New Care Models for the New Healthcare Consumer

October 21-23, 2015
Gaylord National Resort & Convention Center
National Harbor, MD
Washington, DC metro area
amga.org
Today, there is a rapidly emerging environment in health care, and it presents new opportunities to engage patients in staying well and improving their health. Innovative technologies are exploding on the scene, offering new avenues to improve care and expand the reach of healthcare services while lowering costs. Novel payment methods are aligning payers and providers to improve outcomes and promote accountability. In addition, there is growing interest among patients in self-monitoring their health data, using technology to connect with their providers, care teams, friends, and families.

The American Medical Group Association (AMGA) 2015 Institute for Quality Leadership (IQL15) will focus on how to build and sustain fresh approaches to meet new patient expectations. Join your AMGA colleagues at National Harbor and enjoy a chance to learn, network, and take away practical tools to help you meet today’s challenges. IQL15 will educate and inspire the entire team with tracks designed for each role within your medical group or health system.

IQL15 is the ideal educational and networking event for the leadership suite of your organization—Chief Executive Officer/Chair/President; Chief Administrative Officer/Chief Operating Officer; Chief Medical Officer/Medical Director; and Quality Director/Officer. In addition to the opportunities in the main program, part of the conference will feature the semi-annual meetings of the AMGA Leadership Councils representing those positions. Council members will share ideas, strategies, and information with colleagues facing similar challenges.

If you are an executive leader, IQL15 will feature sessions designed specifically for you, focusing on the needs of the Executive Governance and Executive Administration/Operations leaders. While the rest of the program will focus on clinical and quality topics, this Executive Summit will concentrate on high-level strategic and leadership issues surrounding the business operations of your healthcare organization.
General Sessions

Annual Presentation of the AMGA Acclaim Award
To kick off the meeting, the American Medical Group Foundation (AMGF) will present the 2015 AMGA Acclaim Award to two organizations that are meeting the Institute of Medicine (IOM) Aims for Improvement and are taking the necessary steps to become a high-performing health system as defined by AMGA. This prestigious award honors and recognizes physician-directed, patient-centered medical groups and other organized systems of care that have embraced continuous learning and innovation in order to improve population health, improve the patient experience, and provide superior quality outcomes.

How 140 Characters Are Changing Health Care
Wendy Sue Swanson, MD, Executive Director of Digital Health, Seattle Children’s Hospital, Clinical Instructor, Department of Pediatrics, University of Washington, Pediatrician, The Everett Clinic, and Author, SeattleMamaDoc blog and MamaDoc Medicine
Dr. Swanson is a pioneer in the use of social media in health care, unlocking its potential to engage patients/consumers in novel ways. She is on the board of advisors for the Mayo Clinic Center for Social Media and writes the popular blog SeattleMamaDoc. In this session, Dr. Swanson will share her thoughts on the pros and cons of current advances in social technology as well as how patients are increasingly involved in their own care and how that will impact healthcare providers going forward.

A New Way to Pay
Patrick Conway, MD, MSc, Deputy Administrator for Innovation & Quality and Chief Medical Officer, Centers for Medicare and Medicaid Services (CMS)
Drawing on his experience as the former Chief Medical Officer at the Department of Health and Human Services, and as the current lead for the Center for Clinical Standards and Quality (CCSQ) and the Center for Medicare and Medicaid Innovation (CMMI) at CMS, Dr. Conway will discuss how CMS and other government agencies are exploring innovative payment models that incentivize value and improve the patient’s experience and outcomes while lowering total costs.

