

9th Annual Quality Summit & Exhibit

Cost, Quality and Consumer Focus:
Framework for Improving and Innovating
Health Care Management

CONFERENCE
BROCHURE

KEYNOTE SPEAKERS



Leanne Kaiser Carlson
Futurist and Co-Founder
Kaiser Institute



Jeff Taylor
Founder and Former CEO
Monster.com and Eons.com

OCTOBER 14-16, 2008

LA COSTA RESORT AND SPA

SAN DIEGO, CA

EMPOWERING CONSUMERS BY PROMOTING
QUALITY HEALTH CARE MANAGEMENT



Letter from the President



Dear Friends of URAC:

It is my pleasure to personally invite you to URAC's 9th Annual Quality Summit & Exhibit, the only national forum focusing on quality across the health care management spectrum.

This year's event will be held October 14-16 at the elegant La Costa Resort and Spa in San Diego, and will illuminate our theme, "Cost, Quality and Consumer Focus: Framework for Improving and Innovating Health Care Management."

Our keynote speakers will bring professional insight to our focus on innovation. Leanne Kaiser Carlson, futurist and co-founder of the Kaiser Institute will speak about the intentional nurture of new ideas and how it benefits organizations during her presentation, "Creating an Organizational Culture of Innovation." And you won't want to miss our second keynote speaker, Jeff Taylor, founder and former CEO of Monster.com and Eons.com. Taylor is recognized as an innovator and visionary in use of the Internet to broaden the reach of business through social networking. He'll share this philosophy during his address, "You Are the CEO of Your Own Life."

This event is one I look forward to the most each year because it attracts so many quality-focused leaders in URAC-accredited organizations. Register today and make your reservations to attend URAC's 9th Annual Quality Summit & Exhibit, and take a moment to peruse the enclosed agenda and brochure. I look forward to seeing you in San Diego.

Sincerely,

A handwritten signature in black ink that reads "Alan P. Spielman". The signature is written in a cursive, flowing style.

ALAN P. SPIELMAN,
PRESIDENT & CEO, URAC

ABOUT URAC

URAC, an independent, nonprofit organization is well known as a leader in promoting health care quality through its accreditation and education programs. URAC offers a wide range of quality benchmarking programs and services that keep pace with the rapid changes in the health care system, and provide a symbol of excellence for organizations to validate their commitment to quality and accountability. Through its broad based governance structure and an inclusive standards development process, URAC ensures that all stakeholders are represented in establishing meaningful quality measures for the entire health care industry.

OCTOBER 14 - 16, 2008

LA COSTA RESORT AND SPA

SAN DIEGO, CA

About the Quality Summit

URAC's Quality Summit is an annual event designed for URAC-accredited organizations and other health care professionals interested in issues relating to quality in health care management. The conference theme, "Cost, Quality and Consumer Focus: Framework for Improving and Innovating Health Care Management," will be explored by nationally respected experts and influential thought leaders within three educational tracks: Health Plan Operations, Health Care Management, and URAC Initiatives Updates. You will have an opportunity to share with some of the best minds in the industry, and you will take back to your organization ideas, insights and strategies designed to raise the bar on quality and meet the needs of the customers you serve.

Who Should Attend?

URAC's Quality Summit & Exhibit expects approximately 400 key decision makers such as executive leadership, medical directors, professionals in utilization, case and disease management, health information and decision support specialists, consultants and compliance and regulatory staff from organizations in the health care community including health plans, health management companies and pharmacy management companies.

Earn Continuing Education Credits

This program is pending approval for 8.5 hours of continuing education for pharmacists, nurses, Certified Case Manager, Certified Professionals in Utilization Management, Certified Professionals in Utilization Review, and Certified Professionals in Health Care Quality.

The American College of Medical Quality (ACMQ) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. ACMQ designates this educational activity for 8.5 hour of Category 1 CME credits.

Award Recipients Featured

New this year, concurrent sessions will feature presentations on innovative and emerging practices from recipients of the 2008 Honorable Mention Awards in the Best Practices in Consumer Empowerment and Protection Awards and Conference Program.

Networking and Celebration Reception

Join URAC Board and Committee members, staff, speakers, exhibitors, sponsors, attendees and invited guests at this spirited, social event on Wednesday, October 15th from 5:00 pm – 6:30 pm in the Exhibit Hall as we celebrate the anniversaries of URAC accredited companies.

