



## THE 21st PRINCETON CONFERENCE

### THE CHANGING HEALTH CARE LANDSCAPE

MAY 13-15, 2014

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**TUESDAY, MAY 13, 2014**

**THE WESTIN PRINCETON AT FORRESTAL VILLAGE**

*201 Village Boulevard, Princeton, NJ 08540*

**6:00 P.M. COCKTAILS AND HORS D'OEUVRES**

**7:00 P.M. OPENING SESSION: SETTING THE STAGE**

Stuart Altman, PhD  
Sol C. Chaikin Professor of National Health Policy  
The Heller School for Social Policy and Management, Brandeis University

Chris Jennings  
President & Founder  
Jennings Policy Strategies

**WEDNESDAY, MAY 14, 2014**

**ROBERT WOOD JOHNSON FOUNDATION, AUDITORIUM**

*Route 1 and College Road East, P.O. Box 2316, Princeton, NJ 08543*

*Shuttle service between the Westin Princeton at Forrestal Village and the Robert Wood Johnson Foundation provided*

**7:45 A.M. CONTINENTAL BREAKFAST & REGISTRATION**

**8:30 A.M. WELCOME**

Stuart Altman, PhD  
Sol C. Chaikin Professor of National Health Policy  
The Heller School for Social Policy and Management, Brandeis University

Risa Lavizzo-Mourey, MD, MBA  
President & Chief Executive Officer  
Robert Wood Johnson Foundation

**8:45 A.M.      SESSION I: FORCES DRIVING INNOVATION IN THE DELIVERY SYSTEM: WILL THEY IMPROVE QUALITY AND VALUE?**

Although the US has pockets of delivery system innovation, the broader health care market has been slow to adopt new models that emphasize value over volume. The Affordable Care Act (ACA) has fostered new initiatives to accelerate delivery system reform (e.g., accountable care models, bundled payments, patient-centered medical homes) and private payers are implementing similar programs. This session will examine the potential for government initiatives and private sector efforts to promote widespread improvements in delivery system performance. Progress will require greater alignment between governments, insurers, employers, delivery systems, and consumers. Panelists will discuss the prospects of new federal, state, and private reform efforts as well as the challenges these initiatives will encounter. Panelists will also be asked to consider how current reform efforts could be modified to enhance impact on quality and the delivery of high-value care.

**MODERATOR**

Robert Mechanic, MBA  
Senior Fellow, The Heller School for Social Policy and Management  
Executive Director, The Health Industry Forum  
Brandeis University

**PANEL**

David Blumenthal, MD, MPP  
President  
The Commonwealth Fund

Melanie Bella, MBA  
Director of Medicare-Medicaid Coordination Office  
Centers for Medicare and Medicaid Services (CMS)

Glenn Steele Jr., MD, PhD  
President & Chief Executive Officer  
Geisinger Health System

Jeanene Smith, MD, MPH  
Administrator, Office of Health Policy and Research  
Chief Medical Officer  
Oregon Health Authority (OHA)

**DISCUSSION**

**10:15 A.M.      BREAK**

**10:30 A.M.      SESSION II: THE NEW MEDICAL WORKFORCE**

Is the health care workforce sufficient to meet the demands of health care coverage expansion? The ACA outlined measures to expand and diversify the workforce supply, and organizations have enhanced system capacity for team-oriented models of care. Panelists will examine current workforce trends, efforts to strengthen the primary care workforce, the role of advanced-practice nurses and pharmacists, and organizational transformation and coordination models to enhance the accountability of care systems.

