Help us celebrate 10 YEARS with some CLASSIC RHYTHM AND BLUES
Don’t miss Anthem’s 2015 Classic Rhythm and the Blues Provider Expo!

You won’t have to sing the blues at our very special Anthem Blue Cross and Blue Shield Provider Expo – just join us for a fun and informative day as we celebrate 10 years of hosting our expo and 75 years of serving Wisconsin.

Anthem and Wisconsin business leaders will be sharing valuable information with you on a variety of clinical and administrative subjects. Read on for brief summaries of each breakout session. This event is a great opportunity to network with your colleagues and industry experts and to bring important information back to your practice. The expo is free and open to all Anthem providers in the state.

Register now

Date: Wednesday, September 2, 2015
Time: 8 a.m. to 4 p.m.
Place: Olympia Resort and Conference Center, 1350 Royale Mile Road, Oconomowoc, Wisconsin

Registration deadline is Friday, August 14, 2015

Breakout sessions

Behavioral Screening and Intervention (BSI):
A Huge Step Toward the Triple Aim
Richard L. Brown, MD, MPH
Director of the Wisconsin Initiative to Promote Healthy Lifestyles

Behavioral risks and disorders, including smoking, unhealthy drinking, drug use, depression and obesity, generate nearly $1 trillion in costs each year. Behavioral screening and intervention (BSI) including alcohol and drug screening, brief intervention and referral to treatment (SBIRT) is recommended by numerous national and Wisconsin authorities. Most patients are screened, but few receive robust, evidence-based interventions known to improve health outcomes and reduce costs in ways that patients welcome. In this session, you’ll learn the science behind BSI and its effectiveness; how it has been implemented successfully by dozens of Wisconsin health care settings; how it can be expanded to address chronic disease, including mental health and addictive disorders and barriers to spread as well as what efforts are underway to make BSI routine in Wisconsin health care settings.

Cancer Care Quality Program: Supporting Value-Based Care in Oncology
Paula Inches, Manager of Solutions Management
AIM Specialty Health

Escalating cancer drug costs have created an enormous financial burden and many of the treatments fail to ensure care that aligns with accepted best practices. As costs continue to rise, the industry is seeking measures to control expenses without compromising care. A new value-based approach to care and reimbursement has launched in your area to help ensure appropriate, safe and affordable cancer care. Learn more about the Cancer Care Quality Program and how it uses a new model of reimbursement to drive better quality.

General sessions

- The Secret to Aging Well
  Larry Schreiber, President, Anthem Blue Cross and Blue Shield

- The Headwinds Employer Health Plans Face and How Providers Can Help
  Jeff Schultz, Vice President, BeneCo of Wisconsin, Inc.
Gene Testing Blues
Michael Jaeger, MD, Senior Clinical Director
Anthem Blue Cross and Blue Shield

Knowledge of DNA sequences has become indispensable for basic biological research, and in numerous applied fields such as medical diagnosis, biotechnology, forensic biology, virology and biological systematics. The rapid speed of sequencing attained with modern DNA sequencing technology has been instrumental in the sequencing of complete DNA sequences, or genomes of numerous types and species of life, including the human genome and many animal, plant and microbial species. The hope is for personalized medicine. The hype always gets ahead of reality. Dr. Jaeger will discuss issues related to genetic testing, including the usefulness, cost and insurance coverage.

Online Provider Tools
Donna Jorandby, Provider Connectivity Manager
Anthem Blue Cross and Blue Shield

We’ll help you find your rhythm and you won’t be singing the blues when you hear all of the newest updates around provider online tools available through the Availity Web portal. Interactive Care Reviewer, the new eligibility and benefits screens on Availity, and updates to secure provider messaging will be the featured topics.

BadgerCare Plus (Medicaid) and SSI:
A Growth Engine in the Health Care Economy
Leon Lamoreaux, President of Wisconsin Medicaid Health Plan
Anthem Blue Cross and Blue Shield

This presentation will help Anthem providers understand Anthem’s Medicaid plans and the focus on improving quality, consumer centricity, provider collaboration and appropriate health care utilization.

Denials: Avoid Singing the Blues
Marcy Marquis, Healthcare Consultant
SVA Healthcare Services, LLC

Find out how to collect more unpaid balances with proven posting tactics, save time and reduce denials with easy-to-use work queue strategies, and look at monthly reporting to head off accounts receivable disasters before they arise.

Biosimilar Drugs: What Are They and Where Are they?
Cory Mauger, Pharm.D., Pharmacist Program Manager
Anthem Blue Cross and Blue Shield

Learn what biosimilar-biologic drugs are and how the Food and Drug Administration (FDA) is currently regulating them and what role they may play in the future.