Exhibitors and Sponsors

Becoming a conference sponsor or exhibitor is a great way to highlight your organization's commitment to promoting health quality. For information about remaining exhibiting and sponsorship opportunities, contact exhibiting@urac.org or call (514) 524-2062.

EXHIBITORS AND SPONSORS

URAC would like to thank the 8th Annual Quality Summit & Exhibit sponsors and exhibitors:

- Alicare Medical Management
- AllMed Healthcare Management
- CARF International
- Case Management Society of America
- Considine & Associates
- Healthways, Inc.
- HHS, Health Options
- Managed Medical Review Organization
- MCAP by The Oak Group
- McKesson
- MCMC, LLC
- Medical Review Institute of America
- Milliman Care Guidelines
- National Medical Reviews, Inc.
- Physicians' Review Network, Inc.
- Professional Services Network, Inc.
- ProPeer Resources, Inc.
- WellPoint, Inc.

Conference Information



HOTEL INFORMATION

La Costa Resort and Spa
2100 Costa Del Mar Road
Carlsbad, CA 92009

Reservations: (800) 854-5000
www.lacostaresort.com

La Costa Resort and Spa is a legendary resort known for its finest in golf and tennis facilities and world-premier spa, nestled amidst the beautiful coastal climate of Carlsbad, California.

A limited number of guest rooms are available for Summit attendees at a discount rate of \$225 per night plus tax and a daily resort fee of \$16. To make reservations, please contact the hotel directly at (800) 854-5000 and request the URAC Group Rate. Visit the hotel's website at www.lacostaresort.com for a complete listing of available amenities, services and activities—advance appointment are strongly advised.

La Costa Resort and Spa is about 30 minutes from San Diego International Airport. Shuttle service from/to the airport and hotel is available thru Cloud 9 Shuttle for about \$ 31 per person each way. Reservations can be made online at www.supershuttle.com using code V5SJ8 to receive an additional \$2.00 discount, or by phone at 1-800-9-SHUTTLE . Cab fare is about \$ 75 per ride each way.

REGISTRATION FEES & INFORMATION

For registration policies and to register online, visit www.urac.org. Group discounts are available for multiple registrants from the same organization. For more information on group discounts and inquiries or for special needs requests, please contact education@urac.org or call (202) 216-9010.

TUESDAY, OCTOBER 14, 2008

Pre-Conference Workshops: Accreditation Standards
.....\$525

WEDNESDAY-THURSDAY

OCTOBER 15-16, 2008

9th Annual Quality Summit & Exhibit
.....\$825

THURSDAY, OCTOBER 16, 2008

Post-Conference Workshop: Preview of URAC's Core Accreditation Standards Revisions and New Scoring Methodology
.....\$225

Post-Conference Workshop: Quality Improvement Projects— Concepts and Tools for Success
.....\$225

Keynote Speakers

LEANNE KAISER CARLSON



Futurist and Co-Founder,
Kaiser Institute

**Creating an Organizational
Culture of Innovation**
Wednesday, October 15
9:15 am – 10:15 am

Leanne Kaiser Carlson is a futurist exploring the world we now enter. Edges of this world are visible within the trends and probabilities. But the center of futures work is about what we can create or shift—the possible and preferable futures.

She is also a founder of the Two Worlds Wisdom School, which bridges and intersects worlds ancient and futuristic, inner and outer, spiritual and material. Two Worlds distilled principles reflecting the highest understandings of people throughout time into 108 universal wisdom laws and assists people applying these ideas in business, economics, health, and other spheres.

Leanne advises CEOs and philanthropists, teaches, writes, and serves as a hospital trustee. She is a Senior Fellow in Health Futures, Innovation, and Wisdom Cultures of the Estes Park Institute and core faculty of the Spiritual Leadership Institute.

Leanne directs the Kaiser Institute Program in Philanthropy and works extensively with organizations seeking to attract new and more entrepreneurially-oriented philanthropists. For two years she chaired the grants committee of the VHA Foundation, funding innovation in organizations as large as the Mayo Clinic and Johns Hopkins to an array of small and rural organizations.

She has reviewed the strategies for innovation in hundreds of health systems across the United States. She is intrigued with how we can more intentionally nurture our innovators and works with organizations designing new approaches.

