WELCOME

On behalf of the University of Michigan Center for Value-Based Insurance Design, we welcome you to Ann Arbor and to the V-BID SUMMIT 2012: INTEGRATION AND TRANSFORMATION.

We at the V-BID Center know you are passionate about health care. Whether by increasing access, improving quality of care, or enhancing efficiency, we are all working to optimize health while controlling expenditures. It is with this value proposition in mind that participants from 29 states and multiple stakeholder perspectives assemble today. Together, we will consider how the integration of innovative payment reform, delivery transformation, and consumer engagement initiatives encourage our dual objectives of improving quality and containing costs. Your collective experience and expertise will inform the interactive dialogue planned throughout the day. It is our hope that when we conclude, you will leave feeling confident that the tools are available to attain a high-value health care delivery system.

We have a full and stimulating agenda today. I hope the dialogue promotes innovative ideas, spirited conversations, and most importantly, new and hopeful relationships.

Warmly,

Mark Fendrick, MD
Professor, Internal Medicine and Health Management & Policy Director, Center for Value-Based Insurance Design
University of Michigan
amfen@umich.edu
(734) 647-9688

AGENDA

8:00-9:00 REGISTRATION AND CONTINENTAL BREAKFAST  
(in the Pendleton Room)

9:00-9:15 WELCOME
Mark Fendrick, MD, Professor, Internal Medicine and Health Management & Policy Director, Center for Value-Based Insurance Design, University of Michigan
John Ayanian, MD, MPP, Director, Institute for Healthcare Policy and Innovation (IHPI), University of Michigan

9:15-10:30 INTEGRATING V-BID INTO HEALTH CARE DELIVERY TRANSFORMATION
Paul Grundy, MD, MPH, Global Director, IBM Healthcare Transformation, IBM Corporation
Michael O’Neil, MA, Director of Product Innovation, Blue Shield of California
Followed by moderated discussion

10:30-10:45 BREAK

10:45-12:00 INTEGRATING V-BID INTO PAYMENT REFORM
Lewis G. Sandy, MD, Senior Vice President, Clinical Advancement, UnitedHealth Group
Dana Gelb Safran, ScD, Senior Vice President, Performance Measurement and Improvement, Blue Cross Blue Shield of Massachusetts
Followed by moderated discussion

12:00-1:00 NETWORKING LUNCH  (in the Anderson Room)

1:15-2:15 OPTIONS FOR V-BID IN STATE HEALTH REFORM
Bruce D. Greenstein, Secretary, Louisiana Department of Health and Hospitals
Kevin Lewis, MPP, Chief Executive Officer, Maine Community Health Options
Followed by discussion moderated by Carmen Hooker Odom, MRP, President, Milbank Memorial Fund
2:15-3:15 WHAT EMPLOYEES THINK OF V-BID: EARLY FINDINGS AND WHAT QUESTIONS TO ASK NEXT
Marjorie Ginsburg, MPH, Executive Director, Center for Healthcare Decisions
Cheryl Larson, Vice President, Midwest Business Group on Health
Followed by moderated discussion

3:15-3:30 CONFRONTING OUR FISCAL CHALLENGES WHILE ENSURING QUALITY OF CARE
Michael E. Chernew, PhD, Professor, Department of Health Care Policy, Harvard Medical School

JOHN Z. AYANIAN, MD, MPP
Director, Institute for Healthcare Policy and Innovation, University of Michigan
Dr. John Z. Ayanian is Director of the new Institute for Healthcare Policy and Innovation at the University of Michigan. Previous to this appointment, he was Professor of Medicine and Health Care Policy at Harvard Medical School, Professor of Health Policy and Management at the Harvard School of Public Health, and a practicing general internist at Brigham and Women’s Hospital. He served as Director of the Harvard Medical School Fellowship in General Medicine and Primary Care, Director of the Harvard Catalyst Health Disparities Research Program, and Leader of the Outcomes Research Program of the Dana-Farber/Harvard Cancer Center. Dr. Ayanian has published over 230 articles and chapters on access to care, quality of care, and health disparities related to cancer, cardiovascular disease, diabetes, and renal disease. He has served on six national committees of the Institute of Medicine related to health insurance coverage, health disparities, cancer survivorship, and cardiovascular disease surveillance. Dr. Ayanian received his Bachelor’s degree summa cum laude from Duke University, MD degree from Harvard Medical School, and Master of Public Policy degree from the Harvard Kennedy School of Government. In 2012, he received the John M. Eisenberg National Award for Career Achievement in Research from the Society of General Internal Medicine. Dr. Ayanian is a Fellow of the American College of Physicians and an elected member of the American Society for Clinical Investigation, the Association of American Physicians, and the Institute of Medicine of the National Academy of Sciences.

