



**BlueCross BlueShield  
Association**

An Association of Independent  
Blue Cross and Blue Shield Plans

Conference Agenda

# *Orchestrating* **Blue** *Success*

*Creating Harmony Among Our Customers*

## 2005 Inter-Plan Programs Annual Meeting

**Inter-Plan Programs  
Inter-Plan Programs Technologies**

**October 24 – 27, 2005**

Loews Philadelphia  
Philadelphia, Pennsylvania

Please Note:  
Early Bird Discount  
available through  
September 23!

**Education and  
Training Services**

# *Orchestrating* **Blue** *Success*

## *Creating Harmony Among Our Customers*

This year's Annual Meeting focuses on a theme that is relevant to all of us—creating harmony among our customers. Our customers are as diverse as the sections of an orchestra—providers, national accounts, members and Plans, among other players.

Creating harmony among all the players requires the cooperation of many operational, technical, sales, marketing, customer service and provider relations staff, not to mention countless billing managers and physicians. Like a world-renowned ensemble, Blue Plans must perform in sync with one another, developing new technologies and protocols to address our customers' needs. And, as market conditions continue evolving, we must nimbly learn additional scores and expand our range. This year's Inter-Plan Programs Annual Meeting addresses the multiple challenges facing our industry today and creates opportunities for us to harmonize as a System.

To ensure this year's agenda addresses your Plan's business needs, we completed close to 100 Plan interviews and offered the opportunity for you to submit abstracts of presentations you wanted to share with your counterparts. Based on your feedback, we're confident you'll find this year's agenda strategically focused, timely and relevant to today's marketplace. Plus, as always, the meeting will provide many opportunities for you to interact with and learn from your peers.

On Monday, October 24, you'll have six pre-conference sessions from which to choose. All are either new this year or have been enhanced to present fresh perspectives and timely information. No additional fee will be charged for any of the pre-conference sessions; we encourage you to take advantage of these opportunities, whether you are new to your position or would like an invigorating refresher.

A welcome reception on Monday evening provides an excellent opportunity to greet and network with your colleagues from around the country.

Building upon last year's successful awards ceremony, we encourage you to join us for a very special ceremony this year. The event will have a musical theme that will be hard to "beat." A post-awards, musical celebration will complete the night on a high note. Cocktail attire optional.

From Tuesday morning, October 25, through midday Thursday, October 27, the agenda offers numerous general sessions and dozens of workshops spanning multiple functional areas.

*So, join us on what promises to be a Blue Success among our key players — you!*

## Who Should Attend?

Staff with responsibility for national accounts, customer service, provider relations, sales, marketing, operations, underwriting and ITS systems in your Plan will find this meeting beneficial, as well as those who tend to the daily operations of inter-Plan programs' products and services.

## Venturing out in Philadelphia



Philadelphia, a dynamic place where big city excitement meets hometown charm, awaits your arrival. Famous as the birthplace of life, liberty and the pursuit of happiness, the cradle of liberty offers much more than cobblestone streets and historical landmarks. Cultural, culinary, artistic and ethnic treasures abound in this city and its surrounding countryside. The fifth-largest city in the country, Philadelphia is a welcoming place, a city based on freedom of expression.

New and one-of-a-kind attractions, a wealth of art and culture, renowned performing arts companies, awe-inspiring architecture, a “walkable” downtown, seemingly endless shopping (with no tax on clothes) and a restaurant renaissance that has caught the world’s attention all promise to create an unforgettable Philadelphia experience.

And, of course, the greatest concentration of American history can be found just blocks away from the hotel at Independence National Historical Park, including the Liberty Bell and Independence Hall.

Best of all, Philadelphia’s compact downtown places all of this and so much more within a short walk or cab ride from the Loews Philadelphia.

## Pre-Conference Training Sessions

Newly Updated!