Leanne obtained her masters degree in health administration from the University of Colorado.

JEFF TAYLOR



Founder and Former CEO
Monster.com and Eons.com

You Are the CEO of Your Own Life
Thursday, October 16
9:00 am – 10:00 am

As the founder of Monster.com, Taylor forever changed the way the world networks and builds careers. Recognized as an innovator and visionary in both Internet and careers industries, Taylor re-invented the way the world looks for employment. His “monster idea,” conceived at the dawn of the World Wide Web, quickly became one of the first dot-com companies and has grown into the world’s leading online career site.

A restless big picture entrepreneur, Taylor has tapped into the burgeoning generation of boomers, once again harnessing the power of the Internet and launched Eons.com, an innovative media company that challenges boomers and seniors to live the biggest life possible. By offering a spirited online community, experts, tips, and information created specifically for adults age 50 and older, Eons.com encourages boomers to follow their dreams, celebrate their accomplishments and make the most of today.

As an expert at technology, advertising, and human capital, Taylor zeroes in on what lies ahead. Sensing economic upheaval, changing global employment, and the shift from commerce to people, networking, and consumers that Web 2.0 has created, he’s on an innovative streak once more.

Envisioning ways to harness these evolving trends with technology and the power of human capital, Taylor taps into his experience leading Eons.com, and advises businesses on how they can break away from the competition by adopting a new mindset, and getting in early with social networking. Fast becoming one of the key tools transforming business, Web 2.0 and social networking are fundamental to helping build a bigger brand, enriching talent, and ultimately growing the bottom line.

Program Agenda (Subject to Change)

TUESDAY, OCTOBER 14

7:30 AM – 1:30 PM PRE-CONFERENCE WORKSHOP REGISTRATION

8:30 AM – 5:00 PM PRE-CONFERENCE WORKSHOPS: ACCREDITATION STANDARDS

Designed to provide detailed information about URAC's accreditation process and standards, these focused training sessions are ideal for those considering accreditation and first-time applicants as well as for companies undergoing re-accreditation, particularly in a new version. Continental breakfast, lunch and refreshments are provided.

1. Health Plan v.5.1 *(for re-accreditation only)*
2. Health Network v.5.1 *(for re-accreditation only)*
3. Health Utilization Management v.5.1
4. Workers' Compensation Utilization Management v.4.1
5. Case Management v.3.1
6. Health Call Center v.4.1
7. Core v.2.1

5:00 PM – 6:30 PM CONFERENCE REGISTRATION & CYBER CAFÉ

WEDNESDAY, OCTOBER 15

7:30 AM – 5:00 PM CONFERENCE REGISTRATION & CYBER CAFÉ

7:30 AM – 9:00 AM BREAKFAST IN EXHIBIT HALL

9:00 AM – 9:15 AM WELCOME & OPENING REMARKS

Alan P. Spielman, President and CEO, URAC

9:15 AM – 10:15 AM OPENING KEYNOTE PRESENTATION

Creating an Organizational Culture of Innovation

Leanne Kaiser Carlson, Futurist and Co-Founder, Kaiser Institute

Most people and organizations change themselves slowly and unconsciously. And innovation, though it does occur, is informal and implicit. The great management imperative of our time is to create a new kind of organization where innovation is required, rewarded, and orchestrated with great intentionality. Organizations both in and outside of healthcare are demonstrating the ability to create this kind of innovation imperative and are experiencing dramatic results. In this enlightening keynote address, Leanne Kaiser Carlson explores how to embed innovation in every organizational system— fund innovation, seek fresh vision, nurture innovators, prototype new ideas, attract philanthropic partners, and create a culture of innovation where every person engages in the organization's conscious evolution. Organizations designed for rapid evolution can respond to any change and create their preferred future.

The 2007 Annual Quality Summit was excellent. The content was exceptional.

Cathy Schilling, RN, BSN, Director, MedCom

10:15 AM – 11:00 AM

COFFEE BREAK IN EXHIBIT HALL

11:00 AM – 12:15 PM

CONCURRENT SESSIONS

HEALTH PLAN OPERATIONS — 2008 RECIPIENTS OF HONORABLE MENTION AWARD
IN CONSUMER DECISION SUPPORT AND CONSUMER/PATIENT SAFETY

Health Care Transparency Initiative

Lisa Carrara, Manager/Product Management & Development, Aetna

Aetna members in transparency markets who are registered users on a secure member website, can access physician-specific price, clinical quality and efficiency information. The primary goal is empowering members with information to make health care decisions based on the overall value before receiving care.