Medicare Advantage Freestanding Patient Centered Care (FPCC) Program
Kathy Morris, Provider Network Manager II
Anthem Medicare Advantage

The Medicare Advantage FPCC Program supports the move to value-based reimbursement by providing payments based on savings and quality performance in addition to payment for services. Through collaborative partnerships with primary care providers, the burden of illness is identified and documented. The program uses evidence-based guidelines to drive prevention, early detection, wellness and management of chronic illness as well as improve resource allocation to optimize member experience while lowering total cost of care. Learn about the program and participating provider opportunities to earn shared savings determined by clinical quality performance (as indicated by Medicare Stars).

Physician Satisfaction Survey
Nancy Nankivil, Chief Strategy and Operations Officer
Wisconsin Medical Society

More than 1,000 Wisconsin physicians, all currently practicing, responded to a recent survey asking both quantitative and qualitative questions regarding their profession and level of satisfaction. Find out about the objectives and key findings of the survey, and the role of professional satisfaction in improving patient outcomes and the overall health of people in Wisconsin.

Skies Are Blue
Jaimee O’Loughlin, Program Manager, InterPlan Governance and Compliance, Anthem Blue Cross and Blue Shield

Learn about Blue brand strength, BlueCard® basics and available provider tools.
Increasing Effective Revenue by Accurately Estimating Patient Responsibility
Dave Pape, Sales Executive, North Central Region, Availity

As health care revenue continues to shift with the ever-increasing rise in high-deductible health insurance plans, the need for a reliable and accurate estimation of patient responsibility has become more prevalent than ever. By using information from a patient’s eligibility verification, the provider’s fee schedule, the negotiated reimbursement from the patient’s insurance coverage, the patient’s propensity to pay, scripting and other resources, providers are now able to accurately drive revenue to the front of the point of service. This increases the value of their dollar and maximizes revenue while also providing a better patient experience.

Quality & Cost Efficient Resources for Providers
Ryan Pape, Account Executive, AIM Specialty Health

To help address some of today’s most complex and costly tests and treatments, providers submit clinical appropriateness review case requests across a range of clinical areas. As Anthem’s partner, AIM Specialty Health administers clinical programs to help ensure appropriate safe and affordable care so you and your patients can focus on the value of health care decisions. In this session hear more about:

- Maximizing AIM prior-authorization clinical appropriateness review programs.
- Ordering provider decision-support resources to choose high-quality and cost-efficient advanced imaging providers.
- Servicing provider registration to be included as a testing site.
- Leveraging new features of the convenient, online access to AIM programs.

Federal Employee Health Benefits Program (FEHBP) Business Overview
Dodie Shekell, Program Manager, Federal Employees Health Benefits Program

During the FEHBP breakout sessions, you will learn more about the program and see why Anthem in Wisconsin is one of our 14 plans that ranks 7 out of 58 Blue plans across the nation. We invite you to come hear our success story and how providers have helped us maintain our commitment and dedication to our members.

LiveHealth Online Practice Edition
Erica Terry, Provider Practice Manager, LiveHealth Online

LiveHealth Online enables your practice to offer a new channel of care for your existing population with a HIPAA-complaint Web application. This tool is becoming an essential part of Anthem’s Enhanced Personal Health Care approach, which aims to enhance access to your practice. It also supports the care management of patients following discharge with chronic conditions.
As in previous years, we’re going green!

Copies of the presentations will be available to download here: provider education page. Material will be posted by Friday, August 28.

Registration deadline is Friday, August 14

The expo is free and open to all Anthem Blue Cross and Blue Shield providers in Wisconsin. There are three ways to register:

1. **Register here.** Please note you’ll receive an email confirmation inappropriately referring to the expo as a Web meeting — this is a limitation of our registration system. You may use the email to add the expo to your calendar.

2. **Email** the information listed below to kathleen.monreal@bcbswi.com.

3. **Fax** this completed form to Kathi Monreal at 262-523-4783.

Register today! Multiple registrations are welcome, but seating is limited and on a first-come, first-served basis.

Name (please print): ________________________________
Title: ____________________________________________
Practice/organization: ______________________________
Provider specialty: _________________________________
Address: __________________________________________
City, State, ZIP: _________________________________
Phone: ___________________________________________________________________
Fax: _____________________________________________________________________
Email: _____________________________________________________________________

Break-out session selections:

Please indicate which sessions you’re interested in attending. This is for our planning purposes only and doesn’t obligate you to attend. Sessions will be offered twice — once in the morning and once in the afternoon.

- Behavioral Screening and Intervention (BSI): A Huge Step Toward the Triple Aim
- Cancer Care Quality Program: Supporting Value-Based Care in Oncology
- Gene Testing Blues
- Online Provider Tools
- BadgerCare Plus (Medicaid) and SSI: A Growth Engine in the Health Care Economy
- Denials: Avoid Singing the Blues
- Biosimilar Drugs: What Are They and Where Are They?
- Medicare Advantage Freestanding Patient Centered Care (FPCC) Program
- Physician Satisfaction Survey
- Skies are Blue (BlueCard)
- Increasing Effective Revenue by Accurately Estimating Patient Responsibility
- Quality and Cost-Efficient Resources for Providers
- Federal Employee Health Benefits Program (FEHBP) Business Overview
- LiveHealth Online Practice Edition

Your registration also acts as a photo release approval. Photographs taken at the expo may be used in internal and external documents including press releases to the media.

