

2011 Eighth Annual
MHA™
Business Summit

AGENDA

Thursday, March 17, 2011

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|--------------------|---|
| 7:00 - 8:00 am | Breakfast |
| 8:00 - 8:15 am | Welcome and Introduction
Layne Oliff, PharmD
MatureHealth Communications |
| 8:15 - 9:15 am | Long-Term Care Pharmacy State of the Industry
Douglas A. Present
Chief Executive Officer
Managed Health Care Associates, Inc. |
| 9:15 - 10:30 am | Overview of the Healthcare Reform Act
The Honorable William H. Frist, M.D
18 th Majority Leader, U.S. Senate, 2003-2007
U.S. Senator From Tennessee, 1995-20-7
Heart-Lung Transplant Surgeon
Co-Chair, Partnership for a Healthier America
Leading Voice in the Healthcare Debate |
| 10:30 - 11:30 am | Break and Exhibits |
| 11:30 am- 12:30 pm | Short Cycle Implementation and Market Impact
Michael Sicilian
President
Managed Health Care Associates, Inc. |
| 12:30 - 1:45 pm | Lunch and Exhibits |
| 1:45 - 2:30 pm | Beyond LTC: Opportunities in Specialty Pharmacy
Lois Ann Murray, RPh
Executive Director, Specialty Contracting
Managed Health Care Associates, Inc. |
| 2:30 - 2:50 pm | An Update on the Long-Term Care Member Study
Michelle L. Templin
Vice President, Long Term Care
Managed Health Care Associates, Inc. |
| 2:50 - 3:20 pm | Break |
| 3:20 - 4:30 pm | Never, Never, Never Quit: Lessons from an Entrepreneur
John F. Crowley
Biotech Entrepreneur
Inspiration for the major motion picture <i>"Extraordinary Measures"</i> |
| 4:30 - 6:30 pm | Exhibits, Networking, and Reception |
| 7:00 - 9:00 pm | Benefit Blackjack Tournament |

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Breakfast

8:30 - 9:00 am

Missed Reimbursement Opportunities: What Are You Leaving on the Table?

Elizabeth DeMeo

Vice President

Managed Health Care Associates, Inc.

Chad Hammerstrom

Vice President

Managed Health Care Associates, Inc.

9:00 - 10:30 am

An Update on Operational Issues

Moderator, Lou Livolsi

Short Cycle Implications on Operating Systems

Tom Weiss

CoChair, Work Group 14 LTPAC, NCPDP

Product Manager and Business Capabilities Architect

Omnicare

Audits

Steve McCall

Manager of Pharmacy Performance

CVS Caremark

DEA

Jennifer L Hilliard, JD

Public Policy Attorney

LeadingAge

10:30 - 10:50 am

Overview of Current MHA Activities

Lou Livolsi

Senior Vice President

Managed Health Care Associates, Inc.

10:50 - 11:00 am

Closing Remarks