Presents
THE HEALTHCARE OUTSOURCING CONGRESS

Cost-Effective Strategies for Outsourcing IT and Business Processes
March 7-8, 2002, Hyatt Regency New Orleans, New Orleans, LA

The Premier Outsourcing Conference & Exhibition For Leaders and Key Decision-Makers From Hospitals, Healthcare Systems, Managed Care Organizations and Physician Groups

150+ attendees expected, including 65+ Healthcare IT and Business Process Outsourcing leaders and featuring 25+ timely and practical case studies from:

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<th>Aegis Family Health Centers</th>
<th>Mississippi Select Health Plan</th>
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<td>Anthem Blue Cross Blue Shield</td>
<td>North Shore - LIJ</td>
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<td>Clinton Memorial Hospital</td>
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<td>Community Hospital, Springfield and Cook County</td>
<td>Saint Vincent Catholic Medical Centers of New York</td>
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SUPPORTING ORGANIZATIONS

American Association of HEALTH PLANS®

SUPPORTING PUBLICATIONS

The Executive Report on Managed Care

Health Data Management

Jenks Healthcare Business Report

Managed Care Week

technology in practice
ABOUT THE HEALTHCARE OUTSOURCING CONGRESS

The Healthcare Outsourcing Congress is the premier event that focuses exclusively on cost-effective strategies for outsourcing IT and Business Processes (BPO) in healthcare. The Congress will provide balanced, unbiased information and analysis combined with the opportunity to network with leading executives, consultants and vendors. The goal of the Congress is to bring together innovative healthcare organizations in order to discuss, debate and analyze healthcare outsourcing models and strategies and to offer insights on what it will take to succeed in an increasingly competitive and cost-conscious environment. The Congress provides ‘real world’ case examples of establishing an outsourcing strategy, the outsourcing process, selecting the best supplier, managing the outsourcing relationship, IT outsourcing, contracts and negotiations for outsourcing, ASPs, leveraging partnerships, outsourcing HIPAA, business process outsourcing (BPO), outsourcing disease management and outsourcing e-business.

150+ high-level attendees are expected, offering significant opportunities to network with executives from leading hospitals, healthcare systems, health plans, insurance companies and large physician groups.

THE HEALTHCARE OUTSOURCING CONGRESS ADVISORY BOARD

Eric Weber, Director, Business Advancement, AMERICAN ASSOCIATION OF HEALTH PLANS (AAHP)
Mark R. Anderson, FHIMSS, CEO, ANDERSON CONSULTING GROUP, INC.
Vince Kuraitis, Principal, BETTER HEALTH TECHNOLOGIES, LLC
Jay Juliussen, FHIMSS, Vice President, National Director of Operate - Health, CAP GEMINI ERNST & YOUNG
Philip J. Spinelli, Vice President, Sales & Marketing, CARETECH SOLUTIONS, INC.
Joyce Flory, Ph.D., Principal, COMMUNICATIONS FOR BUSINESS AND HEALTH & Editor, MEDICINE ON THE NET
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Steven Heck, President, FIRST CONSULTING GROUP
Jim M. Gabler, Research Director, GARTNER, INC.
Joyce Sensmeier, Director, Professional Services, HEALTHCARE INFORMATION AND MANAGEMENT SYSTEMS SOCIETY (HIMSS)
Rick Enright, Principal, HealthcareSEC
Ivo Nelson, CEO and President, HEALTHLINK
Mitch Work, Senior Vice President, PHOENIX HEALTH SYSTEMS
Terrence Carroll, COO, PREMIER SOURCING PARTNERS
David J. Campbell, FACHE, President and CEO, SAINT VINCENT CATHOLIC MEDICAL CENTERS OF NEW YORK
Alan Gold, Vice President, Strategic Solutions, SIEMENS MEDICAL SOLUTIONS HEALTH SERVICES CORPORATION
Jordan V. Davis, Executive Director, SUPERIOR CONSULTANT HOLDINGS CORPORATION

WHO SHOULD ATTEND THE HEALTHCARE OUTSOURCING CONGRESS

Presidents, CEOs, CFOs, COOs, CIOs, CTOs,
Chief Strategy Officers, Business Development Executives,
Chief Medical Officers and Other High-level Executives from:
Hospitals, Healthcare Systems, Health Plans, Insurance Companies,
TPAs, Large Physician Groups, Consulting Firms, Law Firms,
Information Technology and Outsourcing Companies
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ABOUT THE CONGRESS ORGANIZER

The Center for Business Innovation (TCBI) develops and markets conferences and other educational programs in the U.S. and internationally. TCBI is an independent company and is not part of any consulting firm, investment bank, information technology firm or any other corporate entity, and therefore, the company is well-positioned to provide objective, balanced information.

