

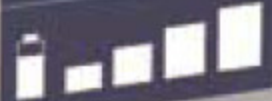
Navigating a New Landscape

2010 Annual Convention and Trade Show



May 25-26, 2010

The Columbus,
A Renaissance Hotel



Ohio Association of Health Plans






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2010 Annual Convention and Trade Show
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Navigating a New Landscape

The **Ohio Association of Health Plans (OAHP) 2010 Annual Convention and Trade Show** has been mapped out to help participants navigate through the ever-changing health care landscape. Set your GPS to join us on May 25 and 26 at The Columbus, A Renaissance Hotel in downtown Columbus for the OAHP Convention and Trade Show bringing together health plan professionals, employers, providers, legislators and public policy makers, educators and regulators to interact and share ideas and insights on the challenges and opportunities in the health insurance industry.

Charting Your Course

-  Using a GPS can take you where you want to go. However, a navigational device can only be as helpful as the information put into it. By attending the 2010 OAHP Annual Convention and Trade Show, you will be able to:
- Pinpoint new and projected legislative and regulatory activity
 - Meet face-to-face with elected officials and policy makers
 - Discover how you fit into Ohio's health information technology efforts
 - Learn innovative ways to drive better health outcomes through care coordination
 - Participate in shaping the industry's perception
 - Get the latest plan on implementation of health care reform

Continuing Education

 The OAHP Annual Convention and Trade Show is a great way to earn continuing education credits. OAHP has submitted the program content to the following for continuing education credits:

- The Ohio Supreme Court (CLEs)
- The American Academy of Family Physicians (medical and nursing)
- The Ohio Department of Insurance (Insurance Agent CEU)
- Ohio Accountancy Board



2010 OAHP Health Fair at the Statehouse
Tuesday, May 25 • 11:00 am – 1:30 pm

OAHP member health plans will be sponsoring a health and wellness fair at the Ohio Statehouse. This will be a chance to interact with lawmakers and the public to demonstrate who our companies are and our commitment to health and wellness in Ohio.

Planning Your Journey



Pre-Convention Workshop

An opportunity to hear from Ohio's licensing boards and industry experts on new and pending regulations that may affect your field of practice and your business.

General Session:



Setting Your Course for Success

Learn from the leader of Ohio's largest university on how to interact with and meet the workforce demands of Ohio's health care system. Gain insight on how to handle adversity and meet future challenges.

General Session:



Mapping Out the Current Landscape

Provides a broad perspective on federal health care policy, focused on the status of health reform and the current federal political and policy landscape.

Breakout Sessions:



Understanding Health Insurers' Role in Ohio's Health Information Superhighway: Technology

A discussion with some of Ohio's leaders on health information technology. Understand how insurers fit into the landscape, what the current efforts in Ohio are around health information technology and how to improve the use of electronic medical records.



Innovation Junction: Tackling Care Coordination and Improving Outcomes

Understand the various cutting-edge initiatives health insurers are using to improve health outcomes and learn about care coordination programs that have been successful.



Setting Our Sails for Improved Perception

Understand the importance of public perception and how to change perception. Learn steps to take to gain positive media attention.



General Session:



Ohio's Fork in the Road — A View from the Left

Understand the health care platform from the Democratic gubernatorial ticket and perspective on the health insurance industry.

General Session:



The Regulatory Road

Understand how reforms and new laws will impact health insurers in Ohio. Learn what is on the radar screen for regulatory agencies.

General Session:



Ohio's Fork in the Road — A View from the Right

Understand the health care platform from the Republican ticket and perspective on the health insurance industry.

General Session:



Reaching a Destination

Recognizing innovative programs through our Pinnacle Awards presentation while enjoying lunch. After lunch, gain understanding on ways to incorporate laughter into daily living and methods to relieve stress during the challenges ahead through "Laughter is the Best Medicine".



OAHP's Silent Auction

Help support the OAHP PAC by bidding on baskets donated by our health plan executives. The baskets will have a value of at least \$100. So come ready to out bid your fellow attendees and support the OAHP PAC. The OAHP PAC supports candidates for office who understand the complexities of our health care system.

TUESDAY, MAY 25

Mapping Your Route

10 am – 11:15 am



Pre-Convention Workshop

- ▶ Richard A. Whitehouse, Esq., Executive Director, State Medical Board of Ohio
- ▶ Ernest E. Boyd, R.Ph., Executive Director, Ohio Pharmacists Association
- ▶ Jan Lanier, Esq., Deputy Executive Officer, Ohio Nurses Association

10:30 am – 11:30 am

Convention Registration and Meet Exhibitors

11:30 am – 12:45 pm



Opening Session and Lunch *Setting Your Course for Success*

- ▶ President E. Gordon Gee, The Ohio State University



12:45 am – 1:15 pm

Dessert Break with Exhibitors

1:15 pm – 2:00 pm



General Session

Mapping Out the Current Landscape

- ▶ Christopher Koppen, President, Avancer Health Policy

2:00 pm – 2:15 pm

Break with Exhibitors

2:15 pm – 3:30 pm

Breakout Sessions



Understanding Your Role in Ohio's Health Information Superhighway: Technology

- ▶ Brian O. Phillips, B.S.C., M.Ed., Southeastern RHIO
- ▶ Brian F. Keaton, M.D., F.A.C.E.P., NEO RHIO c/o OneCommunity
- ▶ Keith Hepp, HealthBridge, Cincinnati
- ▶ Amy Andres, Chief of Staff, Ohio Department of Insurance



