



# 2024 National Medicare Advantage Forum

*Implementing Successful Strategies that Focus on Member Enrollment, Revenue Enhancement, Medical Management, Compliance and Operations!*

**May 13 – 14, 2024 • Swissotel Chicago • Chicago, IL**

## Overview

Medicare Advantage is currently facing unprecedented challenges. The changes and cuts for Medicare Advantage have ushered in a much tougher climate for health plans. The cuts render revenues challenging and margins tight. It's more important than ever in this era of pay for performance that medical management, operations, customer service and the financial side all work together to both advance the metrics needle for Star Ratings and provide actual value-based services and improved outcomes. How to run a tighter ship to protect margins, provide real outcomes, and increase your plan payments?

The *2024 National Medicare Advantage Forum* promises to set standards within the industry, and will prove to be a game changer for leaders, experts, as well as policymakers involved within Medicare Advantage. In addition to having a strong focus on the larger issues facing Medicare Advantage – such as quality improvement, member acquisition/retention, profitability enhancement, compliance, etc. – the conference will feature topics focused on Product Development, Innovation and Value-Based Healthcare.

In this premier event, we bring together leaders and innovators to share their insights and offer solutions on the abundant challenges facing Medicare Advantage. By attending the *2024 National Medicare Advantage Forum*, you will learn what others in your industry are doing to be better prepared for the challenges that lie ahead in 2024 and beyond.

## Intended Audience

From Health Plans, Medicare Advantage Plans & Managed Care Organizations:

*Chief Executive Officers, Chief Operating Officers, Chief Financial Officers, Chief Marketing Officers, Chief Medical Officers, Chief Strategy Officers, Chief Pharmacy Officers & Chief Information Officers*

*Also, Presidents, Vice Presidents, Directors & Managers of:*

- Medicare
- Star Ratings
- Senior Products
- Quality Improvement
- Marketing
- Managed Care
- Compliance
- Care Management
- Operations
- Strategy
- Business Development
- Regulatory Affairs
- Risk Management
- Utilization Management
- Business Development
- Medicare Stars
- Medicare Advantage
- Government Programs
- Data & Analytics
- Value-Based Health
- Sales
- Medical
- Product Development
- Finance
- Quality
- Pharmacy
- Disease Management
- Community Health
- Network Management
- Pharmacy

*This program is also geared towards Hospitals & Health Systems, Vendors, Healthcare Consultants, Solution Providers, Pharmacy Benefit Managers, Disease Management Organizations, Third Party Administrators, Pharmaceutical & Medical Device Companies, IT & Business Process Outsourcing Companies and Enrollment Brokers*

## **Agenda**

### **Day One – Monday, May 13, 2024**

*7:15 Conference Registration & Morning Breakfast*

*8:00 Chairperson's Opening Remarks*

**8:15 Improving Health Outcomes with Data Analytics within Medicare Advantage**

**9:00 Medical Management, Operations and Utilization: How to Work Towards a Value-Based Model for Medicare Advantage Plans**

*9:45 Networking Break & Refreshments*

**10:15 What Medicare Advantage Plans Should Do to Achieve and Maximize Profitability in a Changing Market**

**11:00 Developing a Competitive Medicare Advantage Design and Pricing Structure that is Appealing to Current and Potential Members**

**11:45 Best Practices for Provider and Payer Relationship on Medicare Advantage**

*12:30 Luncheon for All Attendees & Speakers*

**1:30 Engaging Physicians: Innovative Processes and Communications for Medicare Advantage Plans**

**2:15 Panel Discussion: Expanding Value-Based Healthcare within Medicare Advantage**

*3:15 Networking Break & Refreshments*

**3:45 Developing a Robust and Comprehensive Compliance Program within Medicare Advantage to Achieve Optimal Plan Performance, Member Satisfaction and Profitability**

**4:30 Behavioral Economics to Drive Member Engagement**

*5:15 End of Day One*

### **Day Two – Tuesday, May 14, 2024**

*7:15 Networking Breakfast*

*8:00 Chairperson's Recap of Day One*

**8:15 Incorporating Effective Medicare Reimbursement Strategies**

**9:00 Charge-Up Your Medicare Advantage Customer Service for Improved Service, Metrics and Retention**

*9:45 Networking Break & Refreshments*

**10:15 Reducing Costs and Readmission Rates with Holistic Approach to Medical Management for Medicare Advantage**

**11:00 Effectively Integrating Clinical Management with Financial Management for Medicare Advantage**

**11:45 Developing Effective and Compliant Models of Care Such as Medical Home and Hospice within Medicare Advantage**

*12:30 Conference Concludes*

**Workshop Session**

Monday, May 13, 2024 • 5:30 p.m. – 7:30 p.m.

**Monitoring & Auditing 101 for Medicare Advantage Plans: Staying out of the CMS Crosshairs**