## MODERATOR

James Madara, MD  
Chief Executive Officer & Executive Vice President  
American Medical Association

## PANEL

Uwe Reinhardt, PhD  
James Madison Professor of Political Economy and Professor of Economics  
Princeton University

Joyce Pulcini, PhD, RN, PNP-BC, FAAN  
Professor & Director of Community and Global Initiatives  
George Washington University School of Nursing

Stephen Shortell, PhD, MPH, MBA  
Blue Cross of California Distinguished Professor of Health Policy & Management  
University of California-Berkeley School of Public Health

## DISCUSSION

12:00 P.M. **LUNCH**

1:00 P.M. **SESSION III: THE PRIVATE INSURANCE MARKET**

This session will discuss recent changes in the commercial private insurance market, including industry and consumer perspectives on changes to benefit design and coverage, employer-sponsored insurance, and the impact of the individual mandate. Panelists will also examine the implementation of state and federal insurance exchanges and the effect of the Administration's transition policy. Implications for the insurance industry, delivery system, employers, and consumers will be presented in the context of recent market and health system reforms.

## MODERATOR

Robert Galvin, MD, MBA  
Chief Executive Officer, Equity Healthcare  
The Blackstone Group

## PANEL

Joseph Zubretsky  
Senior Executive Vice President, National Businesses  
Aetna, Inc.

James Capretta, MA  
Senior Fellow, Ethics and Public Policy Center  
Visiting Fellow, American Enterprise Institute

Tim Jost, JD  
Robert L. Willett Family Professor of Law  
Washington and Lee University School of Law

Claire McAndrew, MPH  
Private Insurance Program Director  
Families USA

## DISCUSSION

2:30 P.M. **BREAK**

2:45 P.M. **SESSION IV: MEDICAID AND CHIP TRANSFORMATION UNDER THE AFFORDABLE CARE ACT**

This panel will focus on how state Medicaid programs are coping with the expansion of coverage required in the ACA and alternative coverage models for the uninsured. Panelists will discuss how state programs and delivery systems are operating under new regulations, including implications for new enrollees and for the safety net. The Children's Health Insurance Program (CHIP) will also be examined within the context of ACA implementation and its impending reauthorization in 2015.

### MODERATOR

Sara Rosenbaum, JD  
Harold and Jane Hirsh Professor of Health Law and Policy  
Milken Institute School of Public Health  
The George Washington University

### PANEL

Andy Allison, PhD  
Director, Division of Medical Services  
State of Arkansas Department of Human Services

Michael Doonan, PhD  
Assistant Professor, The Heller School for Social Policy and Management  
Executive Director, Massachusetts Health Policy Forum  
Brandeis University

Matt Salo  
Executive Director  
National Association of Medicaid Directors

## DISCUSSION

4:15 P.M. **AFTERNOON SESSION ENDS**

5:30 P.M. **1st BUS LEAVES WESTIN PRINCETON AT FORRESTAL VILLAGE FOR PROSPECT HOUSE, PRINCETON UNIVERSITY**

5:45 P.M. **2nd BUS LEAVES WESTIN PRINCETON AT FORRESTAL VILLAGE FOR PROSPECT HOUSE, PRINCETON UNIVERSITY**

**WEDNESDAY, MAY 14, 2014 – DINNER PROGRAM**  
**PROSPECT HOUSE, PRINCETON UNIVERSITY**

6:00 P.M.      **COCKTAILS AND HORS D'OEUVRES**

7:00 P.M.      **SESSION V: CONFRONTING THE AMERICAN HEALTH CARE HUSTLE**

Julie Rovner  
Robin Toner Distinguished Fellow  
Kaiser Health News

Susan Dentzer  
Senior Health Policy Adviser  
Robert Wood Johnson Foundation

**AUDIENCE QUESTIONS AND DISCUSSION**

**DINNER**

9:00 P.M.      **1st BUS LEAVES PROSPECT HOUSE FOR WESTIN PRINCETON AT FORRESTAL VILLAGE**

9:30 P.M.      **2nd BUS LEAVES PROSPECT HOUSE FOR WESTIN PRINCETON AT FORRESTAL VILLAGE**

**THURSDAY, MAY 15, 2014**

**ROBERT WOOD JOHNSON FOUNDATION, AUDITORIUM**

*Shuttle service between Westin Princeton at Forrestal Village and The Robert Wood Johnson Foundation provided*

7:45 A.M.      **CONTINENTAL BREAKFAST & REGISTRATION**

8:30 A.M.      **SESSION VI: APPLICATION OF EVIDENCE IN VALUE-BASED DECISION MAKING AND COVERAGE**

The introduction of new care delivery models and the promotion of evidence-based care impacts how decisions are made about the development, marketing, coverage, and use of technologies and pharmaceutical products. This session will focus on comparative effectiveness research and how information is translated and used by patients, providers, and industry representatives throughout the health care system. Panelists will discuss the coverage and payment implications of evidence use, including value-based pricing arrangements, coverage decisions, and regulatory barriers to these initiatives.