TCBI currently focuses on the U.S. healthcare market, with a strong commitment to organizing programs that offer detailed insights on clinical, financial, strategic and regulatory aspects of healthcare. These programs are carefully designed to meet the information needs of executives, scientists and clinicians from hospitals, managed care organizations, physician groups, pharmaceutical / biotechnology companies, medical device companies, information technology vendors and a host of other players in the evolving healthcare industry.

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KEYNOTE SPEAKERS

Peter Bendor-Samuel
President & CEO, EVEREST GROUP

David Campbell
FACHE, President & CEO, SAINT VINCENT CATHOLIC MEDICAL CENTERS OF NEW YORK

Dan Spirek
Executive Vice President & Division President, Business Solutions, THE TRIZETTO GROUP, INC.

Team decision-making is key to developing a successful Outsourcing strategy...

Learn from 80+ leaders in IT and Business Process Outsourcing:

• Learn what is required to create an effective outsourcing strategy and assessment process that is critical to business success
• Gain insights on effective use of the procurement process
• Examine critical success factors for a successful partnership
• Learn why governance is critical to the success of the relationship
• Understand whether you can or should separate IT from the business processes they support
• Design long-term contracts in an environment of constant change
• Understand the negotiating process: the role of term sheets and contracts
• Evaluate the pricing models for outsourcing
• Identify the characteristics of a healthy outsourced relationship
• Examine some of the models for outsourcing HIPAA
• Evaluate whether business process outsourcing (BPO) is right for your organization
• Learn the difference between BPO and IT outsourcing
• Understand the pros and cons of outsourcing disease management
DAY ONE: Thursday, March 7, 2002

7:15  Registration / Continental Breakfast

8:00  CHAIRPERSONS’ OPENING REMARKS
Mark R. Anderson, FHIMSS, CEO, ANDERSON CONSULTING GROUP, INC.
James M. Gabler, Research Director, GARTNER, INC.

8:15  KEYNOTE ADDRESS: HOW TO APPLY HIGH-VALUE BUSINESS STRATEGIES IN THE HEALTHCARE INDUSTRY
Increased operational costs, deteriorating profit, and increased competition are hard-hitting challenges for companies these days. Tumultuous business changes and limited resources require focusing on core competencies and creating partnerships for non-core functions. Business processes are highly complex and interrelated to other processes, events and technology. Unless solutions affect all interrelated factors, they won’t create maximum value.

How do you determine which business solutions provide the best total value impact on an organization? This session demonstrates the framework tools and methodology required to create and implement enterprise-wide value through your business solution strategies.

• Why achieve broader, enterprise-wide value in business solution strategies?
• How to create value
• How to capture/implant value
• What results can be achieved?
• Discussion of healthcare industry case study applying value creation and implementation through outsourcing, achieving a results-oriented solution

Peter Bendor-Samuel received the 2001 Outsourcing World Achievement Award, recognizing his impact on the outsourcing industry. He founded Everest Group, one of the world’s most prominent advisory services developing strategic business solutions that help organizations achieve their business objectives. Everest has provided services to a wide range of clients including State Farm, Lincoln Life, Anthem, Clarion, Great American Insurance, John Hancock, MLC (Australia), Sanlam (South Africa), Nat West Life (UK), University Hospitals of Cleveland and University of Pennsylvania Health System.

Outsourcing Center, the publishing and research division of Everest, is the world’s largest online educational community for insight into outsourcing. It publishes Outsourcing Journal and BPO Outsourcing Journal, providing thought leadership, research and case studies.

Bendor-Samuel is the author of Turning Lead Into Gold: The Demystification of Outsourcing, a book sharing his insights into the principles that make outsourcing work successfully and how buyers and suppliers can construct win-win relationships.