**Monday, October 24, 2005**

**9:00 a.m. – 12:00 p.m. (Choice of 3 Concurrent Sessions)**

### **1 Inter-Plan Programs Overview – Understanding the Relationship between the Blue System and Inter-Plan Programs**

For Blue Plan Attendees Only

This pre-conference session is designed to give Plan staff new to IPP, or those needing a refresher, the opportunity to learn about the vast number of initiatives currently underway. Highlights of this session include:

- A snapshot of the Blue Cross and Blue Shield System and its Plans
- IPP Plan resources
- A description of key initiatives such as the National Account Strategy and provider and member satisfaction
- Information about delivery platforms available for Plan use

### **2 Inter-Plan Programs Technologies: IT Strategy Background**

For Blue Plan Attendees Only

BCBSA staff share an overview of the Inter-Plan IT Strategy Implementation, weaving in critical historical elements as well as current deliverables. Attend this session if you are new to the Blues, unfamiliar with the IT Strategy and its relationship with the National Account Strategy, or would like a refresher on this major initiative.

*continued*

### Pre-Conference Training Sessions *continued*

**Monday, October 24, 2005**

9:00 a.m. – 12:00 p.m. *(Choice of 3 Concurrent Sessions)*

**3 Guide to National Account Delivery – Sending a Consistent Message to the Market**

For Blue Plan Attendees Only

This interactive session, led by BCBSA and Consortium Health Plan staff, includes presentations and discussions focused around sending a consistent message to the market. Learn how to share strategic, consistent messages with clients and consultants when discussing:

- Value of the BCBS networks
- BCBS care management
- Value of the brand
- Delivering on consumerism

By the conclusion of this pre-conference session, attendees should be able to deliver consistent messages to accounts, consultants, and internal Plan staff about BCBS System's national capabilities.

**Monday, October 24, 2005**

2:00 – 5:00 p.m. *(Choice of 3 Concurrent Sessions)*

**1 Overview of Inter-Plan Programs Technologies**

For Blue Plan Attendees Only

Over the past several years, the IPPT product portfolio has grown considerably and now includes, in addition to ITS, the IBS product portfolio, LDLA, PDR, BlueExchange®, Away From Home Care®, National Database Integration (NDI), etc. This session will provide a high level overview of the organization, roles and responsibilities, as well as an overview of the full suite of IPPT products and services.

**2 BlueCard Overview**

For Blue Plan Attendees Only

Designed to provide a basic understanding of the BlueCard Program®, this session will include such topics as:

- High level overview of the BlueCard Program
- Introduction to the ITS tools and software
- Discussion of Home and Host Plan responsibilities
- A “Day in the Life” of a BlueCard claim
- The BlueCard measurement programs, fees and statistics

**3 The Blues and the Regulatory Environment**

For Blue Plan Attendees Only

Attend this session to learn about key drivers shaping healthcare delivery and how the Blues' System can influence its future. The session will include:

- HIPAA basics. A review of HIPAA Privacy and Security rules, the Notice of Proposed Rulemaking (NPRM) process, how to use Implementation Guides and an introduction to Standard Setting Organizations such as X12.
- Health Information Technology (HIT). Understand the technological initiatives driven by government, legislative and industry efforts to improve the quality of healthcare while also addressing the issue of rising costs. This topic will include updates on Secretary Leavitt's new commission, the American Health Information Community (AHIC) and efforts to create a national health information network (NHIN).
- The Blue Position. A discussion on the Blues' response to these emerging health information technology challenges and IPP's strategies to accommodate HIPAA mandates including the National Provider Identifier, Claims Attachments and the National Health Plan Identifier.

## CPE Accreditation

Attendees are eligible to earn up to 24.5 CPE credits for this live group conference. No advance preparation is required for this basic level course.

Sponsored learning activities are measured by program length, with one 50-minute period equal to one CPE credit. One-half CPE credit increments (equal to 25 minutes) are permitted after the first credit has been earned in a given learning activity. Please note that not all state boards have adopted this rule. Some participants may not be able to use one-half credit increments.



The Blue Cross and Blue Shield Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Web site: [www.nasba.org](http://www.nasba.org)

### **New Attendance Policy**

To protect Blue intellectual property at the Inter-Plan Programs Annual Meeting, only Primary Licensees and Blue licensed affiliates\* may attend all sessions. “Non-Blue” entities may sponsor the meeting but may not register as a general attendee. Sponsors may attend all sessions that are not designated in this brochure as “For Blue Plan Attendees Only.” For more information about sponsorship opportunities, contact Judy Hambrick at 312.297.6328 or [judy.hambrick@bcbsa.com](mailto:judy.hambrick@bcbsa.com).