- Information completed by attendees during registration will be shared with our exhibitors.
  - If you do not want your information shared, please check this box.
Expo sponsors, exhibitors and Anthem experts

These exhibitors are critical to the success of this year’s expo. Learn more about them online and at the expo. The following descriptions were provided by the exhibitors. This list is current as of publication date.

Sponsors

Promotions sponsor
Overture Premiums & Promotions, overturepromotions.com
Overture is a promotional distributor located in northern Illinois. They are dedicated to the health care field and focus on compliant products that carry your message and branding to your customers.

Silver sponsor
Availity®, availity.com
Explore new ways to generate cash and improve efficiency for your practice. Availity will have two exhibits— one to help your staff better use our provider portal and one to help you explore, with experts, ways to improve your cash-collection efficiency from both patients and payers.

Exhibitors

AIM Specialty Health®, aimspecialtyhealth.com
AIM Specialty Health is focused on driving appropriate, safe and affordable care through the health care system. For more than 40 million members across 50 states, Washington D.C. and U.S. territories, AIM targets the quality and cost of clinical services, including radiology, cardiology, oncology, specialty drugs and sleep medicine. As a national leader in specialty benefits management, AIM helps health plans, providers and employers focus on the value of health decisions with an integrated suite of solutions combining clinical excellence, technology and superior customer service.

Federal Employees Health Benefits Program (FEP®), fepblue.org
The Blue Cross and Blue Shield Service Benefit Plan, also known as the Federal Employee Program, or FEP, has been part of the U.S. Federal Employees Health Benefits Program (FEHBP) since its inception in 1960. NationWide, it covers roughly 4.6 million federal employees, retirees and their families out of the nearly 8 million people who receive their benefits through the FEHBP. Of those 4.6 million FEP members nationwide, we serve the 1.3 million members who live in our designated service areas.

LiveHealth Online®, livehealthonline.com
LiveHealth Online is a telehealth tool that enables two-way, live video interaction between providers and their patients. The Practice Edition is a fully customized online practice for your current patients and enables your practice to offer a new channel of care for your existing population.

SVA Healthcare Services, LLC (SVA), sva.com
From technology to communication to compliance, SVA understands every facet of the operation. We speak the language of HIPAA compliance, payer contracting and denial resolution. SVA’s experience will make a difference in your organization.

Wisconsin Medical Society, wisconsinmedicalsociety.org
The Wisconsin Medical Society is the largest association of medical doctors in the state, representing more than 12,500 physicians. The society—a recognized, trusted and neutral source— has a long history of providing top-notch educational programs to physicians and their health care teams. Our portfolio of other services ranges (portfolio ranges) from advocacy, professional development, quality improvement and data analytics to insurance services and more.

Anthem experts

• BadgerCare Plus — Medicaid
• Behavioral Health
• Enhanced Personal Health Care
• Medicare Advantage
• Network Relations
Schedule

8 a.m.  
Registration, breakfast and exhibits  
Visit our exhibitors while enjoying a continental breakfast

9 a.m.  
Opening ceremony  
Welcome, retrospective, introductions and opening remarks

9:30 a.m. - 3:45 p.m.  
General and breakout sessions  
Experts in their field will present a variety of clinical and business topics  
for medical and behavioral health administrators and professional staff

12:05 - 1:10 p.m.  
Lunch and networking  
Network with other providers and enjoy a delicious lunch and entertainment

8 a.m. - 3:45 p.m.  
Exhibits and Anthem expert booths  
Visit with our exhibitors and Anthem experts to learn valuable information  
and qualify to win door prizes

3:45 - 4 p.m.  
Closing ceremony  
Closing comments and door prize drawings

Directions and accommodations

The Olympia Resort and Conference Center is located between Milwaukee and Madison at 1350 Royale Mile Road in Oconomowoc. A block of rooms has been reserved at a discounted rate of $99 each. Call the Olympia by August 18, 2015, at 800-558-9573 and mention Anthem Blue Cross and Blue Shield’s Classic Rhythm and the Blues 2015 Provider Expo to get the discounted rate.

From Minneapolis: Follow I-94 east past Madison to exit 282 (Highway 67), also called Summit Avenue. Go left on Summit for 1.5 miles. The hotel will be on the left/west side of the street.

From Chicago and Milwaukee’s General Mitchell International Airport: Follow I-94 west (which will briefly connect to the city bypass, I-894) to Madison to exit 282 (Highway 67), also called Summit Avenue. Go right on Summit for 1.5 miles. The hotel is on the left/west side of the street.

Contacts for Anthem Blue Cross and Blue Shield in Wisconsin: For more information, call Kathi Monreal at 262-523-3639, or email her at kathleen.monreal@bcbswi.com. You also can contact your Network Relations Consultant.