MICHAEL CHERNEW, PhD
Department of Health Care Policy, Harvard Medical School
Michael Chernew, PhD, is a professor in the Department of Health Care Policy at Harvard Medical School. Dr. Chernew’s research activities focus on several areas, most notably the causes and consequences of growth in health care expenditures, geographic variation in medical spending and use and value-based insurance design (V-BID). Professor Chernew is a member of the Medicare Payment Advisory Commission (MedPAC), the Congressional Budget Office’s Panel of Health Advisors, and the Commonwealth Foundation’s Commission on a High Performance Health System. Dr. Chernew is a Faculty Research Fellow of the National Bureau of Economic Research. He co-edits the American Journal of Managed Care and is a Senior Associate Editor of Health Services Research. In 2010, Dr. Chernew was elected to the Institute of Medicine (IOM) of the National Academy of Sciences and serves on the Committee on the Determination of Essential Health Benefits. Dr. Chernew earned his undergraduate degree from the University of Pennsylvania and a doctorate in economics from Stanford University.

A. MARK FENDRICK, MD
Director, Center for Value-Based Insurance Design, University of Michigan
A. Mark Fendrick, MD is the Director of the Center for Value-Based Insurance Design, and a Professor at the University of Michigan in the Departments of Internal Medicine and Health Management and Policy. Dr. Fendrick’s research focuses on the clinical and economic assessment of medical interventions with special attention to how technological innovation influences clinical practice, benefit design, and health care systems. He has authored over 200 articles and book chapters and lectures frequently on the quality and cost implications of medical care to diverse audiences around the world. Dr. Fendrick remains clinically active in the practice of general internal medicine. He co-edits the American Journal of Managed Care and is an editorial
Maryland and a Masters in Public Health from University of California Berkeley. Marge received her nursing degree from the University of California San Francisco medical school and a Masters of Public Policy from the University of Michigan, is an alumnus of the Maine Leadership Program, the Hanley Center’s Health and Family Services. Kevin received his bachelor’s degree from Dartmouth College, a Master’s in Public Health and is on the editorial board for Biotechnology Healthcare Magazine. He is a frequent speaker on employer best practices in value-based benefits, incentives, wellness, consumerism, engagement, communications, and biologics/specialty pharmacy.

KEVIN LEWIS, MPP
Chief Executive Officer, Maine Community Health Options
Kevin Lewis, MPP, is the Chief Executive Officer of Maine Community Health Options, a Consumer Operated and Oriented Plan in formation with a mission to provide the greatest value of health care services to consumers through innovative plan design and payment models that support the transformation of the delivery of care, and directly involve consumers in the plan’s formation and governance. Prior to launching MCHO, Kevin was the CEO of the Maine Primary Care Association (MPCA) the statewide organization of Federally Qualified Health Centers (FQHCs) with a mission to increase access to primary care by advancing the strength and sustainability of health centers as the patient-centered safety net for the people of Maine. In this capacity, Kevin oversaw the doubling of capacity of FQHCs in Maine and initiated MPCA’s data warehouse and its partner relations. MBGH is a not-for-profit, 501(c)(3) educational and research organization of over 100 large, self-funded public and private employers who are represented by the human resources and health benefits professionals within these organizations. This is her second time with MBGH—from 1993 to 1996 she served as the Director of Membership Development. Previous to rejoining MBGH in 2006, she spent 10 years as the Director of Employer Services for a population health management company. Cheryl serves on the board of directors of the Center for Health Value Innovation and was named a CHVI Fellow in 2010. She chairs the Worksite Wellness Steering Committee for Building a Healthier Chicago (BHC), a community-based initiative of the U.S. Department of Health & Human Services-Region V and the Chicago Department of Public Health. She serves on the advisory council for The Center for Employee Health Studies for the University of Illinois/Chicago School of Public Health and is on the editorial board for Biotechnology Healthcare Magazine. She is a frequent speaker on employer best practices in value-based benefits, incentives, wellness, consumerism, engagement, communications, and biologics/specialty pharmacy.

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Health Leadership Development Program, and the UCLA/Johnson & Johnson Health Care Executive Program. Kevin lives in Winthrop with his wife and two daughters.

