**Administrative Simplification Conference 2010 Agenda**  
Omni Shoreham Hotel, Washington, DC  
Sept. 21 – 22, 2010

**Registration/Information Desk Hours**

Tuesday, September 21, 2010: 6:00 pm – 9:00 pm  
Wednesday, September 22, 2010: 7:00 am – 4:00 pm

**Tuesday, September 21, 2010: Social Event**

Reception at the Omni Shoreham Hotel: 7:00 pm – 9:00 pm

**Wednesday, September 22, 2010: Conference Program**

<table>
<thead>
<tr>
<th>Time</th>
<th>Track 1: UPD - Universal Provider Datasource</th>
<th>Track 2: CORE - Committee on Operating Rules for Information Exchange</th>
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<tbody>
<tr>
<td>7:30 – 8:30 am</td>
<td>Continental Breakfast</td>
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<td>8:30 – 8:45 am</td>
<td>WELCOME</td>
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<tr>
<td>8:45 – 9:30 am</td>
<td>General Session: <strong>Keynote Address</strong></td>
<td><strong>The Impact of Federal Legislation on Administrative Simplification</strong></td>
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<td>Aneesh Chopra, Chief Technology Officer of the United States</td>
<td>Review federal mandates and their impact on administrative simplification</td>
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<td>Understand how federal legislation affects operating rules for administrative simplification</td>
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<td>Understand how federal legislation potentially applies to the development of objectives and practices affecting administrative simplification within your organization</td>
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<td>9:45 – 10:45 am</td>
<td><strong>What You Should Know about Data Quality, Provider Data Collection and Enterprise-wide Applications</strong></td>
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<tr>
<td>Session 1</td>
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<td>Review the rigorous assessment by CAQH of UPD data protocol translates into value for an organization</td>
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<td>Determine the highest-value provider data for enterprise-wide applications</td>
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<td>Identify how to position organizations to compete more effectively in the future by strategically using the self-reported UPD provider data</td>
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<td>Apply best practices to quickly overcome the most common data errors</td>
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<td>Leave with an action plan for implementing and maximizing UPD data</td>
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<td><strong>Speakers:</strong></td>
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<td></td>
<td>- Sorin Davis, CAQH</td>
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<td>- Dana Mattingly, Coventry Health Care</td>
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<td>10:45 – 11:00 am</td>
<td><strong>BREAK</strong></td>
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<td><strong>Grow Networks and Physician Satisfaction by Simplifying Provider Enrollment</strong></td>
<td><strong>“Front Line” Healthcare Security and Authentication Update</strong></td>
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| 11:00 am – 12:00 pm | • Identify common barriers to healthcare administration  
• Review solutions for overcoming these barriers  
• Discuss how to engage physicians and other allied healthcare professionals in the collection and re-attestation of provider data  
• Describe new applications for UPD provider self-reported data across a healthcare enterprise | • Highlight CORE connectivity approaches  
• Understand how CORE Phase II aligns with emerging federal initiatives  
• Explore national efforts to coordinate privacy and authentication in healthcare transactions  
• Gain insights into results achieved by participants in the CORE-VeriSign pilot |
|           | **Speakers:**  
• Sue Battjes, Aetna  
• Rob Tennant, MGMA                                                                 | **Panelists/Speakers:**  
• Laurance Stuntz, CSC  
• Jeff Barnett, VeriSign  
• John Kelly, Harvard Pilgrim Health Care  
• James Rakshys, BCBSNC                                                                 |
| 12:05 – 12:30 pm |                                           |                                                                                                                                    |
| 12:30 – 1:00 pm | **Lunch/Networking**                                                                                  | **General Session:**  
Rick Friedman, Director, Division of State Systems, Medicaid/CMS  
**Opportunities Resulting from Medicaid Transformation** |
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| 1:15 – 2:15 pm | Getting Your Money’s Worth from UPD: 3 Ways to Maximize Your Organizational Investment  
- Identify how UPD can be used to achieve compliance with hospital and state provider directory mandates  
- Learn how to incorporate directory changes from a UPD data abstract  
- Learn how some providers use a single, uniform application to enter credentialing information into a secure, online central database that allows health organizations to use the data collected for a wide range of practices  
- List specific actions steps participants can employ in their own organizations  
**Speakers:**  
- Anthony Begando, Tenon Consulting  
- Chris Dooley, Women and Infants and Kent Hospitals, Rhode Island  
- Shawn McLeod, CareFirst BlueCross BlueShield | “Best Practices” CORE Phase I and Phase II: Certifications and ROI  
- Understand “best practices” of leading healthcare organizations which have achieved CORE Phase I or CORE Phase II certification  
- Understand potential ROI from leading, CORE-certified healthcare organizations  
- Learn about the enhancements being made for the CORE Phase II Measures of Success Study  
- Learn how to plan, promote, and secure requisite staff and resources needed to minimize missteps, avoid setbacks, and maximize trading partner participation  
**Panelists/Speakers:**  
- Mark Austin, BCBST  
- Jay Eisenstock, Aetna  
- Herb Larsen, Edifecs  
- Debbie McCachern, Emdeon  
- Margaret Neuer, IBM |
| 2:15 – 2:30 pm | **BREAK**                                   |
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| 2:30 – 3:30 pm| **Building UPD Interfaces to get the Most Value for Your Healthcare Organization**  
- Describe best practices for developing UPD interface models  
- Differentiate between an ASCII and XML interface  
- Understand how to maximize ROI for your healthcare organization  

**Speakers:**  
- Michael Eisenman, Molina Healthcare  
- Derek Flickinger, Highmark  
- Conrad Lehman, Highmark | **Operating Rules 2011 – 2016: Where the Market is Headed, Key Factors for Alignment and Adoption**  
- Recognize that the industry is moving into a “mandated” environment and providers, health plans, vendors, and others will all be obliged to work within this environment  
- Understand that even within a mandated environment the industry has the opportunity to identify and prioritize processes and content of operating rules  
- Learn how the development, implementation, and education process associated with operating rules can be accelerated by leveraging the experience of “non-traditional” partners  

**Panelists:**  
- Jan Estep, NACHA  
- Tom Leary, HIMSS |
| Session 4     |                                             | **3:30 – 3:45 pm**  
**The Future of UPD**  
- Describe planned features and enhancements for UPD  

**Speaker:**  
- Sorin Davis, CAQH |
| 3:30 – 3:45 pm   |                                             | **3:45 – 4:00 pm**  
**BREAK** |
| Session 4       |                                             | **4:00 – 4:15 pm**  
**General Session:** Closing Remarks |