Treatment Decision Support

Gail Croall, MD, National Medical Director, HCDS, OptumHealth

Optum's Treatment Decision Support (TDS) program is designed to effectively engage members and motivate them to be active participants in their health care decision making, encourage consumers' use of evidence-based treatment guidelines for making their treatment and self-care decisions, and provide members with provider-specific quality data they can use to guide their selection of clinicians likely to yield the best treatment outcomes and efficiency.

Exposure Hotline

Ken Bleakley, President, FONEMED

Health care providers, first responders and law enforcement professionals face serious safety issues when they find themselves exposed to health-threatening incidents on the job like blood/bodily fluids, communicable diseases, and unusual substances. The primary goal of Centra Care and FONEMED's Exposure Hotline is to assure that callers receive immediate guidance from qualified medical personnel using best practice medical protocols to direct them to an appropriate response to their specific safety concern.

HEALTH CARE MANAGEMENT — STRATEGIES, TOOLS AND COMPETENCIES FOR CASE MANAGERS

Cultural and Linguistic Competence in Case Management Services

Mary Beth Newman, Care Management Program Manager, WellPoint

Promoting cultural and linguistic competence are essential approaches for case managers to help reduce health disparities among racial and ethnic groups. This presentation will highlight the findings of a survey to assess case managers' attitudes, knowledge, and skills related to cultural and linguistic competence.

Case Management Workload Balancing: Quantifying the Differences

Richard Bernstein, MD, Senior Medical Director, CareAdvantage, Inc.

Many predictive models have outputs that can quantify disease complexity and severity into a burden of illness score (BOI), and generate an opportunity index based on gaps in care, outlier utilization and cost (Care Management Index or CMI). The BOI and CMI are used by CareAdvantage's predictive model for helping case management supervisors use a more objective way of workload balancing and monitoring the impact of case managers.

Strategies for Building a Cost-Effective, Quality-Focused, Consumer-Centric Case Management Program

Joann Albright, PhD, Senior VP of Quality, Outcomes and Research, Magellan Health Services

This presentation describes a nationally developed, locally delivered behavioral health intensive case management program reflecting the quality aims of the Institute of Medicine. The presenters will describe the philosophical groundings of the case management program, strategies for implementation, monitoring and measurement, stakeholder support, and financial and population health outcomes.

12:15 PM – 1:30 PM

SPECIAL INTEREST NETWORKING LUNCH

Dialogue with colleagues about specific topics of mutual interests or have open discussions during this informal networking lunch. Table topics and floor plan will be posted at the registration area during the conference. Feel free to e-mail your suggestions for table topics to education@urac.org.

1:30 PM – 2:45 PM

CONCURRENT SESSIONS

HEALTH PLAN OPERATIONS — IMPROVING ACCESS TO CARE

Powering the Medical Home: How Employer Health Plans Can Reduce Cost and Improve Outcomes

Randall Gebhardt, President/COO, Quantum Health, Inc.

The fundamental cost and quality problem in healthcare is fragmentation and confusion at the patient level. A new Medical Home Provider Organization (MHPO) model is emerging in which employer-based health plans provide the support services that integrate and coordinate physician and patient activities. The result has been significantly reduced cost, improved patient outcomes and a 92% patient satisfaction rate.

Retail Clinics: Delivering Greater Access to Affordable Healthcare

Sara Ratner, JD, Senior Legal Counsel, CVS Caremark – MinuteClinic

Retail clinics create greater access to affordable healthcare. There has been much discussion about the benefits of this model as well as attempts to regulate this area. This presentation will focus on the model, recent developments and new regulatory initiatives directed at this area.

Reducing Non-Emergent Emergency Department (ED) Utilization

Kimberly Tuck, RN, MHA, President, NurseWise

This presentation offers insight into successes and lessons learned with the implementation of an ED program for managed care populations to identify members with excessive ED utilization. It details inter-departmental and inter-organizational collaboration, member feedback and engagement, and discusses interventions for appropriate care and outcome measurement.

