

MICHIGAN PURCHASERS HEALTH ALLIANCE
Annual Fall Kickoff Conference
Washtenaw Community College
September 22, 2011, 7:30 AM – 4:00 PM
Value-Based Purchasing: Next Steps

Agenda

Welcome and Introduction to Conference – Marilyn Bell, Executive Director, MichPHA

Keynote Address: "Research Findings: Value-Based Insurance Plus Disease Management" - John Mahoney, MD presenting a paper backed by three years of research

"The Battle Creek Experience" - Mary Ellen Benzik, MD, PHO Medical Director, Physicians focus on improving chronic care, **Rick Hensley, City of Battle Creek Risk Manager, Public Employer** implements Value-based Insurance Design (VBID)

"Mutual Accountability and Information Therapy - secret weapons in cost containment" - Jeff Greene, CEO and founder, MedEncentive

"MedEncentive: Does it work?" (Independent studies of the healthcare cost containment capabilities of the MedEncentive Information Therapy Program)

The Oklahoma trial - **Amy Chesser, PhD, University of Kansas School of Medicine**

The Kansas trial – **Amy Chesser, PhD**

The Washington trial - **Tom Forsberg, The Loomis Company**

"Why does MedEncentive work?" – Jeff Greene and Amy Chesser, PhD

The behavioral science behind the Program, comparisons to other incentive systems, slow-acting versus fast-acting solutions, and the role of information therapy and health literacy