Innovative Models for Today’s Consumer
Marc M. Boutink, JD, Chief Executive Officer, National Health Council
Christine Hunter, MD, Chief Medical Officer, US Office of Personnel Management
Jocelyn Zazyczny Konrad, Group Vice President, Pharmacy Initiatives and Clinical Services, Rite Aid Corporation
Mark Wagar, President, Heritage Medical Systems
It’s not enough to just be better than the competition down the road. Today’s consumers don’t look at products or services in a vacuum. They expect the same level of customer service from their healthcare provider as they would from the Ritz Carlton, USAA, or Starbucks. They expect to be seen on their schedule, not their providers’, and they expect the same level of connectivity as they would from Amazon.com or US Airways. So, how are we as healthcare providers going to meet the increasing demand for patient-centered health care while still preserving quality outcomes at lower costs? This session provides perspectives from a diverse group of stakeholders representing employers, retail pharmacies, and provider organizations, who will showcase innovative care models that are meeting the demands of today’s patients.

Embracing the New Future of Care Delivery
Robert E. Nesse, MD, Chief Executive Officer, Mayo Clinic Health System
Reflecting on the learnings from IQL15, Dr. Nesse will discuss the future of health care and the opportunities to meet the needs of our patients as we adapt to the rapid changes in care and payment models based on value and outcomes.
Leaders from some of AMGA’s prestigious members will share innovative strategies and groundbreaking processes that are enabling them to successfully engage patients, manage wellness, build partnerships, employ emerging technological tools, and transition to new payment models. Attendees can choose from four compelling tracks: The New Patient/Consumer Environment, Managing Wellness, Changing Landscape of Care Delivery, and Managing Risk.

Track 1: The New Patient/Consumer Environment
11:00 a.m. – 12:15 p.m.
Patient Satisfaction at the Epicenter of Healthcare Delivery: Centralized Access Leadership without Centralized Ownership
Connie Sawa, Regional Director, Patient Concierge Services, University of Pittsburgh Medical Center

As consumers become increasingly financially invested in their health care, patient access has evolved into the gatekeeper of the patient experience. At the University of Pittsburgh Medical Center (UPMC), patient access sits at the epicenter of healthcare delivery: UPMC patient access employees are the first and last face-to-face patient interaction and can make or break a patient experience. Meanwhile, these same employees must juggle countless responsibilities and cater to clinical, administrative, and financial stakeholders. To ensure success of these essential representatives, UPMC developed a centralized access leadership model—distinct from employee direct management—to recruit, train, monitor, and provide ongoing support to access employees. This presentation will outline how to address the challenge of standardizing point-of-service patient access—despite complex regional, clinical, and historical nuances—through a centralized access leadership model that enables agility and site-specific independence while maximizing consistency and patient satisfaction.

2:00 p.m. – 3:15 p.m.
A Tasting Menu of New Care Models
Beth Averbeck, MD, Associate Medical Director, Primary Care, and Robert VanWhy, Senior Vice President, Primary Care and Practice Development, HealthPartners

Meeting the changing needs of patients requires innovative and customized care models. After building reliable workflows, HealthPartners has customized care to meet the varying needs of their patients. This presentation will examine technology, documentation, staffing models, and workflow automation as means for achieving new care models. It will provide an overview of HealthPartners’ methods, detail their results, and give tips and resources on how you can get started implementing innovative care models within your own organization.

3:45 p.m. – 5:00 p.m.
A Study in Community-Based Health Management and Delivery Empowering Healthier Lives
Grace Terrell, MD, MMM, President and Chief Executive Officer, Cornerstone Health Care, PA; Adam Goldston, MBA, Vice President, Business Development, Heritage Provider Network; and Brian Bobby, PharmD, Director, Health Alliance, Rite Aid Corporation

Despite their best intentions, most patients need a support system to follow through on their last physician visit. In the presence of their physician or other healthcare provider, they make genuine promises of self-improvement because they know they must prioritize their health; however, a disconnect occurs when they leave our offices and are confronted with life’s many other priorities. The challenge then lies in developing a cost-effective wellness community that serves as an extension of our physician’s office. This presentation will focus on how to provide coordinated, patient-centered, clinically integrated, and accountable care to all eligible patients through innovative partnerships and care processes. Leaders from Cornerstone Health Care, Heritage Provider Network, and Rite Aid Health Alliance will discuss a fully collaborative model in which physicians, care managers, and other members of a patient care team interact and share clinical information with care coaches and pharmacists at select Rite Aid locations.