\* Exceptions will be made on a case-by-case basis. For the purposes of this meeting, employees of NASCO, Consortium Health Plans and World Access have received pre-approval to attend as general attendees. If you have questions about your eligibility to register for the meeting, please contact the Conference Registrar by calling 312.297.5825, or via e-mail at [conferences@bcbsa.com](mailto:conferences@bcbsa.com); or Kevin Einbinder at 312.297.6102, or via e-mail at [kevin.einbinder@bcbsa.com](mailto:kevin.einbinder@bcbsa.com).

# Agenda

<b>Monday, October 24</b>	
8:00 a.m. – 6:00 p.m.	<b>Pre-Conference Training Sessions</b>
	Conference Registration
9:00 a.m. – 12:00 p.m.	<b>Pre-Conference Training Sessions</b> (see pages 1-2 for session descriptions)
2:00 – 5:00 p.m.	<b>Pre-Conference Training Sessions</b> (see page 2 for session descriptions)
5:30 – 7:00 p.m.	<b>Welcome Reception</b> Take advantage of this opportunity to meet your counterparts in other Plans and network with your colleagues.
<b>Tuesday, October 25</b>	
8:00 a.m. – 4:00 p.m.	Conference Registration
8:00 – 9:00 a.m.	Continental Breakfast
9:00 – 9:30 a.m.	<b>Opening Welcome</b> <i>Frank Coyne, Vice President, Inter-Plan Programs, Blue Cross and Blue Shield Association</i>
9:30 – 10:45 a.m.	<b>Keynote Session: A Fresh Perspective on Consumer-Directed Healthcare</b> <i>Bradford J. Holmes, Research Director, Forrester Research</i> Brad Holmes offers a critical analysis of the consumer-directed healthcare trend and predictions for its future. He will address growth projections and shifts to consumer-directed health plans (CDHP) from other types of plans; enrollment issues; and highlights of competitors' experiences. Additionally, Mr. Holmes will: <ul style="list-style-type: none"> <li>■ Identify how our products and networks will need to evolve to remain competitive in this environment</li> <li>■ Offer recommendations for successful care management solutions for enrollees in CDHPs</li> <li>■ Share Forrester's timely and compelling research on consumerism trends in healthcare</li> <li>■ Provide a profile of consumer readiness in adopting CDHP products</li> </ul>
10:45 – 11:00 a.m.	Break
11:00 a.m. – 12:15 p.m.	<b>Workshop Sessions I</b> (see page 7 for detailed descriptions)
12:15 – 2:15 p.m. <i>Presentation</i> 1:00 - 2:15 p.m.	<b>Lunch &amp; General Session:</b> <b>Emerging Inter-Plan Programs Initiatives and National Account Strategy Update</b> <i>Frank Coyne, Vice President, Inter-Plan Programs, Blue Cross and Blue Shield Association</i> An overview of the Blues' current national account successes, emerging issues and future initiatives.
2:15 – 2:30 p.m.	Break

