



Voice of Population Health
NEWSLETTER

PHA Forum 2018

Population Health Management: A Framework for Value-based Care, Healthy Consumers and Healthy Communities

No where else can you get a compact event in population health led by the industry's frontrunners in strategy, quality, government affairs, senior health and value based care!

The PHA Forum 2018 will be held on **Monday, March 19, 2018** in Philadelphia, PA co-located with the Population Health Colloquium and co-hosted by Jefferson College of Population Health.

REGISTER NOW

Plus PHA members will be invited to a courtesy VIP only luncheon and annual meeting immediately following the sessions!

Don't miss this year's event as the PHA celebrates its 20th year!

The PHA Forum 2018 agenda includes the following:

Networking Breakfast

7:30 - 8 am ET

Welcome Population Health Management: A Framework for Value-based Care, Healthy Consumers and Health Communities

Speaker: Rose Maljanian, Chairman & CEO, HealthCAWS & Chairman of the Board, Population Health Alliance
8:00 - 8:15 am ET

Views from Washington on the Shift to Value-based Care

Speaker: Congresswoman Allyson Y. Schwartz, President & CEO, Better Medicare Alliance
8:15 - 8:45 am ET

Driving Quality through Population Health Management a Multi-Constituency Approach

Speaker: Peggy O'Kane, President & CEO NCOA or Michael Barr, Chief Medical Officer, NCOA
8:45 - 9:15 am ET

Perceptions on Aging and Age Stereotypes as Social Determinants of Health and Their Impact on Health and Cost

Speaker: Erwin J Tan Policy, Research & International Affairs Director, AARP Thought Leadership – Health
9:15 -9:45 am ET

Plenary Q&A

9:45 - 9:55 am ET

Payer Population Health Strategies Across the Segment Continuum

Speakers: Mary Jane Konstantin, Operations Leader Managed Care, AxisPoint Health
Trent Haywood, MD, JD, Chief Medical Officer Office of Clinical Affairs, Blue Cross Blue Shield Association, Invited
Sandeep Wadhwa, MD, SVP Government Programs, Solera Health Network (moderator)
10:05 - 11 am ET

Panel Discussion-Multi-stakeholder Approaches to Population Health Management in Provider Led Accountable Care Arrangements

Speakers: John H. Poelman, Executive Director, Accountable Care Learning Collaborative and Senior Director, Leavitt Partners
Ray Fabius, MD, Co-founder and President, Health Next
Jaan Sidorov, CEO & President, The Care Centered Collaborative (moderator)
11 - 11:55 am ET

Closing Remarks

Speaker: Rose Maljanian, Chairman & CEO, HealthCAWS & Chairman of the Board, Population Health Alliance
11:55 am - 12pm ET

PHA Membership Meeting and Luncheon

12pm - 1:00pm ET

REGISTER

TRADITIONAL ONSITE ATTENDANCE

[Click here](#) to attend the 2018 PHA Forum live in Philadelphia, PA at the rate of \$495.

LIVE WEBCAST (ONLINE) ATTENDANCE

[Click here](#) to attend the 2018 PHA Forum via live video Internet in live streaming Internet video webcast at the rate of \$295.

REGISTER

Save the Date: PHA Capitol Caucus 2018

The PHA Capitol Caucus 2018 will be held on **Thursday, October 11, 2018** in Washington, DC. For those that missed it this year, [PHA Capitol Caucus 2017](#) was a great event with outstanding speakers! Make sure you don't miss out next year-save the date!

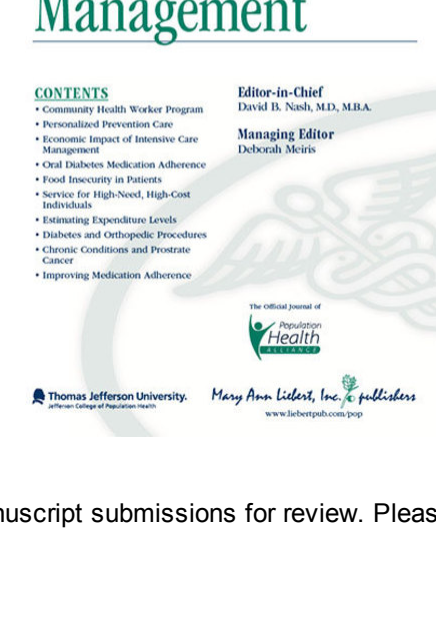
Population Health Management

Population Health Management is the official journal for the Population Health Alliance. PHA corporate members receive a complimentary subscription. In a previous edition we had a full insert highlighting the [PHA Value to Members](#).