**MODERATOR**

Steven Pearson, MD, MSc, FRCP  
President & Founder  
Institute for Clinical and Economic Review (ICER)

## PANEL

Elizabeth Fowler, PhD, JD  
Vice President, Global Health Policy,  
Government Affairs & Policy Group,  
Johnson & Johnson

Troy Brennan, MD, MPH  
Executive Vice President & Chief Medical Officer  
CVS Caremark Corporation

Jo Carol Hiatt, MD, MBA, FACS  
Chair, National Product Council &  
Chair, Inter-Regional New Technologies Committee  
Kaiser Permanente

## DISCUSSION

10:00 A.M. **BREAK**

10:15 A.M. **SESSION VII: ENHANCING QUALITY THROUGH PAYMENT REFORM**

Health care payment models have historically promoted a high volume of procedures and services, insufficiently supported system requirements, and denied value-driven care. Panelists will examine how payers might engender change through the creation and implementation of incentives for the delivery of high-quality and cost-effective care. Discussion will also focus on how incentives for high-value care might encourage the reorganization of systems to enhance prevention and promote the quality and affordability of care.

## MODERATOR

Karen Wolk Feinstein, PhD  
President & Chief Executive Officer  
Jewish Healthcare Foundation

## PANEL

Mark McClellan, MD, PhD  
Senior Fellow & Director, Initiative on Innovation and Value of Healthcare  
Brookings Institution

Dana Gelb Safran, ScD  
Senior Vice President, Performance Measurement and Improvement  
Blue Cross Blue Shield of Massachusetts

Neel Shah, MD, MPP  
Executive Director, Costs of Care & Faculty Investigator  
Ariadne Labs for Health Systems Innovation, Harvard School of Public Health

Sandra Hernández, MD  
President & Chief Executive Officer,  
California Health Care Foundation

## DISCUSSION

### 11:45 A.M. SESSION VIII: INNOVATION IN COST CONTAINMENT AND DELIVERY SYSTEM CHANGE

The US currently employs two distinct and somewhat inconsistent approaches to curbing health care costs. One approach involves establishing new payment systems, such as global payments, which reward providers for making delivery system reforms to achieve overall spending reductions. A second approach is consumer-focused, redesigning health care coverage to include higher deductibles and copayments in conjunction with tiered or restricted provider networks. This panel will examine the potential for both methods to work in tandem as well as the role of federal and state regulation in facilitating and sustaining slowed growth in health care spending.

#### MODERATOR

Stuart Altman, PhD  
Sol C. Chaikin Professor of National Health Policy  
The Heller School for Social Policy and Management, Brandeis University

#### PANEL

Michael Chernew, PhD  
Leonard D. Schaeffer Professor of Health Care Policy  
Harvard Medical School

Martin Gaynor, PhD  
Director, Bureau of Economics, Federal Trade Commission  
& E.J. Barone Professor of Economics and Health Policy  
Carnegie Mellon University

Suzanne Delbanco, PhD, MPH  
Executive Director  
Catalyst for Payment Reform

Josh Sharfstein, MD  
Secretary  
Maryland Department of Health and Mental Hygiene

## DISCUSSION

### 1:15 P.M. CLOSING REMARKS

Stuart Altman, Ph.D.  
Sol C. Chaikin Professor of National Health Policy  
The Heller School for Social Policy and Management, Brandeis University

### 1:30 P.M. LUNCH

### 3:00 P.M. BUSES LEAVE FOR PHILADELPHIA AIRPORT, NEWARK AIRPORT, TRENTON TRAIN STATION, PRINCETON JUNCTION TRAIN STATION