For Blue Plan Attendees Only

continued

<b>Tuesday, October 25</b>	
2:30 – 3:45 p.m.	<b>Workshop Sessions II</b> (see page 8 for detailed descriptions)
3:45 – 5:00 p.m.	<b>Free Time</b>
5:00 – 8:00 p.m.	<b>Awards Dinner</b> You are cordially invited to join us for this very special evening of celebration as we honor those who helped make this year an awe-inspiring success. Cocktail attire optional.
8:00 – 9:30 p.m.	 <b>Awards Celebration Reception</b> Finish the evening on a high note—enjoy this musical evening of celebration.
<b>Wednesday, October 26</b>	
8:00 – 9:00 a.m.	<b>Breakfast</b>
9:00 – 10:15 a.m.	<b>General Session: Optimizing the Role of the Provider Stakeholder</b> Since their earliest beginnings, Blue Plans have had a long-standing tradition of fostering and building relationships with providers. However, emerging market trends, competitive threats and increasing provider expectations have led some Plans to rethink their relationship strategies. By building collaborative partnership programs, Plans are able to strengthen their interactions with providers and the healthcare industry. In this session, participants will hear from Plans and provider stakeholders about their partnership initiatives.  Additionally, the session will highlight the importance of: <ul style="list-style-type: none"> <li>■ Overcoming communication barriers among providers and Plans</li> <li>■ Identifying opportunities for provider inclusiveness</li> <li>■ Forming action teams to facilitate communication among multi-disciplinary departments</li> <li>■ Leveraging information to empower providers and identify improvement strategies</li> </ul>
10:15 – 10:30 a.m.	<b>Break</b>
10:30 – 11:45 a.m.	<b>Workshop Sessions III</b> (see page 9 for detailed descriptions)
11:45 a.m. – 1:45 p.m. <i>Presentation</i> 12:30 - 1:45 p.m.	<b>Lunch and General Session:</b> <b>National Accounts – Positively Changing the Customer’s Perception</b> This session focuses on how a Plan successfully altered its account’s perception by establishing a partnership with its customer. The Plan was able to clearly demonstrate its capability to successfully administer multi-state business and deliver high quality health programs to the national market. Both the account and Plan staff will share their success story.
1:45 – 2:15 p.m.	<b>Break</b>

*continued*

# Agenda

## Wednesday, October 26

2:15 – 3:30 p.m.

### General Session: Health Information Technology—Realizing Higher Quality Healthcare at Lower Costs

This presentation addresses the challenges and opportunities facing the industry as it strives to achieve nationwide adoption of health information technology, as called for by President George W. Bush and the National Coordinator for Health Information Technology, Dr. David J. Brailer. Major goals and strategies of the Health IT initiative, each with implications for the Blues, include:

- Informing clinical practice through the use of Electronic Health Records (EHR)
- Inter-connecting clinicians through the National Health Information Networks (NHIN)
- Personalizing care with Personal Health Records (PHR)

3:30 – 3:45 p.m.

**Break**

3:45 – 5:00 p.m.

**Workshop Sessions IV** (see page 10 for detailed descriptions)

## Thursday, October 27

8:00 – 9:30 a.m.

*Presentation*

8:30 - 9:30 a.m.

**For Blue Plan Attendees Only**

### Breakfast & General Session: National Competitor Update

BCBSA's Strategic Consulting Services (SCS) department, recognized for its timely and in-depth competitor analyses, will:

- Share a current assessment of Blue positioning relative to the competition in the national account marketplace
- Describe how our competitors are currently reacting to changes in the market
- Discuss the evolving role of benefit consultants in employer decision-making
- Identify existing and emerging threats as well as new opportunities for the Blues

9:30 – 9:45 a.m.

**Break**

9:45 – 11:00 a.m.

**Workshop Sessions V** (see page 11 for detailed descriptions)

11:00 – 11:15 a.m.

**Break**

11:15 a.m. – 12:30 p.m.

**Workshop Sessions VI** (see page 12 for detailed descriptions)

12:30 p.m.

**Adjournment**

## Workshop Sessions

Attendees may register for any workshop, regardless of track categorization. For your convenience, we have designated “tracks” which will likely be of interest to specific groups. Workshop tracks are designated as:

- M Marketing, Communications, Product Development:** primarily of interest to marketing and communication professionals, National Account Executives, BlueCard Executives, Plan staff responsible for care management and provider networks
- E Executive Roundtables:** designed for senior Plan management
- IT IT:** primarily of interest to IT professionals, ITS coordinators and ITS technical coordinators
- CS Customer Satisfaction:** primarily of interest to provider and customer relations staff, BlueCard Executives, National Account Executives
- EI Emerging Issues:** primarily of interest to BlueCard Executives, National Account Executives, and Plan staff responsible for Medicare and anti-fraud initiatives
- O Other:** additional significant topics with wide appeal

### Tuesday, October 25

11:00 a.m. – 12:15 p.m.  
Workshop Sessions I

Choice of 6 Concurrent Sessions

#### **M Consumer-Directed Health Plans – Part One**

As consumer-directed health plan (CDHP) enrollment continues to dramatically increase nationally, BCBS Plans are vying with competitors to be the dominant player in this emerging market. This session will focus on growing market forces, competitor activity, account adoption, and BCBS Plan experiences.