3:45 p.m. – 5:00 p.m.
Countdown to ’16: A CG-CAHPS Preparedness Panel
Angie Beck, Director of Clinical Quality, The PolyClinic; Tom Thomas, Senior Director of Quality Improvement, Lexington Clinic; and Carter Ahl, Vice President, Engagement Services, Avatar Solutions

With a national mandate on the horizon, physician practices that haven’t already implemented the Consumer Assessment of Healthcare Providers and Systems (CG-CAHPS) are scrambling to identify the best course of action. If you’re a leader at one of these organizations, you’ve probably struggled yourself with the dizzying myriad of options or know a colleague who has. The CG-CAHPS Preparedness Panel is designed to help attendees navigate the tangle of risks, rules, and parameters to
uncover the pathway that’s right for your organization. The panel will provide a comprehensive overview of the CMS CG-CAHPS program, including strategies for understanding how to use the data to implement effective improvement initiatives. It will include tips and techniques for effective implementation of CG-CAHPS, including stories from two organizations that are currently in the midst of CG-CAHPS surveying.

Track 2: Managing Wellness

11:00 a.m. – 12:15 p.m.
Curing Hepatitis C: A Longitudinal Care Story
Ajay K. Sahajpal, MD, FRCSC, Bradley Kruger, Vice President Operations, Saint Luke’s Medical Center, and Laura Spurr, Director Medical Group Operations, Aurora Health Care

According to the Centers for Disease Control and Prevention, among those aged 49-70 there are 800,000 undiagnosed people with Hepatitis C, with more than 37,000 people in the State of Wisconsin alone. Within Aurora Health Care, it is estimated there are 8,000 patients with undiagnosed Hepatitis C based in this high-risk group. The healthcare costs equate to $10,000 more per year for patients with Hepatitis C versus those without in the same acuity level. The only way to know if you have Hepatitis C is to get tested. In order to address these concerns, Aurora Health Care implemented a team-based approach to care in order to effectively screen, diagnose, treat, manage, cure, and track all Hepatitis C patients throughout Wisconsin. Within the first two months of the initiative going live, approximately 200 patients tested positive for Hepatitis C and are now on a new treatment plan to improve their wellness, and many have personalized treatment plans that cure the disease. Based on these early results, it is estimated that within the first 12 months of the new care model in place, the system will return over $2-$4 million in net revenue. Learn how Aurora Health Care implemented this enhanced care model to improve patient outcomes, improve the health of the communities they serve, and lower healthcare costs through early intervention and treatment.

2:00 p.m. – 3:15 p.m.
Improving Adult Immunization Rates for High-Risk Patients
Speakers to Be Announced

Adult immunization continues to be a challenge for provider organizations, especially for high-risk adults and seniors. Data shows that the median pneumococcal vaccination rates across Anceta Collaborative participants is 60% for adults > 65 years and 16% for high-risk adults ages 18–65. This is well below the Healthy People 2020 goals of 90% for > 65 years and 60% for high-risk adults 18–65. AMGA members have been participating in a collaborative to identify optimal and efficient ways to improve adult immunizations, with a specific focus on pneumococcal and influenza vaccines, leveraging population analytics to support their initiatives. A panel of leaders from groups involved in the learning collaborative will discuss how they established successful processes to manage their patients and improve their adult immunization rates. Speakers will examine the leadership support necessary, tools and systems required, and how care is managed within their patient populations by sharing an outline of their chronic care models, intervention methods, outcomes, and lessons learned.

3:45 p.m. – 5:00 p.m.
A Cost-Effective Approach of Coordinating Care to Improve Hypertension and Diabetes Control
Carolyn Koenig, MD, Associate Medical Director, Adult Primary Care, and Co-Chair Adult Quality Safety Value Committee, Mercy Clinic

Mercy Clinic has developed a multifaceted approach to improving patients’ diabetes and hypertensive control relying on coordination of care as well as patient and physician engagement. This session will detail their approach, including the use of outbound calling initiatives to reach patients, transparency reports, and diabetic educators, as well as involving specialty clinics in control of hypertension. It will describe how these measures have proven to be cost-effective and revenue generating.

