

Please join us for the 4th in a series of **Cracking the Code on Healthcare** symposiums in Rochester, N.Y.

Innovative Models for Care, Collaboration, Compensation and Reducing Costs.

We all know that we must transform the way we pay for healthcare. The big question is HOW? What gets paid for by whom and to whom are the major challenges facing providers, insurers, employers and patients.

Through a series of presentations and panel discussions, we will explore how public payments - Medicare, Medicaid and Health Exchanges and Innovative Private Payments are likely to change over the next few years. All directed at improving patient care and reducing costs.

Please join us as we learn to "Think Differently" about the pressing issues confronting all of us as we continue to work toward making healthcare affordable, accessible and patient-centered for all Americans.

7:00 AM – 8:30 AM

Healthy Breakfast, Exhibitors & Networking

8:30 AM – 9:40 AM

Introduction & Keynote Presentations



François de Brantes,
Executive Director,
Health Care Incentives
Improvement Institute

*"Innovative Models for Patient Care,
Collaboration and Compensation"*



Judith Arnold,
Director,
NY State Department of Health

*"Medicaid and Health Exchanges -
Policies that will get us from where
we are to where we want to go"*

9:40 AM – 10:45 AM

Panel Discussion with Q&A

Our 2 keynote speakers will be joined by these esteemed healthcare executives:

- **Christopher Booth**, President and Chief Operating Officer, Excellus BCBS
- **Lisa Brubaker**, Executive Vice President, MVP Health Care
- **Robert A. Minkin**, Senior Vice President, The Camden Group
- **John Kosciusko**, First Vice President and Practice Leader, Health & Welfare, First Niagara

10:45 AM – 11:00 AM

Break, Exhibitors & Networking

11:00 AM – 12:30 PM

Discussion Groups

Three optional Discussion Groups that run concurrently and repeat twice:

- **Robert A. Minkin**, The Camden Group - *Innovative payment models, including bundled payments*
- **Judith Arnold**, NYSDH - *Medicaid - Health Exchanges, the conversation continues*
- **Irene Freedman**, HCBN Adviser - *How changes in Medicare will impact, health plans, providers and patients*

To register or for more information visit www.healthcarebenefitsnetwork.com
Or contact Linda Becker at Linda@healthcarebenefitsnetwork.com 585-738-7397

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