Peter Bendor-Samuel, President & CEO, EVEREST GROUP

8:45  KEYNOTE ADDRESS: THE BLUEPRINT FOR OUTSOURCING SUCCESS: ONE SOURCE FOR TECHNOLOGY, SERVICES AND SOLUTIONS
Healthcare organizations today face a myriad of challenges, including heightened regulatory compliance issues, growing customer frustration with restrictions on coverage choice or poor customer service, and continued fragmentation of technology providers. It is becoming increasingly imperative for organizations to select a technology solutions and services provider that is not just an IT expert but also a healthcare specialist who understands the industry.

The provider must be able to recommend the most appropriate solution delivery model (Application Service Provider, licensed or hybrid model), integrate new applications with existing systems, centralize all information and leverage it across the enterprise through a streamlined information management strategy, offer consulting and outsourced business services, and, if required, have the capability to supplement staff to assume IT responsibility. This comprehensive approach allows the healthcare organization to meet patient, provider, government and other constituents’ demands for accurate information, efficient service and cost-effective processes. The ultimate goal is for the IT infrastructure to be durable and flexible enough to support the organization’s long-term business goals.
An original founder of TRIZETTO®, Dan Spirek has been a major driver of the company’s vision and strategy. He serves as president of TRIZETTO®’s Business Solutions business unit, overseeing the strategic development and day-to-day operations of the company’s hosted applications, business services and consulting services offerings.

Prior to joining TRIZETTO®, Spirek held executive information technology roles with PacifiCare Health Systems, FHP International Corp. and TakeCare, Inc. He began his managed care career with Andersen Consulting. Spirek has extensive experience in information systems management during mergers and acquisitions and with diverse managed care business models, including staff, group, IPA, PPO and mixed-model organizations. He also has significant clinical systems experience, having been responsible for information technology operations in ambulatory medical centers.

Spirek is former chairman of the Managed Care Executive Group. He received his bachelor’s degree in management information systems, with an emphasis in finance, from the University of Colorado School of Business Administration.

Dan Spirek, Executive Vice President & Division President, Business Solutions, THE TRIZETTO® GROUP INC.

9:15 ESTABLISHING YOUR OUTSOURCING STRATEGY
This session will focus on why the creation of an effective outsourcing strategy and assessment process is critical to business success. Without a credible outsourcing strategy, organizations find it difficult to attract quality suppliers, employees become distrustful of the process and the outsourcing team cannot gain traction. Most decisions NOT to outsource are not made because the business case was poor, but rather due to a flawed outsourcing strategy that led to a flawed conclusion.

The panel will address:
• In-sourcing vs. Outsourcing
• Your organization just announced IT is now outsourced. How do you find out how it impacts you? What do you ask to determine if you should stay or go?
• Useful measures for the business case (ROI, EVA, etc.)
• Organizational dynamics
• Selective vs. Comprehensive outsourcing
• “Big Bank” vs. Best-in-class approaches
• Common mistakes during outsourcing strategy development
• Assessment frameworks
• Dimensions of the business analysis (cost, performance, etc)

Moderator:
Mark Hodges, Managing Partner, Strategy & Corporate Development, TPI, INC.

Panelists:
Philip J. Spinelli, Vice President, Sales & Marketing, CARETECH SOLUTIONS, INC.
Catherine Shitara, Vice President, CERTUS CORPORATION
Donald Ragan, Senior Vice President & CIO, DETROIT MEDICAL CENTER
Steve Brown, Vice President, BPO, EVEREST GROUP
Tim Barry, Vice President, Application Outsourcing, KEANE, INC.
Lynn R. Witherspoon, M.D., CIO, OCHSNER CLINIC FOUNDATION
Joe Imbimbo, Assistant Vice President, Applications Delivery, TUFTS ASSOCIATED HEALTH PLAN
Eunice Little, Health Information Management Services Director, UCLA MEDICAL CENTER

10:30 Refreshments

10:45 POSITIONING FOR SUCCESS WITH OUTSOURCING
• Using the business case for outsourcing to guide the process
• Effective use of the procurement process
• Creating the deal team
• Aligning promises with commitments
• Effective negotiation approaches
• Critical pricing and process issues
• The value of interim remedies and relationship correction tools
• Planning for change

