



# 2007 Health Care Forecast Conference

February 22-23, 2007  
Irvine, California

*Health Politics and Policies  
in the Last Two Years of  
the Bush Presidency*

**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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SCHOOL OF BUSINESS  
*Center for Health Care Management and Policy*

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**Sustainable Growth Through Strategic Innovation**



# 2007 Health Care Forecast Conference

February 22-23, 2007

Irvine, California

The conference provides a unique venue for dialogue among government officials, business leaders, and academics who share their perspectives and forecasts on key 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 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, biotech, 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 the present health care marketplace, make better business decisions, and better strategic planning
- Increase ability to evaluate business decisions and forecasting of revenues
- Incorporate new health care delivery methods to improve overall business decisions and allow for more effective strategic planning
- Increase market share

A NATIONAL FORUM FOR  
THE DISCUSSION AND  
DISSEMINATION OF SHORT-TERM  
HEALTH CARE ECONOMIC AND  
POLITICAL FORECAST, FROM  
BOTH A PUBLIC AND PRIVATE  
SECTOR PERSPECTIVE

2007 marks the first time in 12 years that the U.S. Congress has had a Democratic majority. The politics and the debate surrounding the Iraq war, insuring the uninsured and Medicare reform will take on new dimensions as the House and Senate change leadership.

Several states have taken bold steps in health care reform. Massachusetts and Florida have enacted new legislation, and the governor of California is planning to propose new legislation to reduce the number of uninsured in California by half.

On another front, innovations in new technologies are transforming health care delivery. Big employers plan to use electronic health records. This new technology will have great impact on the future of medicine and on how health care services are delivered.

The dynamics of the new political realignment in Congress, as well as a strategic outlook for the health care market will be discussed by industry experts at our 16th annual Health Care Forecast Conference.

## Event Speakers

### KEYNOTE SPEAKER:

#### **Norman J. Ornstein, PhD**

Resident Scholar, American Enterprise Institute, Television News Commentator

#### **James R. Baumgardner, PhD**

Deputy Assistant Director for Health Policy,  
Congressional Budget Office

#### **Bruce Bodaken**

CEO, Blue Shield of California

#### **Richard Chambers**

CEO, Caloptima

#### **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

#### **Nick Franklin, JD**

Former Senior Vice President, PacifiCare  
Health Systems

#### **Jon R. Gabel, PhD**

Vice President, Center for Studying Health  
System Change

#### **Cindy Gillespie**

Counselor to Governor Romney, State of  
Massachusetts

#### **James E. Glassman, PhD**

Senior Economist and Managing Director, JP  
Morgan Chase

#### **Andie King**

Director, BKSH, Former Chief Domestic Policy  
Advisor, Office of Congressman Dick Gephardt

#### **Alan Levine**

President and CEO, North Broward Hospital  
District, Former Secretary of Health, State of Florida

#### **Ruth Liu**

Associate Secretary for Policy and  
Development, Health & Human Services  
Agency, State of California

#### **Mark E. Miller, PhD**

Executive Director, MedPAC (invited)

#### **Arnold Milstein, MD, MPH**

Chief Physician, Mercer Health & Benefits,  
Medical Director, PCBH

#### **Robert D. Reed**

Senior Vice President and CFO, Sutter Health

#### **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

#### **Mary Kate Scott**

Senior Advisor, HealthTech

#### **Sheryl R. Skolnick, PhD**

Senior Vice President, CRT Capital Group

#### **Arthur M. Southam, MD**

Senior Vice President, Product & Market  
Management, Kaiser Foundation Health Plan

#### **John Zimmer**

Vice President, Marketing, Toshiba America  
Medical Systems

## Program

### Day One: Thursday, February 22, 2007

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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 the Federal budget outlook.

**Session 2**                      **Prospects for Health Legislation in President Bush's Last Two Years**

The last two years of President Bush's term will have the added dynamic of working with a Congress which has a Democratic majority in both houses for the first time in 12 years. The anticipated Congressional debate on current and future health legislation will be discussed from both Democratic and Republican perspectives.

**Session 3**                      **Conference Keynote Address: "Health Politics and Policies in the Last Two Years of the Bush Presidency"**

In a year when the President is challenged with the ongoing war in Iraq and a Democratic Congress, 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**                      **State Health Care Reform**

Several states have taken bold steps in health care reform. Massachusetts and Florida have enacted new legislation, and the Governor of California is planning to propose new legislation to reduce the number of uninsured in California by half. Key administration officials from all three states will discuss their outlook, forecast, and challenges.

### Day Two: Friday, February 23, 2007

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7:00 am - 8:00 am Breakfast

8:00 am - 12:15 pm Conference Sessions in the Main Auditorium

**Session 5**                      **The Future of Medicine – Implications for Health Care Delivery**

Innovations in new technologies are transforming health care delivery. Big employers plan to use electronic health records. These new technologies will have great impact on the future of medicine and on how health care services are delivered. How is the market using these technologies? What is working and what is not? How will the revenue streams flow? These and other issues will be extensively discussed.

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

Competitive challenges within the marketplace will be discussed from insurance, hospital, and new insurance products perspectives. We will end our conference with an insightful critique from a nationally renowned Wall Street analyst.

## About The Paul 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. *The Wall Street Journal* ranked the School 6th for information technology in 2006, and the *Financial Times* ranked the Executive MBA program 9th in the United States in 2006, number one in southern California. Also in 2006, the Merage School was ranked 19th among public universities and 38th overall in the *U.S. News and World Report* rankings.

The Health Care Executive MBA program 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 medical 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 to 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  
Foundation

#### Major Benefactors

Blue Cross of California  
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UnitedHealthcare

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# 2007 Health Care Forecast Conference

February 22-23, 2007 ♦ 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 SS# or Medical License # \_\_\_\_\_

*(mandatory for physicians)*

## Registration Fees

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- Regular  
\$575 per person
- Two or more from same organization  
\$525 per person
- UC faculty, staff, alumni, and county, state or federal government employees  
\$450 per person
- All registrations **after February 9, 2007**  
\$675 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, please contact Margaret Wong no later than February 9, 2007 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 9, 2007. 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 [chcmp@merage.uci.edu](mailto:chcmp@merage.uci.edu).

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

## Accreditation

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.** The University of California, Irvine School of Medicine designates this educational activity for a maximum of **10.75 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** 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 2007 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 UC Irvine campus). Telephone number for the Beckman Center is 949-721-2200. The confer-

ence 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 21 - 23, 2007, at the special rate of \$165.00 per night for single or double occupancy plus taxes. This rate may be extended to Saturday and Sunday nights, February 24 - 25, 2007, based upon prior request and room availability. **This special rate cannot be guaranteed after January 29, 2007.**

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 \$165.00 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 9, 2007**. After February 9, 2007, 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 9, 2007**. The fee, less a 15% cancellation charge, will be refunded if the written cancellation is received with a postmark of February 9, 2007 or earlier. No refunds will be made for written cancellations postmarked after February 9, 2007, but a substitute may be admitted to the Conference. All 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  
mwong@uci.edu

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