For Blue Plan Attendees Only

#### **E National Account Decision-Maker Survey Results**

This executive roundtable will provide an opportunity for Plan management to discuss:

- 2005 National Account Decision-Maker survey results and corresponding market trends
- Emerging market requirements including network strategies, consumerism and the integration of the financial and healthcare industries
- National account market research

*This session is intended for senior Plan management.*

#### **IT BlueSquared & Relational Database Management System (RDBMS) \***

Focusing on two key deliverables of the Inter-Plan IT Strategy, BCBSA staff will provide a high level overview of the development and implementation of BlueSquared and RDBMS. Current business requirements, major

For Blue Plan Attendees Only

milestones and lessons learned to date from the pilot Plans will be shared.

#### **CS Reimbursement and Payment Policies Pilot**

Attendees will learn about Plans currently participating in a pilot to address inter-Plan business payment and reimbursement policies. Discussions will center on how Plans address and resolve inter-Plan issues that may jeopardize provider relationships and network discounts.

For Blue Plan Attendees Only

#### **CS Member Satisfaction Improvement Initiatives**

In the first half of this session, Blue Cross and Blue Shield of Massachusetts will describe its recent pilot aimed at improving inter-Plan member service and satisfaction. The presentation focuses on best practices, lessons learned and tips for improving inter-Plan member service, and ultimately, satisfaction. The Plan will share its organizational/operational approach, strategy and success measures for this initiative.

For Blue Plan Attendees Only

Following Massachusetts' presentation, attendees will be encouraged to discuss member service-related issues and solutions. Topics may range from providing service in demographic growth areas, i.e., the Hispanic population, to sharing best practices in member satisfaction initiatives.

#### **O Licensee Desk-Level Audit (LDLA) Program**

A Plan-facilitated session to share best practices in enhancing inter-Plan programs' data and financial accuracy.

For Blue Plan Attendees Only

Tuesday, October 25

2:30 – 3:45 p.m.  
Workshop Sessions II

Choice of 6 Concurrent Sessions

**M Consumer-Directed Health Plans – Part Two**

To successfully address market imperatives, BCBSA has been charged with developing a vision for the national delivery of CDHP products, including:

For Blue Plan Attendees Only

- Operational and technical capabilities
- Models to serve BCBS System members and providers

This session focuses on:

- Recent research commissioned through Booz Allen Hamilton on the CDHP market
- Inter-Plan impacts
- Recommended delivery approaches
- Ongoing, related initiatives e.g., efforts currently underway to develop a BCBS Bank as an alternative to partnering with commercial banks to support CDHP products and HSAs

**E National Account Messaging**

In this executive roundtable, Plan management have the opportunity to discuss national account marketing messages in the areas of networks, consumer-directed healthcare/consumerism, anti-fraud, information/reporting and care management.

For Blue Plan Attendees Only

*This session is intended for senior Plan management.*

**IT IT Strategy: Future Direction**

An overview of the deliverables associated with the Inter-Plan IT Strategy with a focus on the road map for 2006 and 2007.

For Blue Plan Attendees Only

**CS Claim and Inquiry Escalation Models**

BCBSA staff will lead a discussion on successful Plan escalation models; provide an overview of IPP requirements; and describe BCBSA's process for assisting in dispute resolution.

For Blue Plan Attendees Only

Following this discussion, Blue Cross and Blue Shield of Florida will share how its escalation model contributed to its dramatic increase in provider satisfaction. The Plan will describe how it has simultaneously:

- Implemented a Plan-to-Plan escalation team focused on strengthening inter-Plan relationships
- Reduced account receivables
- Minimized escalated and high dollar claim payment cycle time

**EI National Provider Identifier: Countdown to Compliance (May 23, 2007)**

The compliance date for the mandatory use of the National Provider Identifier (NPI) is quickly approaching. Join a discussion with Plan panelists, including Blue Cross and Blue Shield of Minnesota, to hear about best-in-class implementation models and Plan provider strategies. Also, hear the latest industry updates and learn about IPP's long-term NPI strategy.