Track 3: Changing Landscape of Care Delivery

11:00 a.m. – 12:15 p.m.
Two High-Performing Health Systems’ Journeys to Excellence
Speakers to Be Announced

This special session will spotlight the initiatives of the 2015 Acclaim Award recipients. Representatives from the two esteemed organizations will describe their journeys towards becoming high-performing health systems and explore their winning initiatives and the elements that made them successful. The Acclaim Award, AMGA’s prestigious quality award, is presented annually by the AMGF to honor physician-directed organizations that bring the American healthcare system closer to a delivery model in which patients experience care that is safe, effective, patient-centered, timely, efficient, and equitable.
3:45 p.m. – 5:00 p.m.

Transitions of Care: Process Control and Clinical Management

Arthur Forni, MD, MMM, Vice President and Director of Quality and Analytics, Infectious Diseases, Richard Morel, MD, MMM, Vice President and Associate Medical Director, and Maureen Adams, RN, MBA, Director Clinical Operations and Case Management, WESTMED Medical Group

Many healthcare organizations have struggled with transitions in care and hospital readmissions. This is particularly true for patients who are transferred to short-term rehab facilities. This presentation will outline WESTMED Medical Group’s successful process, which can easily be replicated, to monitor patients as they move from outpatient to hospital to skilled nursing facility (SNF) rehab and back to outpatient. This process has resulted in a 26% decrease in total admissions at their main hospital and a 12% decrease in readmissions, even with a 16% increase in total population under their care, as well as a 70% reduction in SNF rehab to hospital admissions.

Track 4:
Managing Risk

11:00 a.m. – 12:15 p.m.

Four Phases to Population Health Management Maturity: How Care Delivery Models Evolve with Each Phase

Karen Kennedy, Senior Vice President, Family Care and Wellness, Dallas Children’s Medical Center, and Stephanie Copeland, MD, Chief Quality Officer, Head of Pediatrics, USMD Health System

As they make the population health journey, provider organizations will go through four phases of maturity—(1) the pilot, (2) care program development, (3) physician-driven services, and (4) true patient engagement—with increasing financial returns from shared savings, as well as performance-based or risk-based rewards following each phase. This presentation will explore ways your organization can best manage your population and risks, whether or not you have the foundation needed to run a population health management program. You will walk away with a checklist of dos and don’ts to avoid the pitfalls at each phase, along with data analytics and risk management tools. This session also will explore how a Pediatric Asthma Population Health program transitioned from Phase 2 to Phase 3 and plans to get to Phase 4 in the near future. The case study will highlight development predictive models for risk stratification, the design of a
high-touch care management program leveraging patient insights analytics, integration of pediatric clinics with the hospital system and health plan to design the most effective outreach programs, and the leveraging of intervention performance measurement tools.

2:00 p.m. – 3:15 p.m.
**Variation Reduction: A Building Block for Population Health Management**
Stephanie Berkson, MPA, Vice President, Population Health, and Jonathan Jaffery, MD, MS, MMM, Chief Population Health Officer, UW Health

Two topics are top-of-mind throughout today’s healthcare industry: the importance of managing the health of populations, and the need to reduce unnecessary variation. This interactive seminar highlights how UW Health is using variation reduction as an essential building block of population health management, and how standardized approaches to delivering care facilitate innovation. The session will lead participants through an activity that will serve as a mock variation reduction working session.