Moderator:
James Kalyvas, Chair, E-Business & Information Technology, FOLEY & LARDNER

Panelists:
11:45 SELECTING THE BEST SUPPLIER
Selecting the best supplier depends upon their expertise in meeting YOUR needs. Is it an ASP, MSP, BPO or TPA? While the differences between these suppliers may appear subtle, their services and abilities vary widely. The critical success factors for a successful partnership combine flexibility, expertise and an in-depth knowledge of your organization’s unique business needs. This presentation will cover the dynamics of engaging in a complex, integrated relationship including:

- Defining clear business objectives
- Differences between providers
- Creating selection criteria
- Evaluating scope of services provided
- Determining their ability to meet your needs
- Assigning accountability
- Negotiating service level agreements and commitments
- Understanding tactical policies and procedures
- Defining systems management expectations and responsibilities
- Establishing reporting requirements
- Problem management provisions, including priority and level setting provisions

This presentation will assist you in understanding the difference between service providers, how to evaluate them and see if they are right for your company and how to most effectively utilize the outsourcing relationship to ensure that you are able to meet your needs. It will provide specific selection criteria, benefits of implementation and best practices in how to evaluate proposed cost savings provided by suppliers. We will share real-life examples of some of the pitfalls experienced within the selection process and how to avoid them; how to establish and manage expectations; and the key components that facilitate the success of an outsourcing engagement.

M od e r a t o r:
Greg Anderson, President & CEO, QCSI
P an e l i s t s:
Barry Robbins, Vice President, Information Systems, CARITEN HEALTHCARE
Pete Biagioni, Managing Partner, THE EXECUTIVE GROUP
Mark Segars, Senior Consultant, OLEEN HEALTHCARE INFORMATION MANAGEMENT, INC.
Ron Gue, President, PHOENIX HEALTH SYSTEMS
Richard Bagby, Vice President, Informatics, PINNACLE HEALTH SYSTEM
Alan Gold, Vice President, Strategic Solutions, SIEMENS MEDICAL SOLUTIONS HEALTH SERVICES CORPORATION

12:45 Luncheon

1:45 MANAGING THE OUTSOURCED RELATIONSHIP: UNDERSTANDING WHAT’S REQUIRED OF BOTH THE BUYER AND THE SUPPLIER AFTER THE CONTRACT IS SIGNED

- What is governance?
- Why is it critical to the success of the relationship?
- How does governance within the healthcare industry differ?
- What are the typical challenges buyers and suppliers face during governance?
- Why do buyers and suppliers experience these challenges?
- How can these challenges be minimized or resolved?
- What are the characteristics of a healthy outsourced relationship?

M od e r a t o r:
Whitney Taylor, Director, OUTSOURCING CENTER
P an e l i s t s:
3:15A FUNDAMENTALS OF IT OUTSOURCING FOR THE HEALTHCARE PROVIDER

- What IT components do healthcare organizations outsource e.g. management, network, operations, support, desktop, application development/web, software/hardware?
- What's different working for an outsourcer versus a hospital?
- How does the case study compare to industry findings?
- How did organizational business issues drive the case study's outsourcing decision?
- How was the outsourcing agreement structured i.e., outcomes, incentives?
- What are the strong/weak legal aspects of the agreement?
- Where and how did they use outside advice, i.e., consultants, legal?
- Did the outsourcing agreement affect the business issues as the case study anticipated?

Moderator:
Don J. Lovasz, CEO,
INFOHEALTH MANAGEMENT CORP.

Panelists:
Paul Gorup, Vice President, Application Data Services,
CERNER CORPORATION
Shiv Prasad, Country Head – North America,
DUNCAN INFOTECH
Pete Mounts, Vice President, Outsourcing Sales,
ECLIPSY CORPORATION
James A. Landry, Executive Director, IT Procurement & Management,
ANTARES MANAGEMENT SOLUTIONS
Steven Heck, President, FIRST CONSULTING GROUP
John Tanner, Vice President, Information Technology,
JPS HEALTH NETWORK
Max Francis, Chairman & CEO, MEDICAL NETWORK INTERNATIONAL INC
George Brenckle, PhD, CIO, UNIVERSITY OF PENNSYLVANIA HEALTH SYSTEM

3:15B IT OUTSOURCING: ENABLING THE FUTURE

- How to determine a health plan's core competencies
- Should core competencies be retained or outsourced?
- Should other "commodity" functions be retained or outsourced?
- Can you/should you separate IT from the business processes they support?
- What are the future roles of TPAs, ASPs and outsourcers – Are there any differences?
- How to utilize the internal resources ($ and people) freed up from outsourcing to address the future
- Can your outsourcing provider help you achieve the future?