HEALTH CARE MANAGEMENT — 2008 RECIPIENTS OF HONORABLE MENTION AWARD IN INTEGRATED CARE COORDINATION AND CONSUMER DECISION SUPPORT

Closing the Gaps in the Obesity Epidemic

Freda Hanley, Senior Manager, Blue Care

Obesity is recognized as a challenging and significant risk factor for many chronic diseases. Using a multi-disciplinary team approach, the Blue Care Connection Program of Blue Cross Blue Shield of Texas developed a Behavior Modification/Obesity outreach program using a pilot study targeted to assist members with and at risk for chronic diseases. Analysis of the data from the study performed demonstrated a significant impact on the overall health, weight management, and quality of life for members who participated.

Web-based and Mobil Phone Technology for Weight Loss

Robert Schwarzberg, MD, CEO, Sensei, Inc.

Overweight and obesity are prevalent conditions in the United States that increase risk for many diseases and are a significant economic burden. Sensei's Weight Loss program is based on Social Cognitive Theory (SCT), a powerful framework that is often used for health programming, and promotes behavior change by addressing cognitive, emotional, and environmental factors. Sensei extends the principles of SCT by incorporating new, ubiquitous technologies (mobile phone) to keep intervention points salient and more effective.

2:45 PM – 3:00 PM

REFRESHMENT BREAK IN EXHIBIT HALL

3:30 PM – 5:00 PM

GENERAL SESSION PANEL PRESENTATION

Federal and State Health Policy Initiatives: Impact on the Nation's Health Care Landscape

Robert B. Doherty, Senior Vice President, Governmental Affairs and Public Policy, American College of Physicians

Marcy Morrison, Commissioner of Insurance, Colorado Division of Insurance

Vernon C. Rowen, Vice President, Government Affairs, Express Scripts, Inc.

Moderator: Alan P. Spielman, President and CEO, URAC

In this critical election cycle, health care has become a key focus of the domestic political discussion. Health care reform is a top priority for voters, and the presidential candidates along with the states continue to present an array of policy initiatives that could transform the nation's health care system. This panel of health care industry stakeholders comprised of URAC's Board of Directors will address pivotal issues with lively discussions and analyses on key public policy decisions and proposals that will shape the U.S. health care system for years to come.

5:00 PM – 6:30 PM

NETWORKING AND CELEBRATION RECEPTION IN EXHIBIT HALL

Join URAC Board and Committee members, staff, speakers, exhibitors, sponsors, attendees and invited guests at this spirited, social event as we celebrate the anniversaries of URAC accredited companies.

Best conference since URAC has begun.

Becca Sigafus, MSW, Director of Quality Improvement, InteCare, Inc.

Very good conference! I thoroughly enjoyed it and enjoyed having an opportunity to speak. I would love to do it again.

Mary Lushina, Senior Vice-President, Employers Occupational Health Inc.

Speakers were knowledgeable and experts in their field.

Thérèse Canaday, Manager, Iowa Foundation for Medical Care

Program Agenda (Subject to Change)

THURSDAY, OCTOBER 16

8:00 AM – 2:00 PM CONFERENCE AND WORKSHOP REGISTRATION AND CYBER CAFÉ

8:00 AM – 9:00 AM CONTINENTAL BREAKFAST IN EXHIBIT HALL

9:00 AM – 10:00 AM GENERAL SESSION KEYNOTE PRESENTATION

You Are the CEO of Your Own Life

Jeff Taylor, Founder and Former CEO, Monster.com and Eons.com

The ability to be innovative and unleash the imagination is key to growth, creation and transformation. In this contagiously enthusiastic keynote address, Jeff will share his stories of entrepreneurship and passion for ideas and creativity to inspire quantum leaps in your own personal innovation.

10:00 AM – 10:30 AM COFFEE BREAK IN EXHIBIT HALL

10:30 AM – 11:45 AM CONCURRENT SESSIONS

HEALTH PLAN OPERATIONS — COLLABORATIVE PRACTICES

Incorporating Provider Recommendations into Health Plan Medical Management

Sandy Bunting, RN, MBA, Director, Total HealthCare Management, BlueCross BlueShield of Tennessee

At times, health plans and providers appear to be on opposing sides. BlueCross BlueShield of Tennessee discovered the advantage of involving network providers in its clinical decision making process when they formed Regional Advisory Panels (RAPs) within the state. The RAPs serve as a regular forum for providers to present recommendations to the plan regarding its quality initiatives, medical management guidelines and other clinical decisions.

