



# 2010 Health Care Forecast Conference

February 25-26, 2010 ♦ Irvine, California

## Registration Form

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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

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- Regular  
\$595 per person
- Two or more from same organization  
\$545 per person
- UC faculty, UC staff, UC alumni, and county, state or federal government employees  
\$455 per person
- All registrations after February 12, 2010**  
**\$695 per person**

## Payment

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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 12, 2010.

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 12, 2010. 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 10.75 AMA PRA Category 1 Credit(s)<sup>™</sup>. 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. Full disclosure will be described within the syllabus materials at the event.

**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 .

**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 2010 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 24 through February 26, 2010, at the special rate of \$152.00 per night for single or double occupancy plus taxes. This rate may be extended to Saturday and Sunday nights, February 27 and 28, 2010, based upon prior request and room availability. This special rate cannot be guaranteed after February 3, 2010.

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 \$152.00 rate for the "UCI Health Care Conference."

## Registration and Fees

Only paid registrations will have a confirmed seat. Reservations by mail must be postmarked no later than February 12, 2010. After this date 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 12, 2010. The fee, less a 15% cancellation charge, will be refunded if the written cancellation is received with a postmark of February 12, 2010 or earlier. No refunds will be made for written cancellations postmarked after this date, 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

**UCIRVINE** | THE PAUL MERAGE  
SCHOOL OF BUSINESS  
CENTER FOR HEALTH CARE MANAGEMENT AND POLICY

SB 431

Irvine, CA 92697-3125

19th ANNUAL



## 2010 Health Care Forecast Conference

February 25-26, 2010



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February 25-26, 2010  
Irvine, California

*Health Care Reform  
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**

UC Irvine Paul Merage School of Business  
and the UC Irvine, School of Medicine

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SCHOOL OF BUSINESS  
CENTER FOR HEALTH CARE MANAGEMENT AND POLICY

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INNOVATE ♦ COLLABORATE ♦ GROW



# 2010 Health Care Forecast Conference

February 25-26, 2010

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.
- \* Incorporate new programs to decrease cost and improve quality of health care.
- Enhance overall knowledge to capture maximum revenue, profitability and market share.

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 2010 conference will provide a comprehensive analysis of health care reform. Even with strong majorities in the House and Senate, Democrats have been having difficulty in passing the health care legislation desired by their liberal base. Now that 2010 is an election year and the polls appear threatening to moderate Democrats, members of Congress are aware of the impact of their vote and how it may affect their re-election.

At press time, the U.S. Senate is still debating its version of the Health Care Reform legislation it hopes to vote on and pass by Christmas 2009 and put on the President's desk for signature. The media on a daily basis reports on the ups and down, the compromises, and the challenges to have 60 Senators approve a Senate bill. The public option, which President Obama favors, appears to have been removed but will it reappear in another form. Economic woes and high unemployment, not health care reform, appear to be the major concern of a majority of the population. It is therefore uncertain whether the President will be able to sign historic health care legislation before Christmas 2009. Washington insiders will share their insights from both sides of the aisle.

While all the drama is unfolding in Washington, the private sector continues to work on innovations in reducing the cost of health care and to improve quality. Key sectors of the health care market will share their plans, successes and challenges in these areas. In addition, industry leaders will provide their perspectives on the outlook for health plans, medical devices, and providers.

Distinguished speakers will provide their insights on health care reform, its impact, the challenges, and strategic outlook in an election year at our 19th annual Health Care Forecast Conference.

## Conference Speakers

### KEYNOTE SPEAKER:

**Norman J. Ornstein, PhD**

Resident Scholar, American Enterprise Institute, Television News Commentator

**Richard R. Afable, MD, MPH**

President

Hoag Memorial Hospital Presbyterian

**Joseph R. Antos, PhD**

Wilson H. Taylor, Scholar

American Enterprise Institute

**James R. Baumgardner, PhD**

Deputy Assistant Director for Health Policy

Congressional Budget Office

**Jay J. Cohen, MD, MBA**

President and Chairman

Monarch HealthCare

**Kevin Counihan**

Chief Marketing Officer

Commonwealth of Massachusetts Health Insurance

Connector Authority Board

**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

**Jon R. Gabel, PhD**

Senior Fellow

Health Policy and Evaluation

National Opinion Research Center

**Jay Gellert**

President and CEO

Health Net, Inc. (invited)

**James E. Glassman, PhD**

Senior Economist and Managing Director

JP Morgan Chase & Co.

**Karen Ignani**

President and CEO

America's Health Insurance Plans (AHIP)

**Jeffrey Korsmo**

Executive Director

Mayo Clinic Health Policy Center (invited)

**Robert J. Margolis, MD**

CEO

HealthCare Partners

**Christine Metz**

Senior Vice President, Sales, Welvie

Former Regional Vice President

Anthem Blue Cross

**Michael A. Mussallem**

Chairman of the Board and CEO

Edwards Life Sciences Corp.

**Andrew J. Policano, PhD**

Dean

The Paul Merage School of Business

UC Irvine

**Thomas M. Priselac**

President and CEO

Cedars-Sinai Medical Center and

President, American Hospital Association

**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**

Managing Director

Pali Capital, Inc.

**Mark Werner, MD**

Executive Vice President and Chief Medical Officer

Carilion Clinic, Roanoke Memorial Hospital

**Tom Williams**

Executive Director

Integrated Healthcare Association (IHA)

## Program

### Day One: Thursday, February 25, 2010

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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, and Medicare and Medicaid projections and a Federal Budget Outlook and Forecast.

**Session 2**                    **Impact of Health Care Reform Legislation – What Passed and Why**  
Reform will impact some 1.6% of the U.S. economy. Speakers on this panel will discuss the politics and the debate which led up to the likely enactment of reform legislation, as well as its likely impact.

**Session 3**                    **Conference Keynote Presentation: “Health Politics and Policies in an Election Year”**  
Always entertaining and always informative, Norm Ornstein returns for his 13th 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 shaped health reform legislation, and how it will affect the politics of implementation going forward.

**Session 4**                    **Impact of Health Care Reform on Major Stakeholders**  
All sectors of the health care market will be affected by health care reform. Executives from leading organizations representing insurance, physicians and providers will share their forecasts on how they will be affected by health reform legislation. Massachusetts, which had enacted health reform several years earlier, will share the challenges they have experienced.

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

### Day Two: Friday, February 26, 2010

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7:00 am - 8:00 am        Breakfast

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

**Session 5**                    **Innovations in Reducing Cost and Improving Quality of Health Care**  
The challenges of reducing cost and improving quality have been key issues for the health care market. Not waiting for reform to occur, several innovative organizations have invested much time and money to achieve these objectives. Distinguished speakers representing integrated health systems, medical groups and large employers will share their challenges and success stories.

**Session 6**                    **Strategic Outlook on the Health Care Market**  
Competitive challenges in the marketplace will be expertly discussed from a health plan, medical device, and hospital perspectives. As always, our conference will conclude with a candid and forthright critique from a renowned Wall Street analyst.

12:30 - 1:30 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

Anthem Blue Cross  
AON Consulting  
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Blue Shield of California

#### Co-Benefactor

Orange County Medical Association