3:45 p.m. – 5:00 p.m.
**Warning: Some Forms of Value Contracts Can Be Hazardous to Your Group’s Health**
Robert E. Matthews, Vice President, Quality, PriMed Physicians, and President and Chief Executive Officer, MediSync

In the majority of markets, payers are just starting to proffer value agreements. However, many of the initial contracts offered are bad for the medical group and unreasonably skewed towards the payer. For example, the amounts of “upside” monies are very limited in many proposed agreements and the carriers underestimate costs. There have now been several examples of organizations going broke while making care better. Further, it is widely assumed that, now or at some point in the future, payments will be based upon some sort of value equation. This poses many strategic and tactical contracting and operational questions for medical leaders, including: How can we improve the quality and cost-effectiveness of care successfully and in a manner that we can afford? This presentation will outline ways to improve contracts to allow you to pace improvement with the availability of monies to support the costs of improvement.

### Executive Summit
Thursday, October 22

This program, specially designed for executive leaders, will take place in parallel with the IQL. While your team members participate in peer-to-peer breakout sessions, you can focus on what it takes to inspire and lead your organization to a stronger future. Participation in this summit requires an additional registration fee, which includes the IQL general sessions, networking meal functions with exhibitors, Conversation with Capitol Hill session, and a site visit.

**A Conversation with Capitol Hill**
Immediately following the refreshment break after the opening session, Executive Summit participants are invited to a roundtable conversation with key congressional staff. During this session, attendees will interact, through moderated dialogue, with Democratic and Republican staffers on issues including: ACOs, SGR, MA, and other legislative issues.

**Site Visit: Microsoft Innovation Lounge at 1776**
In today’s environment, it’s not enough to seek and share best practices in an attempt to stay ahead of change. To embrace a vision of the future, healthcare organizations need to look outward, to the disruptive innovators and entrepreneurs from around the world who are bringing new technologies and entirely new business models to market. 1776 and its campus sit at the center of the D.C. community, serving as a hub of connections, resources, and talent for more than 200 local startups. The Microsoft Innovation Lounge is an area in 1776 that startups can use to work, collaborate, create, and play. It features some great technology, such as:

- Microsoft Surfaces, Windows Phone devices, an Xbox One, a Makerbot 3-D printer, and a 55-inch Perceptive Pixel touchscreen display
- The latest Microsoft software, such as Windows 8.1, Office 365, Skype, Visual Studio, and access to cloud platforms such as Microsoft Azure and CRM Online

MedStar Medical Group, a founding partner, has invited Executive Summit participants to experience where corporate members gain a critical new lens into the bold new solutions emerging in far corners of the globe, as well as the very culture, mindset, and tools those entrepreneurs employ to think dramatically differently about the future.

*Indicates Separate Registration Fee.
See registration form on page 11 for details.*
Friday, October 23
12:00 p.m. – 3:00 p.m.

Population Health: Is It the Secret Sauce?

David Nash, MD, MBA, Founding Dean, Jefferson School of Population Health; and Brian Silverstein, MD, President, HC Wisdom and Member, OSF Healthcare System Board of Directors

Immediately following the Closing General Session, “Embracing the New Future of Care Delivery,” AMGA is pleased to present an in-depth post-conference seminar on building a successful population health program.

This intensive seminar will focus on understanding the strategic aspects of population health and how to build and deliver a successful population health program. In the first part of the course, attendees will learn how the current delivery system has created the critical need for new approaches, as well as the best definitions for population health, the linkages with healthcare reform, and how these initiatives will play out in the future.

In the second part of the course, attendees will be able to assess key market characteristics and drivers that form the foundation for successful program creation. Best practice models and an operational framework will be provided that will help attendees build or further refine their care delivery systems.

By the end of this course, leaders will be able to make smarter decisions about alignment and deployment of strategic resources for their organization. This session is designed for physician or administrative leaders responsible for organizing the delivery of health care. These leaders may be new to the concepts of population health, or seasoned veterans looking for additional insights. Care teams are encouraged to participate.