For Blue Plan Attendees Only

**O Blue Health Intelligence and Business Informatics**

BHI is a strategic initiative by Participating Plans, BCBSA, and Consortium Health Plans (CHP). The initiative offers a robust, multi-Plan, national data warehouse that will aggregate medical and drug claims, membership, and other critical provider information from Participating Plans into a centralized data warehouse. In this session, we will provide an update of BHI activities and discuss the enterprise-wide informatics strategy.

For Blue Plan Attendees Only

Wednesday, October 26

10:30 – 11:45 a.m.  
Workshop Sessions III

Choice of 6 Concurrent Sessions

**M Intra-Plan Education/Communications**

To address its customer needs, Horizon Blue Cross and Blue Shield of New Jersey developed a successful, internal communications model to ensure information and knowledge about the BlueCard Program are evenly shared. Horizon will describe its Web-based module, “BlueCard Overview,” designed to instruct all service staff about the essentials of BlueCard and ITS. For the remainder of the workshop, the Plan will describe how its communication model can be customized by other Plans to increase internal efficiencies and customer satisfaction.

**E Care Management**

Attend this executive roundtable to discuss products, networks and care delivery. Topics may include:

- Innovative Plan initiatives in interactive care management e.g., nurse hotlines, chronic disease management, catastrophic care management, and one-on-one health coaching
- Consumerism – innovation in engaging consumers to manage their personal health
- Competitor strategies

*This session is intended for senior Plan management.*

**IT IPPT Product Enhancements**

This session will focus on the IPPT portfolio release schedule. BCBSA staff will share key product release and implementation dates, release content, as well as anticipated Plan impacts.

**CS Provider Satisfaction Improvement Initiatives**

In the first half of this session, Excellus will provide an overview of its Provider Outreach Program. The program includes denial study results, aged receivable trends, adverse provider billing practices, and the outcome of its partnership with Plans carrying a high volume BlueCard denial-to-paid claim ratio.

For the second half of the session, Horizon Blue Cross and Blue Shield of New Jersey explains how its customer and provider needs were addressed through system enhancements and process redesign efforts. Horizon will describe how its company vision, stakeholder analysis, prioritization matrix, process mapping and weekly communication meetings helped increase provider and member satisfaction. Additionally, the Plan will describe its online Plan-to-Plan service component to increase satisfaction.

**EI Medicare Advantage – IPP Strategy**

Join this discussion of Medicare Advantage products including BCBSA's models for delivery and new product administration. The presentation will include a review of local and national Blue strategies, System opportunities, and provider impacts.

**O Developing a Systems Strategy to Address Evolving Market Demands**

NASCO will provide an overview of market trends, business drivers and other forces shaping today's healthcare industry and healthcare payers. Learn how these trends drive product and service strategies and understand what infrastructure is needed to support them. Specifically, NASCO will:

- Forecast the top ten trends and issues affecting healthcare and its associated technology and processes over the next 3-10 years
- Formulate technology strategies to effectively address an evolving healthcare landscape
- Discuss how Blue Plans can collaborate with partners to become and remain technology leaders in the marketplace
- Provide real-life examples of how developing and implementing a Systems Management Strategy has positioned NASCO to continue growing and helping Blue Plans succeed.

For Blue Plan Attendees Only

For Blue Plan Attendees Only

For Blue Plan Attendees Only

Wednesday, October 26

3:45 – 5:00 p.m.  
Workshop Sessions IV

Choice of 5 Concurrent Sessions

### **M** National Delivery of the Next Generation of Blue Provider Networks

During this workshop, a Plan panel will address:

For Blue Plan Attendees Only

- Various approaches to meeting competitive challenges to our Blue network superiority
- The status of emerging hospital and physician quality performance measurement initiatives
- New networks under development in specialties such as bariatric and cardiac care, and more efficient comprehensive care networks being deployed in key markets
- High-performance, tiered, alternative networks
- Key recommendations for 2007 and beyond

*This session is also being held during Workshop Sessions VI on Thursday.*

### **IT** Empire Medicare Services – Electronic Claim Attachment Pilot

With funding from the Centers for Medicare & Medicaid Services, Empire Medicare Services launched a pilot project regarding electronic claims attachments. Empire and select electronic submitters are working together to demonstrate the use of electronic attachments among a health plan and providers of varying sizes and technical capabilities. Hear preliminary results of the implementation issues facing the health plan and their provider community.

