AHA Membership Meeting  
Preparing for the Arkansas Health Insurance Marketplace  
September 18, 2013  
Clarion Hotel Medical Center, Little Rock

The Arkansas Health Connector (AHC), www.arhealthconnector.org, was established to manage and implement the new Health Insurance Marketplace (HIM) in Arkansas in accordance with the Patient Protection and Affordable Care Act (PPACA) of 2010. As a State Partnership Marketplace, AHC is responsible for certifying and monitoring health insurance plans sold through the federal HIM, ensuring access, affordability, quality and choice for Arkansans. AHC is also responsible for consumer assistance and outreach operations informing Arkansans of their new health insurance options and connecting them to the federal HIM, which opens for enrollment October 1, 2013, with full coverage available January 1, 2014. AHC, a division of the Arkansas Insurance Department, is federally funded through a grant from the U.S. Department of Health & Human Services.

Morning Session

The morning session will offer an overview of the Arkansas Health Insurance Marketplace; a panel of insurers discussing their participation plans; an overview of outreach and enrollment efforts to enroll Arkansans in the program; and a panel discussion of outreach techniques, resources and other tools to allow hospitals to aid in enrollment.

Afternoon Session

Arkansas hospitals have many challenges ahead to prepare for the new exchange. Arkansas’ Private Option will expand private insurance coverage to all individuals who qualify for the new coverage plans.

The afternoon session (for AHA members only) will include discussion about the type of data hospitals need to be looking at in order to prepare for negotiations with insurance companies working through the exchange, and how hospitals can best use that data in negotiations, justifying rates, etc. with insurance companies, contract structure, out of network benefits and payments to providers, premium grace periods, redirecting non-contracted health plan patients to providers that are contracted, and more.

AGENDA

8:45 a.m. Registration and Refreshments
9:00 a.m. Health Insurance Marketplace Overview  
Cynthia Crone, Deputy Commissioner, Arkansas Insurance Department

Insurance Company Providers, Panel Discussion
• Blue Cross Blue Shield of Arkansas
• Celtic/Novasys
• QualChoice of Arkansas
• Blue Cross Blue Shield Association

Overview of Outreach and Enrollment Activities
Sandra Cook, Consumer Assistance Specialist, Arkansas Insurance Department

Outreach and Enrollment Panel
• Partners for Inclusive Communities
• Hometown Health
• Minority Health Commission

11:45 a.m. Lunch (provided)
12:30 p.m. A Data-Driven Approach to Payer Negotiations  
Gloria Kupferman, Vice President, National Information Products, DataGen, A HANYS Solutions Company, Rensselaer, NY

1:30 p.m. Understanding State Health Exchanges to Optimize Contracts  
Ken Steele, Senior Manager, ECG Management Consultants, Inc., Walnut Creek, CA

2:45 p.m. Adjourn
FACULTY

Cynthia Crone, MNSc, APN, serves as Insurance Deputy Commissioner of Arkansas Health Connector, a division of the Arkansas Insurance Department. A licensed and certified nurse practitioner, she is an experienced program director with more than 30 years experience advocating collaborative, effective solutions to public health issues affecting vulnerable populations. She has served as clinician, educator, consultant and administrator, and has been recognized locally and nationally for leadership in innovative, effective program development and sustainability.

Sandra Cook, MPA, is the Consumer Assistance Specialist for the Arkansas Health Benefits Partnership Division of the Arkansas Insurance Department. She is an experienced grant monitor, grant recipient, grant writer and reviewer. In addition, she has experience in the development of contract monitoring tools, quality service reviews, strategic planning, quality improvement and community partnership training.

Gloria Kupferman, is vice president, national information products with DataGen, A HANYS Solutions Company. With more than 30 years of experience in the fields of health economics and healthcare financing, she oversees the DataGen national information product line. Ms. Kupferman has analyzed and modeled various hospital reimbursement alternatives, conducted extensive research and analysis on hospital marketbasket indexes, and developed a series of reports and analyses on health maintenance organization finances and premiums. She is a nationally recognized expert and speaker on hospital financial and quality issues such as value-based purchasing, bundled payments, and the Affordable Care Act.

Ken Steele, senior manager, ECG Management Consultants Inc., has extensive experience in managed care and hospital senior leadership positions, as well as in contract review, analysis and negotiations. Ken has had responsibility for 20 hospitals with over $1 billion in annual managed care revenue. He has led many hospitals and hospital systems in substantially improving their contract reimbursement rates, contract language and revenue cycle management. In addition to managed care, Ken has a comprehensive background in hospital operations, having held multiple hospital leadership positions, including CEO. He has successfully managed a hospital’s financial and strategic turnaround in a large, competitive market.

CANCELLATION POLICY
Refunds will be made if requests are received in writing no later than September 11 via fax (501-224-0519). After September 11, no refunds will be given. Substitutions are permitted. Individuals who register and fail to attend will be responsible for paying the entire registration fee.

REGISTRATION CONFIRMATION
Confirmations will be mailed to the address provided to AHA on the registration form.

If you do not receive a registration confirmation, you are NOT registered.

Food provided will be based on the number of registrations received.

Do Not Register By Email.

WORKSHOP LOCATION
This workshop will be held at the Clarion Hotel Medical Center, 925 S. University in Little Rock. A block of sleeping rooms has been set up for the night of September 17 at a rate of $89. Reservations can be made by calling the hotel at 501-664-5020. Please mention the Arkansas Hospital Association to receive the discounted room rate. This room block will expire on September 5.