Who Should Attend

Successfully achieving complex, systemic change takes a team effort and this conference has been designed to address the challenges faced by each level of your senior leadership and management team. The meeting’s real-world solutions will benefit:

- CEOs, Presidents, Board Chairs
- CAOs, COOs, Administrators, Executive Directors
- Accountable Care Officers
- Medical Directors, CMOs
- CFOs, Vice Presidents
- Board Members
- Compliance Officers
- Department Directors
- Information Systems Managers
- Quality and Research Directors and Officers
- Senior Managers of Clinical Effectiveness
- Physician Shareholders
- Hospital Leaders

Who Attends the IQL?

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<th>Attendees by Group Size (FTE MDs)</th>
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<tr>
<td>1,000+</td>
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<tr>
<td>500-1,000</td>
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<td>51-150</td>
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<td>151-500</td>
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<th>Attendees by Organizational Type</th>
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<td>IPA</td>
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<td>Academic/Faculty Practice</td>
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<td>IDS/Hospital Affiliated</td>
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<td>Non-Affiliated Group Practice</td>
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<tr>
<th>Attendees by Functional Area</th>
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<tr>
<td>Executive Leadership/Governance</td>
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<td>Administration/Operations</td>
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<td>Finance</td>
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<td>Clinical</td>
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Indicates Separate Registration Fee. See registration form on page 11 for details.
Tuesday, October 20
6:00 p.m. – 8:00 p.m.
Leadership Council Welcome Event

Wednesday, October 21
7:00 a.m. – 9:00 a.m.
Focus Group Breakfast (By Invitation)
8:00 a.m. – 9:00 a.m.
Joint Leadership Council Breakfast
9:00 a.m. – 5:00 p.m.
AMGA Leadership Council Meetings
• Chief Executive Officer / Chair / President
• Chief Administrative Officer / Chief Operating Officer
• Chief Medical Officer / Medical Director
• Chief Quality Officer / Director
9:00 a.m. – 5:00 p.m.
AMGA Leadership Council Meetings
3:30 p.m. – 7:00 p.m.
Welcome Reception with Platinum Host and Gold Contributors

Thursday, October 22
7:00 a.m. – 8:00 a.m.
Continental Breakfast with Platinum Host and Gold Contributors
8:00 a.m. – 10:30 a.m.
Opening General Session
Presentation of the AMGA Acclaim Award
How 140 Characters Are Changing Health Care
Wendy Sue Swanson, MD, Executive Director of Digital Health, Seattle Children’s Hospital, Clinical Instructor, Department of Pediatrics, University of Washington, Pediatrician, The Everett Clinic, and Author, SeattleMamaDoc blog and MamaDoc Medicine
A New Way to Pay
Patrick Conway, MD, MSc, Deputy Administrator for Innovation & Quality and CMS Chief Medical Officer, Centers for Medicare and Medicaid Services

10:30 a.m. – 11:00 a.m.
Refreshment Break with Platinum Host and Gold Contributors
11:00 a.m. – 12:15 p.m.
Peer-to-Peer Breakout Sessions
11:00 a.m. – 12:15 p.m.
Executive Summit
A Conversation with Capitol Hill

Friday, October 23
7:30 a.m. – 9:00 a.m.
Continental Breakfast with Platinum Host and Gold Contributors
9:00 a.m. – 10:00 a.m.
General Session
Innovative Care Models for Today’s Consumer
Marc M. Boutink, JD, Chief Executive Officer, National Health Council
Christine Hunter, MD, Chief Medical Officer, US Office of Personnel Management
Jocelyn Zazyczny Konrad, Group Vice President, Pharmacy Initiatives and Clinical Services, Rite Aid Corporation
Mark Wagar, President, Heritage Medical Systems

10:30 a.m. – 11:30 a.m.
Closing General Session
Embracing the New Future of Care Delivery
Robert E. Nesse, MD, Chief Executive Officer, Mayo Clinic Health System

12:00 p.m. – 3:30 p.m.
IQL Post-Conference
Population Health: Is It the Secret Sauce?
David Nash, MD, MBA, Founding Dean, Jefferson School of Population Health; and Brian Silverstein, MD, President, HC Wisdom and Member, OSF Healthcare System Board of Directors