In future issues we will include PHA Member Showcase where your company can be highlighted to the journals more than 14,000 corporate and individual subscribers.

Please contact Allison King at aking@populationhealthalliance.org or 202-737-5476 for more information on being featured in the PHA Member Showcase.

Population Health Management's editorial board is seeking manuscript submissions for review. Please review [criteria and information for submission](#).



PHA Members in the News

American Specialty Health Announced "ActivMotion for Active Aging™" Classes Now Available to Silver&Fit® Members at No Cost

The [Silver&Fit® Exercise and Healthy Aging Program](#) for Medicare-eligible members has expanded its range of Silver&Fit endorsed group fitness classes to include the unique " ActivMotion for Active Aging™" fitness classes. All Silver&Fit endorsed group classes offered at contracted locations are available at no additional cost to members. [More](#)

Berwick Area Ambulance Association, Geisinger to Merge

[Geisinger](#) announced today that Berwick Area Ambulance Association (BAAA) intends to merge with Geisinger's West Shore Advanced Life Support Services, Inc., which currently includes Danville Ambulance Service and Holy Spirit EMS—a Geisinger affiliate. [More](#)

AxisPoint Health Earns NCQA Reaccreditation for Case Management

[AxisPoint Health](#) announced it has earned a three-year reaccreditation from the National Committee for Quality Assurance (NCQA) for Case Management (CM). Earning accreditation indicates that a case management program meets or exceeds NCQA's high standards by showing dedication to care coordination, patient-centeredness and improving quality of care. [More](#)

NACDD Moves to Decatur as Part of Long-Term Strategy to Grow and Expand Work in Chronic Disease

In late February, as part of a long-term strategic plan to enhance the work of the [National Association of Chronic Disease Directors](#), NACDD will be moving a few miles away from its current Headquarters north of Atlanta to Decatur, Ga. The move was precipitated by the significant growth NACDD has experienced during the past five years, doubling in permanent staff size and dramatically increasing the number of programs the organization leads in almost every state and territory to further chronic disease prevention, control, and health promotion. [More](#)

Franciscan Health Mooresville's Infant Sleep Program Garner National Recognition

[Franciscan Health](#) Mooresville has been recognized by the National Safe Sleep Hospital Certification Program as a "Silver Safe Sleep Leader" for its commitment to best practices and education on infant safe sleep. [More](#)

HealthCAWS CoHosts Successful Strategies for Electronic Patient Engagement Event with the Massachusetts eHealth Institute

[HealthCAWS Inc.](#) announced today that it will be co-hosting an event with the Massachusetts eHealth Institute (MeHI) at the Massachusetts Technology Collaborative to advance Electronic Patient Engagement on February 7th in Westborough, MA. "We are moving well beyond the regulatory requirements found in meaningful use and addressing patient engagement as both a quality mainstay and business imperative" said Rose Maljanian Chairman and CEO of HealthCAWS. HealthCAWS newly branded and enhanced solution suites - HealthCAWS Bourne™ and HealthCAWS PerformanceBoost™ including consumer and provider quality improvement portals respectively along with our advisory services, address the growing need to drive value, improve administrative efficiency and cement consumer loyalty," added Maljanian. [More](#)

Mercy Virtual Declared "Winner" by AARP Magazine

Is telemedicine the future of care? That's the question posed by well-known physician, Dr. David Katz, in a feature story recently published by AARP Magazine.

