

PROGRAM AGENDA

October 20, 2010

7:30am – 8:30am **Conference Registration / Breakfast**

8:30am – 8:45am **Welcome and Conference Introduction**

Michelle M. Skipper, Vice President, Commercial Division,
American Arbitration Association® (AAA): Charlotte, NC

8:45am – 9:45am *Healthcare Reform and ADR: Changes in the Healthcare Industry and Emerging Issues for the Future*

Leaders of the major healthcare-industry associations highlight how ADR is perfectly suited to resolving their constituents' disputes, including those that may result from the enactment of the 2010 Patient Protection and Affordable Care Act (PPACA). Topics include:

- The impact of reform on ADR, including changes in payment mechanisms and the formation of accountable care organizations (ACO).
- Mandated supplier and provider compliance programs and U.S. Department of Health and Human Services (HHS) sanctions for non-compliance.
- The Electronic Health Record Provider Mandate and HIPAA (Health Insurance Portability and Accountability Act) privacy issues.
- Economic benefits of, and contracting trends and legal developments in, arbitration of disputes between multiple providers/physicians and national health insurers.

Moderator: **David S. Hefner, Senior Advisor**, Association of American Medical Colleges; Washington, DC

Faculty: **William F. Jessee, M.D., FACMPE, FACPM, FACPE,**
President & CEO, Medical Group Management Association;
Englewood, CO

Melinda Reid Hatton, Senior Vice President & General Counsel, American Hospital Association; Washington, DC

Catherine I. Hanson, J.D. Vice President, Private Sector Advocacy & Advocacy Resource Center, American Medical Association; Chicago, IL

H. Stephen Lieber, CAE, President & CEO
Health Information Management Systems Society; Chicago, IL

Paul F. Brown, Vice President, Deputy General Counsel and Asst. Corporate Secretary Legal and Governance,
Blue Cross BlueShield Association; Chicago, IL.

11:45am – 12:30pm *How to Successfully Manage Healthcare Arbitrations*

Arbitrators, lawyers and parties will learn how to actively manage various aspects of the arbitration process in order to prevent cases transforming into lengthy and costly litigation-like proceedings. From their own experiences, panel members will discuss best practices for streamlining arbitration proceedings (from the claimant's initiation of proceedings through decision-writing) and techniques to help ensure a more efficient, rapid and thorough process.

Moderator: Sandra K. Partridge, Esq., Vice President, AAA®; New York, NY

Faculty: Katherine Benesch, Partner, Duane Morris; Princeton, NJ

Peter H. Walsh, Senior Deputy General Counsel and Litigation Chief, UnitedHealth Group; Minnetonka, MN

12:30pm – 1:45pm

**Networking Lunch
(Executive Dining Room, 6th Floor)**

1:45pm – 2:45pm *Preview of the New Upcoming AAA Healthcare Arbitration Payor Provider Arbitration Rules*

Payor/Provider reimbursement disputes present a unique set of issues and challenges. This session will review how the new and as-yet-unavailable AAA Healthcare Payor Provider Arbitration Rules can address cost-control concerns of Payor Provider health-related dispute management. The session also will serve as a preview of the upcoming AAA Healthcare Payor Provider Arbitration Rules.

Moderator: Craig H. Smith, Partner, Hogan & Lovells US LLP; Miami, FL

Faculty: Mitchell E. Zamoff, Executive Vice President & General Counsel
UnitedHealth Group; Minnetonka, MN

Alan D. Lash, Partner, Lash & Goldberg LLP; Miami, FL

2:45pm – 3:00pm

Break

3:00pm–3:45pm *Accountable Care Organizations & Other Healthcare Collaborations: Using ADR to Avoid Costly Break-Ups*

Innovative collaborations and joint ventures in the healthcare industry are possible ways to improve healthcare service quality and reduce some costs. To these ends, the 2010 Patient Protection and Affordable Care Act (PPACA) created the framework for an ACO (Accountable Care Organization) pilot program to begin January 1, 2012. Entities eligible to form ACOs and participate in the pilot program offered by PPACA include physician networks and groups, physicians and hospitals in joint ventures and hospitals employing physicians. This session will focus on how ADR techniques can enable parties in industry collaborations and joint ventures to resolve disputes cost effectively and, post-dispute, preserve their working relationships.

Moderator: **Michael A. Pope, PC**, Partner, Mc Dermott Will & Emery; Chicago, IL

Faculty: **Jeffrey S. Bromme, Esq.**, Senior Vice President &
Chief Legal Officer, Adventist Health System; Winter Park, FL

John H. Parker, Partner, Parker, Hudson, Rainer & Dobbs; Atlanta, GA

3:45pm - 4:15pm *Breaking News: Latest ADR Trends*

The latest ADR news and trends will be on hand here—as well as the opportunity to get answers from the panel and the audience on individual healthcare-ADR issues and concerns. Hear from the AAA General Counsel as he reviews recent ADR developments, including class action and *vacatur*.

Moderator: **Dale H. Cowan, MD, JD**, President, American College of Legal Medicine; Brecksville, OH

Faculty: **Eric P. Tuchmann, Esq.**, General Counsel & Secretary, AAA; New York, NY

4:15pm *Closing Remarks*

Michelle M. Skipper, Vice President, AAA®: Charlotte, NC