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Continuing Education Credit

AMGA Education Mission Statement
The American Medical Group Association’s continuing education program delivers high-quality learning activities to respond to the educational needs of medical group physicians and administrators in leadership positions. The Association’s continuing education activities enable its members to share information and innovations in order to remain current and continually improve patient care by advancing the medical group model as the preferred method of healthcare delivery. The Association accomplishes this goal by offering timely, unparalleled learning activities including an annual conference, regional meetings, and distance learning tools. Medical group leaders who participate in activities offered by the Association can apply for credits to complete their requirements in CME, CPE, ACMPE, ACHE, and continuing education credits for nurse administrators.

AMGA’s Full Disclosure Policy for CME Activities
As an accredited provider of continuing medical education activities, it is the policy of the American Medical Group Association (AMGA) to ensure balance, independence, objectivity, and scientific rigor in all its individual sponsored educational activities. All faculty participating in any learning activity sponsored by AMGA, are required to disclose to the participants any actual or potential conflicts of interest that may have a direct bearing on the subject matter of the CME activity. This pertains to relationships with pharmaceutical companies, biomedical device manufacturers, consultant companies, or other corporations whose products or services are related to the subject matter of the presentation. Speakers are also expected to openly disclose inclusion of any off-label, experimental, or investigational use of drugs or devices in their presentations. All speakers and activity planners have signed a full disclosure statement and have no conflicts of interest to disclose.

CME Credit for Physicians
The American Medical Group Association is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. AMGA takes responsibility for the content, quality, and scientific integrity of this CME activity. AMGA designates this continuing medical education activity, IQL 2015, for a maximum of 11.25 hours in Category 1 of the Physician’s Recognition Award of the American Medical Association. Each physician should claim only those hours of credit actually spent in the educational activity.

CE Credit for Nurses
Continuing Education credits (CEs) are available through the California Board of Registered Nursing, Provider #11816. This educational activity, IQL 2015, has been designated for a maximum of 11.25 contact hours. Conference participants wishing to receive credit must provide their license number and Social Security number upon successful completion of the program(s).

ACHE Credit for Healthcare Executives
The American Medical Group Association is authorized to award 11.25 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

ACMPE Credit
This program may qualify for continuing education credit for the American College of Medical Practice Executives (ACMPE). To apply for ACMPE credit, submit the ACMPE generic credit hour form with a copy of this brochure.

CPE Credit
American Medical Group Association, sponsor number 112939, is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. This educational activity, IQL 2015, has been designated for a maximum of 13.5 contact hours. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

Sessions are available for continuing education credit. For details and complete learning objectives, view the expanded presentation descriptions at amga.org/IQL15.

Registration and Accommodations
The American Medical Group Association is dedicated to providing excellent educational activities to our members. Attendance at this conference is open to members of AMGA only. If you are interested in attending and your organization is not a member of AMGA or you are unsure of your membership status, please contact Bill Baron, Director of Membership Development, at wbaron@amga.org or (703) 838-0033, ext. 326.

Three Ways to Register
1. Online by visiting www.amga.org, and clicking on “Institute for Quality Leadership” in the Upcoming Events section on the AMGA homepage.
2. Fax form with credit card payment to (703) 548-1890
3. Mail registration form and check (payable to AMGA) or credit card payment to: Conference Registrar, AMGA, One Prince Street, Alexandria, VA 22314

Early Bird Registration Discounts
Register by Friday, September 11 to take advantage of a $200 early registration discount. Your registration fee includes all sessions, continental breakfasts, lunches, and receptions. For information on daily rates, contact Beth Sutter at bsutter@amga.org or (703) 838-0033, ext. 322.

Group Discounts
AMGA members are encouraged to bring their leadership teams to this meeting. Four (4) or more registrations from the same organization will receive a $100 discount per registration.