Innovation Junction: Tackling Care Coordination and Improving Outcomes

- ▶ Pam Tropiano, Vice President of Health Services, CareSource
- ▶ Derek van Amerongen, M.D., Chief Medical Officer, Humana
- ▶ Barry Malinowski, M.D., Chief Medical Officer, Anthem Blue Cross and Blue Shield



Setting Our Sails for Improved Perception

- ▶ Bob Tenenbaum, Senior Counselor, The Milenthal Group
- ▶ Tim Miller, Vice President, Cochran Group Inc.
- ▶ Eve Mueller Henson, ONN News Anchor and freelance video journalist



3:30 pm – 3:45 pm

Meet with Exhibitors

3:45 pm – 4:45 pm

General Session



Ohio's Fork in the Road—A View from the Left

- ▶ Yvette McGee Brown, 2010 Ohio Democratic Lt. Gubernatorial Candidate (Invited)

4:45 pm – 5 pm

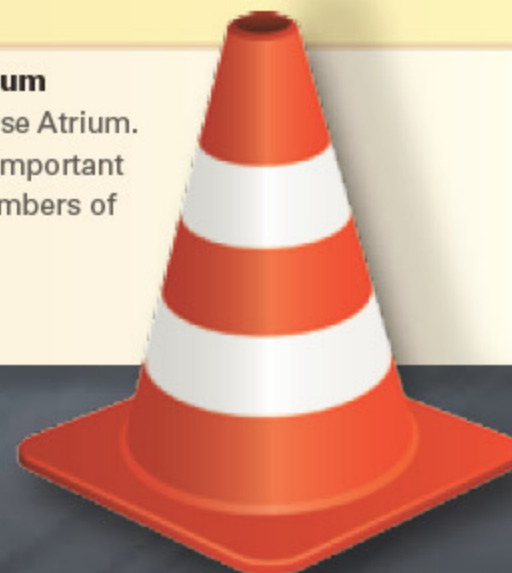
Break with Exhibitors

5 pm – 7 pm



Legislative Reception in the Statehouse Atrium

Interact with Ohio's policy makers at the Statehouse Atrium. Mingle with legislators and educate them on the important role you play in Ohio's health care system. All members of Ohio's General Assembly are invited to attend.



Register online at <http://register.oahp.org> today!



WEDNESDAY, MAY 26

8 am – 9 am **Breakfast with Exhibitors**

9 am – 10:30 am



General Session
The Regulatory Road

- ▶ Tracy Plouck, Ohio Medicaid Director, Ohio Department of Job and Family Services
- ▶ Mary Jo Hudson, Director, Ohio Department of Insurance
- ▶ Raymond Swisher, Branch Manager, Medicare Advantage, Centers for Medicare and Medicaid Services

10:30 am – 10:45 am **Break with Exhibitors**

10:45 am – 11:45 am



General Session
Ohio's Fork in the Road
—A View from the Right

- ▶ Kevin DeWine, Chairman, Ohio Republican Party

11:45 am – 12:15 pm **Break with Exhibitors**

12:15 pm – 1:45 pm



Luncheon, Pinnacle Awards and Keynote Address

- ▶ Brad Nieder, M.D., *Laughter is the Best Medicine*

Pinnacle Awards

OAHP members have the opportunity to publicize their programs and initiatives in the **10th annual OAHP Pinnacle Awards Program**. Winners will be announced during the luncheon.

Contact Lisa Hackley at lhackley@oahp.org with questions.

All registrations are now online at <http://register.oahp.org>!

OAHP is Going Green



All the things you were able to do by hand, fax, phone or mail you can now do with your keyboard and the click of a mouse! You can still pay by check or use a credit card on the registration page's secured site.



To qualify for advance registration pricing, the registration form and payment must be received by Friday, April 30, 2010. Registrations received after that date will be subject to the full-rate pricing. **Final registration deadline is Friday, May 21, 2010.** Attendees will receive an e-mail confirmation notice.

Cancellations



Only written cancellations received by Friday May 21, 2010, will receive refunds (less a \$100.00 administrative charge). No refunds will be issued for cancellations after this date. Refunds are not available to registrants who do not cancel before the convention and do not attend. Substitutions are accepted and encouraged.

Registration Fees

Category	Early Rate (until April 30th)	Full Rate (after April 30th)
Member Health Plan	\$225	\$275
Member Reserved Table*	\$1,700	\$2,100
Other Attendee/Non-Member	\$425	\$475

*Registration for 8 attendees per table reservation

Renaissance Hotel Information



A block of rooms has been reserved for Monday, May 24 and Tuesday, May 25, 2010 — Standard Room with King Bed or Double/Double Beds for \$139.00 per night.

All reservations must be made through the Enhanced Group Reservations Team by calling 1-800-266-9432 or online at <http://resweb.passkey.com/go/oahp2010>. You must indicate that you are with the Ohio Association of Health Plans to receive the special rate.

Exhibitors

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