Moderator:
Gary S. Venner, Senior Vice President,
TECHNOLOGY & BUSINESS INTEGRATORS

Panelists:
George Kimball, Partner,
ARNOLD & PORTER, Los Angeles
Mike Elinski, Associate Vice President,
Technology & eBusiness Development,
HEALTH ALLIANCE PLAN
Thomas D. Wicklund, Executive Director,
MISSISSIPPI SELECT HEALTH CARE
Atul Vashistha, CEO, NEOIT
Deby Fain, Executive Vice President and COO,
QCSI

4:15B NEGOTIATING AND DEVELOPING AN EFFECTIVE OUTSOURCING CONTRACT

- Developing the Statement of Work
- When to get legal involved
- Having contracts reviewed by neutral third parties for omissions
- Contract terms that protect your company from your vendor’s financial status
- Penalties for non-performance. Knowing what the financial and legal impact will have on your business if the vendor does not meet contract terms and
HOSPITALS, HEALTHCARE SYSTEMS, PHYSICIAN GROUPS

4:15A NEGOTIATING AN OUTSOURCING CONTRACT AND PROVIDING HEALTHCARE SERVICES: IS THERE A DIFFERENCE?

- Unique elements of the outsourcing relationship that shape the contract
- Designing long-term contracts in an environment of constant change
- Understanding the negotiation process: the role of term sheets and contracts
- Identifying the essential elements of the outsourcing contract
- Addressing the three key components of scope, service levels, and price
- Drafting fair, clear, and understandable pricing provisions that protect both parties
- Developing benchmarking provisions that actually work
- Contract termination and the necessary elements of termination assistance

Moderator:
Robert Z. Zahler, Partner, SHAW PITTMAN LLP

Panelists:
Peter A. Pijawka, Founder & President, ALIGNE
David Cohen, Esquire, COHEN & GRIGSBY
R. Curtiss Montgomery, Practice Director, Application Management Outsourcing, CTG, IN C.
Jerry Silver, Vice President, SOUTH HILLS HEALTH SYSTEM

5:15A APPLICATION SERVICE PROVIDERS (ASPs): KEY CONSIDERATIONS FOR PROVIDERS

- Is an ASP an Outsourcing Company under a different name?
- What do Providers want from an ASP and is it being delivered?
- Do ASPs have a role in the in-patient setting?
- How do customers avoid the ASP “Rip-off”?
- Can you be a Product Vendor and an ASP?

Moderator:
Raymond Scott, CTO and Founder
AXOLOTL CORPORATION

Panelists:
Sterling Wooten, Vice President, Administration, AEGIS FAMILY HEALTH CENTERS
Scott Smith, National Sales Director, Community Hospitals, CERNER CORPORATION
Dave Rimer, CIO, CLINTON MEMORIAL HOSPITAL
Patricia B. Vogel, Vice President, Marketing & Planning, ILIANT CORPORATION
Terrence Bauer, President & CEO, INTEGRIMED
Jan Vandenbos, Senior Vice President, Technology, SCHEDULING.COM
DAY TWO: Friday, March 8, 2002

7:30 Continental Breakfast

8:00 CHAIRPERSONS' OPENING REMARKS
Ivo Nelson, CEO and President, HEALTHLINK
Mitch Work, Senior Vice President, PHOENIX HEALTH SYSTEMS

8:15 KEYNOTE ADDRESS: LEVERAGING STRATEGIC PARTNERSHIPS FOR ECONOMIC AND OPERATIONAL GAINS
- Strategic partnerships as a core strategy to enhance value and performance at an emerging health system
- Using partnerships to reallocate the IT spend within the health system and creating capacity from within to engage critical value-added IT initiatives
- Dynamic roles of the partners when a multi-partner relationship is formulated to provide the IT infrastructure for SVCMC
- A year’s experience with strategic partnerships

