude with a critical examination of the health care marketplace by a noted Wall Street analyst.

Experts will provide their insights on the dynamics of having a new Administration together with a strategic outlook for the health care market at our 18th 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

James R. Baumgardner, PhD

Deputy Assistant Director for Health Policy
Congressional Budget Office

Kim Belshe

Agency Secretary
California Health & Human Services Agency

Richard Chambers

CEO, CalOptima

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

Richard Frankenstein, MD

Former President
California Medical Association

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.

Margaret Laws

Director
Innovations for the Underserved
California HealthCare Foundation

Victor Lazzaro, Jr.

CEO
BridgeHealth International, Inc.

Leslie Margolin

President
Anthem Blue Cross

Christine Metz

Senior Vice President, Sales
Welvie, and former Regional Vice President
Anthem Blue Cross

Andrew J. Policano, PhD

Dean
The Paul Merage School of Business
UC Irvine

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

Vice President and Director
Health Policy Analysis and Research
Kaiser Permanente Institute for Health Policy

Sheryl R. Skolnick, PhD

Senior Vice President
CRT Capital Group, LLC

Sumi Sousa

Health Care Advisor
Office of Assembly Speaker Karen Bass

David T. Vandewater

President and CEO
Ardent Health Services

Dan Walters

Columnist
Sacramento Bee

Program

Day One: Thursday, February 19, 2009

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 a New Administration**
The incoming President has promised to overhaul the health care system in this country, promising that universal health care will be one of his top objectives. The debate in Congress continues on health care reform, and promises to be lively as new legislation works its way through the process. Experienced Washington insiders will review the issues from both Democratic and Republican perspectives.

Session 3 **Conference Keynote Address: “Health Politics and Policies in a New Administration”**
In this first year of a new Presidency, political pundit and television commentator Norm Ornstein will return to the conference for the twelfth 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 the formation of new health legislation and health care in the country.

Session 4 **California State Budget and Impact on Health Care**
The budget crisis in California has impacted every aspect of government services. Speakers representing the Administration, and Legislative, Physician and Media perspectives will provide a well-rounded review of the most critical issues facing health care in California.

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

Day Two: Friday, February 20, 2009

7:00 am - 8:00 am Breakfast

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

Session 5 **Innovations in Health Care Delivery**
The health care delivery system continues to evolve to meet the needs of patient access, quality of patient care, and cost containment. An insightful overview, and speakers representing the underserved, medical tourism and medical clinics will provide trends and outlook for each of these areas.

Session 6 **Strategic Outlook on the Health Care Market**
Competitive challenges in the marketplace will be expertly discussed from an insurance, hospital and pharmaceutical perspectives. As always, our conference will conclude with a candid and forthright 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 – plus PhD and undergraduate business degrees – that deliver its thematic approach to business education: sustained growth through strategic innovation. We graduate leaders with the exceptional ability to help grow their organizations through strategic innovation – supported by analytical decision-making, information technology and collaborative execution, and enhanced by a highly-personalized learning environment. In-class and on-site experiences with real-world business issues give our students the edge needed to help companies compete in today's global economy.

Six Centers of Excellence, an Executive Education program and a variety of conferences and colloquia provide numerous opportunities for students and the business community at large to enhance their education experience and update their professional expertise.

While the Merage School is relatively young, it has quickly grown to consistently rank among the top 10% of all AACSB-accredited programs through exceptional student recruitment, world-class faculty, a strong alumni network and close individual and corporate relationships. In 2008, *US News & World Report* ranks the Merage School #44 in the US while the *Financial Times* places the School at #38 nationally, and #68 internationally. *BusinessWeek* places the School within its Top 50 national listing and specifically ranks faculty research and publications at #20. During the past decade, the School has earned Top 10 rankings both nationally and internationally for its executive MBA program, faculty, curriculum components such as IT and marketing, recruitment services and overall value by such publications as the *Financial Times*, *The Wall Street Journal*, *BusinessWeek* and *US News & World Report*.

The Merage School combines the academic strengths and best traditions of the University of California with the cutting-edge, entrepreneurial spirit of Orange County in the heart of America's Tech Coast.

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 UC Irvine School of Medicine gratefully acknowledge the educational grants provided by

Principal Benefactor

California HealthCare Foundation

Major Benefactors

CIGNA Health Care of California
Hoag Memorial Hospital Presbyterian
Kaiser Permanente

Benefactors

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AON Consulting
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Orange County Medical Association