CARMEN HOOKER ODOM, MRP
President, Milbank Memorial Fund; Adjunct Professor, UNC School of Public Health
Ms. Hooker Odom is the President of Milbank Memorial Fund. She is also an Adjunct Professor at the UNC School of Public Health. Prior to joining the Fund, she was appointed the Secretary of the North Carolina Department of Health and Human Services by Governor Mike Easley. Before her appointment in 2001, she served as Vice President of Government Relations for Quintiles Transnational Corporation in Research Triangle Park and as the Group Vice President for Carolinas HealthCare System. She started her career at the Fund as a Project Officer. Prior to joining the Fund, Ms. Hooker Odom served as House Chairman of the Joint Committee on Health Care of the Massachusetts House of Representatives for nearly 11 years. As Chairman, she was the primary legislative author of both the 1991 Massachusetts comprehensive health reform legislation and the Children’s Medical Security Plan, which targeted young children not covered by medical insurance. Ms. Hooker Odom also co-chaired the North Carolina Health Care Reform Commission and is currently a member of the North Carolina Institute of Medicine.

MICHAEL O’NEIL, MA
Senior Director, Product Innovation, Blue Shield of California
Michael joined Blue Shield of California in 1997 as a New Product Development Manager. Michael has 17 years of healthcare experience leading teams in strategy development, product innovation, strategic account management, and project implementation. Michael led the development and oversight of Blue Shield’s innovative accountable care organization (ACO) pilot with Dignity Health Systems and Hill Physicians Medical Group in 2009/2010 and Blue Shield’s market-changing product innovation, Blue Groove, launching in Sacramento in 2012. Prior to joining Blue Shield, Michael was a Healthcare Consultant at Quattro Consulting, a boutique agency specializing in product development and growth strategies for healthcare companies. Michael holds a BA degree from Dartmouth College and an MA from Stanford University.

DANA GELLB SAFRAN, ScD
Senior Vice President, Performance Measurement & Improvement, Blue Cross Blue Shield of Massachusetts; Associate Professor of Medicine, Tufts University School of Medicine
Dana Gellb Safran is Senior Vice President for Performance Measurement and Improvement at Blue Cross Blue Shield of Massachusetts (BCBSMA) and is Associate Professor of Medicine at Tufts University School of Medicine. Prior to joining BCBSMA, she was Director of The Health Institute at Tufts–New England Medical Center’s Institute for Clinical Research and Health Policy Studies (ICRHPHS). Dr. Safran was a lead developer of the BCBSMA Alternative Quality Contract (AQC), a provider contract model with the goals of improving quality and outcomes while significantly slowing spending growth. The AQC includes robust performance incentives based on a broad set of validated clinical quality, outcome and patient experience measures and is widely viewed as real world accountable care organization model. Dr. Safran has contributed to the empirical basis towards a more patient-centered health care system and for developing measures of patient care experiences now used by medical boards as part of their recertification process for physicians. Dr. Safran holds advisory positions with the National Committee for Quality Assurance (NCQA), the American Board of Internal Medicine (ABIM), and the American Medical Association’s Physician Consortium for Performance Improvement (PCPI); board leadership positions with the Massachusetts Health Quality Partners and the Partnership for Health Care Excellence; and co-chairmanship of the Expert Panel on Performance Measurement and of the new ACO Center convened by the Patient Centered Primary Care Collaborative (PCPCC). Dr. Safran earned her masters and doctor of science degrees in Health Policy from the Harvard School of Public Health.

LEWIS G. SANDY, MD, FACP
Senior Vice President, Clinical Advancement, UnitedHealth Group
Lewis G. Sandy, MD, is Senior Vice President, Clinical Advancement, UnitedHealth Group, a Fortune 50 diversified health and well-being company dedicated to helping people live healthier lives. At UnitedHealth Group he focuses on clinical innovation, payment/delivery reforms to modernize our health care system, and physician collaboration. He also is a principal in the UnitedHealth Center for Health Reform and Modernization, with a focus on payment/delivery innovation and policy. From 2003 to 2007, he was executive vice president and Chief Medical Officer of UnitedHealthcare, UnitedHealth Group’s largest business focusing on the employer/individual health benefits market. From 1997 to 2003, he was executive vice president of The Robert Wood Johnson Foundation. At RWJF, he was responsible for the Foundation’s program development and management, strategic planning and administrative operations. Prior to this, Dr. Sandy was a program vice president of the Foundation, focusing on the Foundation’s workforce, health policy, and chronic care initiatives. An internist and former health center medical director at the Harvard Community Health Plan in Boston, Massachusetts, Dr. Sandy received his BS and MD degrees from the University of Michigan and an MBA degree from Stanford University. A former RWJF Clinical Scholar and Clinical Fellow in Medicine at the University of California, San Francisco, Dr. Sandy served his internship and residency at the Beth Israel Hospital in Boston. He is a Senior Fellow of the University of Minnesota School of Public Health, Department of Health Policy and Management.
The V-BID Center would like to thank this year’s Summit sponsors for their support.