Mr. Campbell has 30 years of experience in healthcare administration. In December 1999, he was named President and Chief Executive Officer of Saint Vincent Catholic Medical Centers of New York, a newly formed $1.5 billion dollar health system and the largest Catholic health care provider in New York City, covering four of New York’s five boroughs and Westchester. Co-sponsored by the New York Sisters of Charity and the Diocese of Brooklyn, the network includes acute care hospitals, community health centers, a psychiatric hospital, skilled nursing facilities, home care agencies and hospice programs.

Mr. Campbell also served from 1990 to 1999 as President and Chief Executive Officer for the Detroit Medical Center, a multi-site, $1.5 billion dollar urban based academic healthcare delivery system with operations in acute care, skilled nursing care, rehabilitation, ambulatory care and community medicine.

Mr. Campbell also held positions as Executive Vice President and Chief Operating Officer of Pittsburgh-based Allegheny Health Services and served in various administrative positions for Henry Ford Health System and the University of Michigan Hospitals.

Mr., Campbell is a Fellow of the American College of Healthcare Executives and serves on numerous professional and community boards and agencies.

David J. Campbell, FACHE, President & CEO, SAINT VINCENT CATHOLIC MEDICAL CENTERS OF NEW YORK

8:45 SHOULD YOU OUTSOURCE ANY OR ALL OF YOUR DISEASE MANAGEMENT PROGRAM?
The Institute of Medicine's most recent report calls for a dramatically increasing focus on chronic disease management. “Taking the First Steps” is a Chapter title of the IOM’s recent report -- Crossing the Quality Chasm: A New Health System for the 21st Century. The IOM writes that “common chronic conditions should serve as a starting point for the restructuring of health care delivery”.

Health plans, delivery systems, physician groups and others are all asking the question: “How do we go about developing chronic disease management capabilities? Do we make, buy or assemble these competencies?”

This presentation will present 5 key lessons that organizations have learned from having experimented with different approaches over the past decade:

1) The jury is in -- building is too complex
2) The jury is in -- buying is a viable option for specialized, high impact conditions
3) The jury is still out - will buying expand beyond specialized, high impact conditions?
4) Assembling is growing. Assembling is becoming viewed as a core competency by a growing number of organizations
5) Assembling will continue to grow. Multiple trends fuel the growth of assembling

Vince Kuraitis JD, MBA, BETTER HEALTH TECHNOLOGIES, LLC
9:15 OUTSOURCING OF HIPAA: CAN IT BE DONE?
• Where does the industry stand in complying with HIPAA?
• What is meant by outsourcing HIPAA - some working definitions
• What are the legal considerations for outsourcing HIPAA?
• How do you hold the outsourcer accountable?
• What is the role of the vendor in outsourcing HIPAA?
• What is the role of the consultant?
• Where is HIPAA outsourcing working?

Moderator:
Mitch Work, Senior Vice President,
PHOENIX HEALTH SYSTEMS

Panelists:
Reece Hirsch, Esq., Partner,
DAVIS, WRIGHT TREMAINE LLP
Margret Amatayakul, President,
MARGRET A. CONSULTING LLC
Terri Phillips, Executive Director, Outsourcing Services Group,
MCKESSON
Donald L. Marx, President,
MEDPRIVACY
D’Arcy Guerin Gue, Executive Vice President,
PHOENIX HEALTH SYSTEMS

10:30 Refreshments

TRACK A

HOSPITALS, HEALTHCARE SYSTEMS, PHYSICIAN GROUPS

10:45A BUSINESS PROCESS OUTSOURCING (BPO): THE NEXT STEP IN OUTSOURCING
• Difference between BPO and IT outsourcing
• Which processes should be considered?
• Why would you want to outsource a business process?
• Is BPO right for your organization?
• Can outsourcing be free?
• What is the difference between service level and service value agreements?
• How do you know whether your BPO will be successful?