Cancellation Policy
Cancellations must be submitted in writing by Friday, September 18 in order to receive a refund, less a $100 processing fee. No-shows are not eligible for refunds. Substitutions are welcome and will not incur a processing fee.

Accommodations
After you receive your conference registration confirmation, you will be eligible to reserve your hotel room at the Gaylord National Resort & Convention Center by calling (501) 965-4000. In order to receive the special room rate:

- Please identify yourself as being part of AMGA. The hotel will ask you for your conference registration confirmation number to complete your reservation.
- Reservations must be made by Wednesday, September 23 in order to receive the AMGA conference rate of $269 per night.

Reserving your room with the individual conference registration number is the only way to ensure you receive the discounted AMGA rate.

For groups sending 10 or more attendees, contact AMGA directly to discuss options for special room blocks and registration assistance. Beth Sutter, Education & Meetings Coordinator, can be reached at bsutter@amga.org or (703) 838-0033, ext. 322.
Registration Form

AMGA’s 2015 Institute for Quality Leadership
October 21-23, 2015 • Gaylord National Resort & Convention Center • National Harbor, MD

Please print or type all information. One individual per form please. This form may be photocopied for additional registrants.

Registrant’s Full Name and Degree Designation (M.D, Ph.D., M.B.A., etc.) ________________________________________________________________

Job Title ______________________________________________________________________________________________________________

Organization Name _______________________________________________________________________________________________________

Mailing Address ___________________________________________ City __________________ State ______ ZIP _____________________________

Telephone __________________ Fax_____________________________ E-mail ________________________________

Assistant’s Name & E-Mail _______________________________________________________________________________________________

First Name/Nickname (to appear on badge) ________________________________________________________________________________

Emergency Contact Name and Telephone __________________________________________________________________________________

National Provider Identifier (NPI) Number (if applicable) __________________________

IQL (October 22-23, 2015)
Includes IQL General Sessions, Peer-to-Peer Breakouts, and meal functions with exhibitors.
Participation in the IQL is limited to AMGA members only.
If you are unsure of your organization’s status, please contact Bill Baron at wbaron@amga.org or (703) 838-0033, ext. 336.

AMGA Member or Corporate Partner

Executive Summit (October 22-23, 2015)
Includes IQL registration, plus “Conversation with Capitol Hill” and site visit to Microsoft Innovation Lounge.

AMGA Medical Group Member

Includes workshop and lunch.

AMGA Medical Group Member

Leadership Councils (October 21, 2015)
Participation in the AMGA Leadership Councils is limited to the members of the Councils only. If you are unsure of your status, please contact Joe DeLisle at jdelisle@amga.org or (703) 838-0033, ext. 355.

Leadership Council Meeting

Please select which council you are attending:

- CEO/President/Chair
- CAO/COO
- CMO/Medical Directors
- Quality

Other Fees
Spouse/Guest of IQL This fee covers receptions and breakfasts only. Lunches are not included

Spouse/Guest Fee $ 175

Spouse/Guest of Council & IQL This fee covers the council welcome event, IQL receptions and breakfasts only. Lunches are not included.

Spouse/Guest Fee $ 225

Name of Spouse/Guest ________________________________________________________________

Spouse’s/Guest’s First Name/Nickname (to appear on badge) ________________________________________________

Group Discount
Four (4) or more paid registrations from the same healthcare organization or corporate partner will receive a $100 per registration discount. To receive your $100 discount for this current registration, please attach all registrations. Complimentary registrations do not count toward group discounts. Each registrant also must be individually registered.

Total (with group discount): _________________________

Payment Information
Registration forms not accompanied by check or credit card payment will not be processed.

- Check, in the amount of $ ___________ is enclosed.
- Please charge $ ___________ to my Visa MasterCard American Express

Card number __________________ Expiration date __________ Name (please print) __________________ Signature __________________

Questions? Contact Beth Sutter at bsutter@amga.org or (703) 838-0033, ext. 322.
For more information, visit www.amga.org.
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