Bridging the Gap: Using Predictive Analytics to Connect Providers

James Lederer, MD, Medical Director—Clinical Improvement, Novant Health

The effective tracking and monitoring of performance are difficult to accomplish due to the lack of integrated healthcare data. This presentation will highlight the ways predictive modeling is successfully being applied across the healthcare continuum to address the fragmentation in care delivery and information sharing.

Care Management's Role and Impact on the Delivery of Quality of Care

Connie Commander, RN-BC, BS, President / Owner Commander's Premier Consulting Corporation

Care Management, Care Coordination and Transitioning of Care are major processes that help to improve the health outcomes for all individuals. Discussions around national quality initiatives and their impact upon the care coordination efforts within the multi-disciplinary team will set the stage for "thinking outside the box". The presentation will also explore proven initiatives in sharing information and supporting individuals as the consumer moves more toward active and effective self care.

The two keynote speakers were excellent and inspiring.

Maureen Cash, RN, CPHQ, CHCQM, CCM, Healthcare Accreditation Consultant

10:30 AM – 11:45 AM

CONCURRENT SESSIONS

HEALTH CARE MANAGEMENT — IMPROVING MEMBER COMPLIANCE

Improving Compliance in Behavioral Health Patients

Gail Tasch, MD, President/Medical Director, Medwork Independent Review

Noncompliance in the behavioral health population is a major problem for providers. Learn how improving compliance can improve the quality of life in patients and hospital stays can be minimized.

Validating Telephonic Nurse Line Self Reported Data: Creating a Baseline for Quality Improvement

Griselda Chapa, MHP, Director Reporting & Data Analysis, Health Management Corporation

Published studies report individuals overestimate their compliance with health behaviors and medical guidelines. Examination of a randomly selected sample of charts for members enrolled in a telephonic nurse management program revealed that only 52% of members actually acted as they had said they would in comparison to the 90% that self-reported their intent for seeking services. These findings reiterate the salience of validating self reported data.

A Perspective on Self-Motivated Health Care: Nursing and Telephonic Coaching

Mark Willeman, RN, Clinical Manager, LifeMasters Supported SelfCare

As nursing care evolves to take advantage of new technologies, previous tools are replaced with assessments that are remote and often occur without ever meeting or laying hands on the patient. Nurses are required to develop relationships that are effective telephonically or even online. This presentation will describe the challenges of providing nursing care telephonically and discuss how specific skills become paramount, particularly the role of tapping into the motivations of patients and supporting them.

11:45 AM – 1:30 PM

LUNCH AND CLOSING PRESENTATION

Exploring URAC: Promoting Quality Health Care

Bernard J. Mansheim, MD, Chairperson, URAC Board of Directors

Alan P. Spielman, President and CEO, URAC

This closing session provides participants with an opportunity to hear from URAC's current Board Chair and CEO about URAC's future business plans for 2009 and beyond and includes Q & A dialogue with participants on any URAC related issues.

2:00 PM – 5:00 PM

POST-CONFERENCE WORKSHOPS

1. Preview of URAC's Core Accreditation Standards Revisions and New Scoring Methodology

This workshop will review some of the proposed major changes in URAC's Core accreditation standards including updates to the scoring methodology that will be used in the new versions of standards.

2. Quality Improvement Projects—Concepts and Tools for Success

This advanced and highly interactive QIP training program brings hands-on exercises, group discussion and best practices to the QIP process. Participants will be able to interact with and learn from industry peers as well as with URAC Accreditation Reviewers.

First timer! Really good conference—great keynote speakers... thanks for the book!

Joyce Gale, RN, CPUR, Program Specialist, Iowa Foundation for Medical Care



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9th Annual Quality Summit & Exhibit

OCTOBER 14 – 16, 2008 • LA COSTA RESORT AND SPA, SAN DIEGO, CA

Excellent keynote speakers! This annual conference is a high-light of every year in terms of learning about quality activities occurring in the industry.

Debra Mart, RN, FLMI, ACS, PAHM
Medical Management Consultant
Principal Life Insurance Company

This was one of the best conferences I have attended! Keynotes were exceptional! The content of the information of the sessions were informative and timely.

Rhonda S. Nichols, RN, MSHSA
President
Innovative Healthcare Consulting, Inc.

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