It's no secret [Mercy Virtual](#) is changing lives – but it's also changing minds. In the article, Dr. Katz says his views on virtual care were "mostly negative" and his "skepticism ran deep" – that is, until he set foot in the Mercy Virtual Care Center, a "hospital without beds." [More](#)

Capital BlueCross Ranks Highest Among Health Insurers Nationally in American Customer Satisfaction Index for Fourth Year

[Capital BlueCross](#) announced that, for the fourth straight year, from 2014 to 2017, it scored higher than all health insurance companies nationally that are tracked in the American Customer Satisfaction Index (ACSI) Syndicated Study, the only cross-industry benchmark of its kind. [More](#)

Pro Football Hall of Famer and Cancer Survivor Jim Kelly Joins Merck to Challenge America to Raise Funds for the Cancer Community

With an estimated 1.6 million Americans diagnosed in 2017 alone, cancer not only impacts those diagnosed but their friends and family as well. In recognition of World Cancer Day on Sunday, Feb. 4, [Merck](#) (NYSE: MRK), known as MSD outside the United States and Canada, along with Pro Football Hall of Famer Jim Kelly is asking all Americans to join the Your Cancer Game Plan Challenge, a social awareness effort to help raise funds to support cancer patient organizations. The 30-day effort kicked off today as part of Your Cancer Game Plan, a comprehensive resource from Merck and the cancer advocacy community, to help cancer survivors and their loved ones manage the emotional, health and communication challenges of a cancer journey. [More](#)

Tufts Health Plan Announces Executive Appointments

[Tufts Health Plan](#) announced the appointment of two new executives to its senior management group. Jean Yang, chief of operations of public plans, will lead the strategic and business operations for Tufts Health Public Plans, Inc., the company's Medicaid Managed Care and state-sponsored plans division. Tufts Health Plan has the largest percentage of MassHealth and Qualified Health Plan membership in Massachusetts. Kristin Lewis has been promoted to senior vice president of public affairs and will lead the organization's public policy, government and public affairs functions. [More](#)

Ben Milstien Joins HealthFitness as Vice President of Business Development

[HealthFitness](#) is pleased to announce the addition of Ben Milstien as vice president of business development. In his new role, Milstien will partner with large market employers and consultants to develop and implement wellness solutions for companies with more than 5,000 employees. [More](#)

Solera Health and WellDoc Announce Partnership

[Solera Health](#), an integrated benefit network, and WellDoc, a leading digital therapeutic company, announced this week that WellDoc's BlueStar digital therapeutic will join the Solera network as a diabetes management solution of choice. [More](#)

Blue Cross Blue Shield Association Study Shows Significant Increase in Children Who Receive All Recommended Vaccines

Childhood vaccination rates climbed 12 percent among [Blue Cross and Blue Shield \(BCBS\)](#) young commercially insured members from 2010 to 2017, according to a new study of medical claims by the Blue Cross and Blue Shield Association (BCBSA). Data show 69 percent of young BCBS members born in 2010 were up-to-date on their CDC-recommended vaccinations by the age of 2 years and 3 months compared to 77 percent of children born in 2013. [More](#)

Optum Named a Leader in Health Care Information Technology and Consulting Services by Everest Group's PEAK Matrix

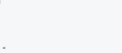
[Optum](#), the health services business of UnitedHealth Group (NYSE: UNH), has been named a Leader in three categories measured by leading global research firm Everest Group's 2017 PEAK Matrix™ assessments, including Health Care Provider IT Services, Health Care Provider IT Services and Health Care Consulting Services.

Everest Group's PEAK Matrix provides an objective, data-driven and comparative assessment of service providers based on their absolute market impact, vision and capability. Everest Group classified service providers on the Everest Services PEAK Matrix into Leaders, Major Contenders and Aspirants. [More](#)

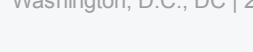
Join PHA

If you would like to have your PHA member company featured in Population Health in the News contact Allison King at aking@populationhealthalliance.org (202) 737-5476

The PHA Board thanks its many committed members advancing Population Health for individuals and communities every day. If you are not a PHA member [join the Population Health Alliance](#) today.



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