

**Education Series**  
*Presented by the*  
**Payer & Provider Collaboration Committee**

## **An Invitation to Innovation**

**May 22, 2018**

**Pines Manor**

2085 Lincoln Highway Edison NJ 08817

Registration and Breakfast	8:30 am - 9:00 am
Morning Session	9:00 am - 11:40 am
Lunch	11:40 am - 12:35 pm
Afternoon Session	12:35 pm - 3:30 pm
Post-Conference Networking	3:30 pm - 4:00pm
Networking Happy Hour	4:00 pm - ? pm

### **Morning Session**

#### **Innovation in Healthcare: Getting Comfortable with Being Uncomfortable**

*9:00am – 9:50am*

We're all being called on to innovate in our business, but what does that really look like on a daily basis? We'll explore design thinking as one way to develop new solutions to old business problems and discuss ways of transforming our culture and our outcomes.

#### **Independence Blue Cross**

*Michelle Histand, Director, Innovation*

#### **Transforming Healthcare Delivery**

*9:50am – 10:40am*

Explore how corporations are changing the way they provide health care benefits to create better employee health care outcomes. Some companies seek to make the current multilayered supply chain more efficient, with more affordable drug pricing, creation of specialized doctor networks and use of technology.

#### **Health Transformation Alliance**

*Congressman Rob Andrews, Chief Executive Officer*

**Break** *10:40am – 10:50am*

#### **Technology at the Forefront of Patient Care**

*10:50am – 11:40am*

New Jersey's own global medical technology company, Becton Dickinson, will provide insight into the industry approach to introducing new technologies and selecting innovations that are clinically actionable and feasible. Learn about their approach to next-generation technologies and partnerships with academia, research sponsors and other stakeholders to bring new products, discoveries and innovations to market.

#### **Becton Dickinson**

*Jeffrey S. Zivan, Vice President, Marketing, US Region*

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**Lunch Session**

*11:40am – 12:35pm*

**Legislative and Regulatory Update**

The latest action at the state level affecting payers and providers

**New Jersey Association of Health Plans**

*Ward Sanders, President*

**New Jersey Hospital Association**

*Neil Eicher, Vice President, Government Relations & Policy*

**Afternoon Session**

**Assessing the Value**

*12:35pm – 1:50pm*

Is your Value Assessment Committee (VAC) ready to move from theory to practice and assess the effectiveness of your latest innovation following implementation? Does the governance structure of your VAC support the process for determining how innovations appear before these VACs? Explore the determinants in the pre-assessment phase by VACs for either rejecting innovations or moving forward for further exploration.

**Rutgers Robert Wood Johnson Medical School**

*Alfred F. Tallia, MD, MPH. Department of Family Medicine and Community Health*

**Horizon Blue Cross Blue Shield**

*Daniel Halevy, MD. Senior Medical Director for Medical Policy*

**Break** *1:50pm – 2:00pm*

**From Theory to Practice: A Round Table Discussion**

*2:00pm – 3:30pm*

The panelists – representing a cross section of health care policy, technology, supply chain and the Chief Innovation Officers of the Provider and Payer communities – will explore how the health care delivery system takes innovation from theory to practice (or, from diffusion to adoption) and discuss opportunities, impediments and determinants.

**Hackensack Meridian Health**

*Andrew L. Pecora, MD, FACP, CPE. Chief Innovation Officer and Vice President of Cancer Services*

**United Healthcare**

*Marilyn Gordon, MD. Chief Medical Officer, New Jersey Market*

**Rutgers Center for State Health Policy**

*Joel Cantor, Sc.D. Director*

**NJ Innovation Institute**

*Thomas Bartiromo, Chief Innovation Officer*

**Genentech**

*Kelly Haenlein, Director of Strategic Partnerships and Initiatives*

**Moderator:** *Matt D'Oría, Chief Transformation Officer, New Jersey Health Care Quality Institute*

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To register online, please visit our website at [www.hfmanj.org](http://www.hfmanj.org) where online payment submission is also available, but not required. If you prefer to register by mail, please list your attendees and follow the registration instructions presented below.

NAME	ORGANIZATION	TITLE	HFMA MEMBER or NON-MEMBER	EMAIL ADDRESS

**FEE**

ADVANCE REGISTRATION – MEMBERS.....	\$135.00
ADVANCE REGISTRATION – NON-MEMBERS .....	\$160.00
ADVANCE REGISTRATION – CERTIFIED MEMBERS (HFMA, CHFP) .....	\$100.00
STUDENT REGISTRATION – (FULL TIME). .....	\$35.00
ON-SITE REGISTRATION – ON “SPACE AVAILABLE” BASIS.....	<b>\$10 ADDITIONAL CHARGE</b>

**REGISTRATION INFORMATION**

- Make checks payable to **HFMA-NJ CHAPTER**, and please mail at least **10 days prior to the event**.
- Registration must be received **three working days prior to the event**, by mail or fax.
- **REFUNDS WILL BE GRANTED ONLY IF CANCELLATION IS RECEIVED 48 HOURS PRIOR TO THE MEETING.**
- Dress is Business Casual.
- Mail payment to:
  - HFMA–NJ Chapter
  - Laura Hess
  - P.O. Box 6422
  - Bridgewater, NJ 08807
- If paying by **CREDIT CARD**, please register online at [www.hfmanj.org](http://www.hfmanj.org).

### EDUCATION CREDITS

**NEW JERSEY BOARD OF ACCOUNTANCY CONTINUING PROFESSIONAL EDUCATION CREDITS**

Based on our understanding of the New Jersey State Board of Accountancy’s continuing professional education (CPE) requirements, Sponsor No. 185, this course will qualify for **7 CPE credits** in Specialized Knowledge.

**SUPREME COURT OF NEW JERSEY BOARD ON CONTINUING LEGAL EDUCATION**

Based on our understanding of the Supreme Court of New Jersey Board on Continuing Legal Education mandatory continuing legal education requirements, this course will qualify for **7.4 CLE credits**. NJ HFMA is an approved service provider (#1098).

**AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES CONTINUING EDUCATION CREDIT**

HFMA NJ is authorized to award **6 hours** of pre-approved ACHE Qualified Education credit for this program toward advancement, or recertification, in the American College of Healthcare Executives. Participants in this program who wish to have the continuing education hours applied toward ACHE Qualified Education credit must self-report their participation. To self-report, participants should log into their MyACHE account and select ACHE Qualified Education Credit.