Moderator:
Jay Juliussen, Vice President, National Director of Operate-Health, CAP GEMINI ERNST & YOUNG

Panelists:
Dave Cox, Vice President, National Director of Support Services, Health, CAP GEMINI ERNST & YOUNG
Craig Carlson, Senior Vice President, CERTUS CORPORATION
Ron Napieriski, President, CREDITEK MEDIFINANCIAL
Barry Mandell, CIO, JACKSON PARK HOSPITAL & MEDICAL CENTER, Chicago
Scott Kinsloe, Director, Revenue Cycle Management, MCKESSON

TRACK B

HEALTH PLANS, INSURANCE COMPANIES, TPAs

10:45B BPO: A PANACEA OR A TROJAN HORSE FOR HEALTH PLANS?
• BPO: What is it and how is it different?
• Who should look at BPO as a solution?
• How to evaluate a worthy BPO
• What are the critical decision factors?
• Identifying core versus contextual business process activities
• BPO processes that are beginning to be outsourced
• Measuring and managing a BPO model
• What does the future hold?

Moderator:
Rick Enright, Principal, HealthcareSEC

Panelists:
Hugh McElderry, COO, cimrONE
Charles Brody, Vice President, Dental Division, FLORIDA COMBINED LIFE
Janice Young, Vice President and Research Director, GARTNER, INC.
HOSPITALS, HEALTHCARE SYSTEMS, PHYSICIAN GROUPS

12:00A E-BUSINESS OUTSOURCING: CAPITALIZING ON THE OPPORTUNITIES
- As a provider, how do I know I’m a good candidate for e-business outsourcing?
- What are the top five trends in e-business outsourcing?
- What was the most significant e-business outsourcing development in the last year?
- How can providers best move through the decision-making process to make an outsourcing decision?
- What are the most common outsourcing mistakes made by providers, and how can they be prevented?
- What is the ROI for e-business outsourcing?
- What outsourcing developments can we look forward to in the years ahead?

Moderator:
Joyce Flory, Ph.D., Principal, COMMUNICATIONS FOR BUSINESS AND HEALTH, Editor, MEDICINE ON THE NET

Panelists:
Richard Schroth, Chief Technical Officer, PEROT SYSTEMS CORPORATION
Pradeep Khurana, Chairman & Founder, SUREBRIDGE, INC.
Alan Cranford, Senior Vice President, IS Operations, TENET HEALTHCARE
Linda Reed, Vice President & CIO, VIRTUA HEALTH

HEALTH PLANS, INSURANCE COMPANIES, TPAs

12:00B OUTSOURCING AND THE "E-THING"
Health plans and payors have been considering the many tentacles of Internet monster, and what they should be doing to “E-enable” their businesses. But a typical health plan deals with so many business partners and so many business processes that understanding what can be done and what has to be done is a huge first step. After that step, a plan or payors needs to decide what it does internally and what it should outsource.

This session will help you:
- Understand which functions are core and which can be outsourced?
- Consider which functions need to be e-enabled and when
- Understand the different types of outsourcing available using the Internet
- Understand the key steps in developing a strategy for E-outsourcing
- Work with vendors and consultants
- Understand what "good" looks like!

Moderator:
Matthew Holt, Vice President, Strategy & Business Development, I-BEACON.COM

Panelists:
Robert J. Durej, Principal, DUREJ & ASSOCIATES
Bruce J. Goodman, Senior Vice President & CIO, HUMANA INC.
Kevin Sparks, Vice President & CIO, MID AMERICA HEALTH
Rajiv Tandon, Senior Vice President, North American Operations, SYNTEL, INC.
Gail Knopf, General Manager of HealthWeb, Senior Vice President, THE TRIZETTO® GROUP, INC.

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Ph: 310-541-5932 Email: sk@tcbi.org
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For additional information, contact the corporate offices at 248-233-3000 or visit www.caretechsolutions.com.
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Everest Group helps buyer and supplier companies develop and execute sourcing strategies to achieve their business objectives. Our expertise, which has been developed over the past ten years, produces highly effective strategies to help you grow your company focus on what you do best. Everest's Outsourcing Center web presence (www.outsourcing-center.com) is dedicated to thought leadership and insight into outsourcing and publishes research and market intelligence.

CONTACT:
Marc Liebman, Vice President of Business Development
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