



**AGENDA**  
**Administrative Simplification Conference**  
**Omni Shoreham Hotel, Washington, DC**  
**Sept. 24 – 25, 2008**

	<b>Track 1: UPD</b>	<b>Track 2: CORE</b>
9:45 am	<p><i>Session 1: “Universal Provider Datasource Positioned for the Future”</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>▪ Jackie Gentner, SBU Manager, ACS</li> <li>▪ Beth Kranda, Senior Sales Executive, ACS</li> <li>▪ Rob Marrow, Regional Vice President, ACS</li> </ul>	<p><i>Session 1: “The National Drive Toward Interoperability... How the CAQH CORE Rules Make a Difference”</i></p> <ul style="list-style-type: none"> <li>▪ LeRoy Jones, Program Manager, HITSP (on behalf of ANSI), Principal and Chief Executive, GSI Health</li> </ul> <p><i>How a ‘Recognized Certification Body’ Uses Harmonized Health IT Standards”</i></p> <ul style="list-style-type: none"> <li>▪ Alisa Ray, Executive Director, CCHIT</li> </ul>
10:30 am		<b>BREAK</b>
10:45 am	<b>BREAK</b>	<p><i>Session 2: “Measuring CORE ROI: an IBM Study Update”</i></p> <p>Speaker: Margaret Neuer, Senior Managing Consultant, Healthcare Strategy and Change, IBM</p>
11:00 am	<p><i>Session 2: “Defining Quality: an Update from the Universal Provider Datasource Data Quality Task Force”</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>▪ Carrie Call, National Director, Provider Data Quality, UnitedHealthcare</li> <li>▪ Rishma Mohamed, Consultant</li> </ul>	<p><i>Session 3: “Achieving an All-Payer Solution: Regional and National Implementations of the new CORE Phase II Rules”</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>▪ Rich Cullen, Managing Director, Inter-Plan Programs, BlueCross BlueShield Association</li> <li>▪ Morgan Tackett, Director, Electronic Solutions, Blue Cross Blue Shield of North Carolina</li> <li>▪ Kathy Underwood, Director, Technical and Business Services RealMed Corp.</li> </ul>
<b>12:00 p.m. – Concurrent Track Sessions End</b>		

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12:00 pm – 12:35 pm            Lunch/Networking

12:35 pm – 1:05 pm            General Session: State Activities Update/Q&A  
 Speaker: Rick Ramsay, Vice President,  
 State Advocacy, AHIP

**Afternoon Concurrent Track Sessions**

- **Track 1: Universal Provider Datasource (UPD)**
- **Track 2: Committee on Operating Rules for Information Exchange (CORE)**

	<b>Track 1: UPD</b>	<b>Track 2: CORE</b>
1:15 pm	<p><i>Session 3: “New Directions for the Universal Provider Datasource”</i></p> <p><i>Disaster Preparedness Presentation: “Role of Emergency Responder Registries”</i></p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>▪ Mary E. Clark, JD, MPH            Director, Emergency Preparedness Bureau,            Massachusetts Department of Public Health</li> </ul> <p><i>Army National Guard Presentation</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>▪ Christina McGovern, Anthem Credentialing Services, WellPoint</li> <li>▪ Anthony Begando, CEO, Tenon Consulting Solutions</li> </ul>	<p><i>Session 4: “CORE Connectivity Rules: Leading the Way in Healthcare Administrative Communications”</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>▪ Mitch Icenhower, Director HDX, Siemens</li> <li>▪ Jay Eisenstock, Manager, Provider eSolutions, Aetna</li> <li>▪ Deb Smithline, Product Manager, NaviMedix</li> </ul>
2:00 pm		<p><i>Session 5: “CAQH CORE Phase II Certification Testing Status Report”</i></p> <p>Speaker:</p> <p>Herb Larsen, Senior Vice President of Alliances &amp; Industry Relations, Edifecs</p>

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2:15 pm	<p><i>Session 4: “Unlocking the Value: Using UPD Data Throughout The Enterprise”</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>▪ Kathy Cota, Network Quality Coordinator, Blue Cross Blue Shield of Vermont</li> <li>▪ Myra Ameigh, CEO, Vistar Technologies</li> <li>▪ Nanci Ziegler, Executive Vice President of Market Strategy and Business Development, Portico Systems</li> </ul>	<p><i>Session 5: “CAQH CORE Phase II Certification Testing Status Report” (Cont.)</i></p>
2:30 pm		<p><i>Session 6: “The Future of CORE: Phase III Town Hall Discussion”</i></p> <p>Moderator:  Harry Reynolds, CORE Chair  Vice President, Blue Cross Blue Shield of North Carolina</p>
3:00 pm	<p><i>Session 5: “The Last Frontier: Capturing Delegate and Large Practice Data”</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>▪ Paula Bargo, Medical Staff Coordinator, University of Kentucky HealthCare/ Kentucky Medical Services Foundation, Inc.</li> <li>▪ Amy Niehaus, Director of Credentialing Technologies and Internal/External Relations, WellPoint</li> </ul>	
<b>3:45 p.m. – Concurrent Track Sessions End</b>		

3:55 pm – 4:00 pm

General Session: Closing Remarks