

# Enabling Business and Technology Partnerships

## SAVE THE DATE

FOR OUR 21<sup>ST</sup>  
ANNUAL FORUM

“REFORM + EVOLUTION =  
REVOLUTION”

MARCH 21-24, 2010  
W FORT LAUDERDALE, FLORIDA



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## **About MCEG:**

The Managed Care Executive Group (MCEG) is a national organization that provides a forum for the open exchange of information, innovative ideas, and experience among senior health plan leaders. MCEG was formed in 1988 and uniquely serves as a community of executives who act as resources to each other throughout the year in navigating the tactical and strategic issues facing business and technical leaders in their organizations. Attendance at the annual forum is limited to 75 executives and senior managers. This intimate gathering fosters open and honest discussion and the building of enduring relationships. The annual forum includes panel discussions, keynote speakers and valuable networking opportunities. MCEG is supported by a small group of select vendors and unlike most industry events, the annual forum does not include an exhibit hall. The purpose of MCEG is to create a comfortable forum for the exchange of ideas, the development of valuable peer relationships and the opportunity to explore the innovation that will transform organizations and the industry.

**Our Mission:** To create an environment to exchange innovative ideas, knowledge and experience through personal and professional networking.

**Our Vision:** To become the executive forum for managed care technology and business professionals to enable and improve thought leadership.

“MCEG provides an excellent balance of networking opportunities amongst peers, and thought provoking presentations from industry experts. It is not a trade show, or led by vendors, so the discussion is open, honest, and practical.”

Alan Smit  
Blue Shield of CA

“I was very impressed with the caliber and relevance of this Forum. I think the meeting was particularly useful because it allowed intimate and candid discussion of the real challenges faced in healthcare IT, as experienced by the executives who are facing these challenges and successfully implementing solutions to them. What separates this exchange from other conferences and seminars is that it fosters collaborative thinking and an open exchange of ideas in a setting that is free of the pressure and bias of vendor representatives. The format, and the thoughtfully prepared slate of topics, made the Annual Forum one of my most valuable industry meetings this year.”

Cynthia Nustad  
The Regence Group, OR

“The annual MCEG forum is the most eagerly anticipated event on my business calendar. I have not encountered a more pleasant and productive atmosphere in which to share experiences and learn from my peers. The value of the MCEG, exploring ideas and sharing thoughts with a group of healthcare IT professionals who are all in this together, is unmatched.”

Mike Elinski  
Health Alliance Plan, MI

# THE MANAGED CARE EXECUTIVE GROUP

The value of membership within MCEG includes:

- Personal and Professional networking among the leading regional health plans
- Exposure to healthcare and business leaders in an informal setting
- Personal access to industry thought leaders with and opportunity for open dialog.
- Understanding how healthcare technology and business leaders are managing critical trends.
- Discussion of leading edge technologies and best practice experience.

## ASK US ABOUT MCEG

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a subsidiary of Compuware Corporation

**Health Dialog**

**EDIFECS™**



**H.T.M.S.**  
Excellence in  
Healthcare Consulting

**HighPoint**  
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Powering Integrated Healthcare Management™

## THE MCEG 2009 TOP 10

- 1 **THE ROLE OF THE STATE AND FEDERAL GOVERNMENT IN HEALTH CARE:** Government support, intervention and regulation are having increasing impact on payer's operations, costs and even marketplace strategies...
- 2 **AFFORDABILITY:** Looking for ways to contain costs, and given that most operations have been pretty well optimized, plans will tend to look for...
- 3 **THE STIMULUS PACKAGE AND HIT:** \$20B or more directed to health-care IT will establish a revised set of priorities for...
- 4 **COLLABORATION WITH PROVIDERS AS A BUSINESS PARTNERSHIP:** Recently, partnership has been based on access, quality, safety, effectiveness and patient centeredness...
- 5 **DATA ANALYTICS AND INFORMATICS:** Disease management, real-time decision support, case management, customer segmentation, and protocol development will continue to drive...
- 6 **IMPACT OF THE RECESSION:** Combined effects of economic recession, pressure on Federal and State budgets, and the perception . .
- 7 **PROVIDING TRANSPARENCY TO HEALTH PLAN DATA AND OPERATIONS:** The ability to allow providers and health plans to utilize shared data continues to expand. The need to improve. . .
- 8 **HEALTH DATA EXCHANGE:** RHI/Os (Regional Health Information Organizations) and data exchanges are moving from concept to reality. Some basic issues . .
- 9 **CONSUMERS, THE WEB, AND HEALTH 2.0:** Self-service, personal health records, individual product fulfillment, coordination of care, transmission of home monitoring data, and. . .
- 10 **BUSINESS AND IT COLLABORATION:** In times of change, the importance of a strong business/IT partnership is heightened. Business and IT leaders are collaborating to. . .

Read more at [MCEG.net](http://MCEG.net)

[www.MCEG.net](http://www.MCEG.net)