### **O** Anti-Fraud – “A Wake-up Call”

Attend this presentation to understand the dramatic financial impact healthcare fraud and abuse has on inter-Plan business. The session will cover national findings and Blue-specific information, as well as the current investigative, policy and procedural activities of the Anti-Fraud Strike Force and the Inter-Plan Anti-Fraud Advisory Group. Finally, learn what you can do to identify, fight and prevent fraud and abuse affecting inter-Plan claims.

For Blue Plan Attendees Only

### **O** Best Practices – Highlights of Award-Winning Products/Services

Learn from your colleagues as a select Plan panel of 2005 award recipients describes how they achieved excellence and innovation in their respective products and services.

For Blue Plan Attendees Only

### **CS** Competitor & System-wide Provider Survey Results

This session will analyze providers' satisfaction with major competitors such as Aetna, Cigna and United Healthcare. Additionally, the session will use the Association's National Competitors' Study results to discuss areas where Blue Plans are most vulnerable when it comes to major operational segments and emerging issues. Participants will also have an opportunity to share improvement strategies and opportunities for competitive differentiation.

For Blue Plan Attendees Only

Thursday, October 27

9:45 – 11:00 a.m.  
Workshop Sessions V

Choice of 5 Concurrent Sessions

**CS M Improving Plan-to-Plan Service through Effective Communications and Collaboration**

To address improvements to the problem resolution process for inter-Plan business, a Plan panel will share best practices and service strategies. Plans will focus on effective communications and collaboration techniques, and how issues are monitored and tracked to promote a better working relationship between key partner Plans.

For Blue Plan Attendees Only

*This session is also being held during Workshop Sessions VI on Thursday.*

**IT IT Portfolio Management**

This session identifies key portfolio management standards to ensure continued software development efficiencies and prevent redundancies. As our business emerges from a group of inter-related, yet individual products to a complete portfolio, it is even more essential to adopt best practices in portfolio management.

For Blue Plan Attendees Only

**IT E-business Strategies**

This session will provide an overview of the Inter-Plan e-business strategy, including an update on individual e-business initiatives, e.g., eligibility and electronic medical attachments. The session will also include Plan presentations of comprehensive member and provider Web sites.

For Blue Plan Attendees Only

**CS Process Improvements**

This session provides insights into three Plans' initiatives to improve internal processes, achieve greater efficiencies and improve satisfaction.

For Blue Plan Attendees Only

■ Wellmark Blue Cross and Blue Shield of Iowa and South Dakota describes how it significantly improved claims quality, reduced adjustments and cost, decreased cycle time and increased its service levels.

■ Blue Cross and Blue Shield of Florida shares how it has positively impacted customers through its new process improvement methodology using Rapid Process Improvement (RPI). The Plan will illustrate how it used RPI to identify positive procedural outcomes and financial improvements.

■ Horizon Blue Cross and Blue Shield of New Jersey discusses its recent technology upgrades in Optical Character Recognition (OCR) and workflow improvements. The Plan shares its implementation challenges and successes, and how it reduced administrative expenses and manual intervention, and improved workflow efficiency and turn-around time.

**CS Provider Service: Your Role as a Provider Service Advocate**

A deep understanding of your providers' needs places you in an ideal position to advocate for changes in your Plan's operational systems and service processes to increase provider satisfaction. This session will identify behaviors you can adopt to promote the internal changes necessary to elevate customer service.

For Blue Plan Attendees Only

Additionally, the session will provide a forum to interact with your partner Plans and discuss each others' experiences and challenges. Together, assess how well your collective processes perform against stated provider needs, and make plans to advocate changes aimed at improving provider service level experiences and satisfaction.

Thursday, October 27

11:15 a.m. – 12:30 p.m.  
Workshop Sessions VI

Choice of 4 Concurrent Sessions

**CS** **Managing Coordination of Benefits (COB)**

One of the key triggers for claims requiring follow-up is COB management. Join this roundtable to discuss the various initiatives Plans are undertaking to better manage COB. Discussions will center around:

For Blue Plan Attendees Only

- Review of diverse methodologies
- Analysis and impacts to customers, providers and a Plan's bottom line
- Best practices for processing efficiencies

**O** **Out of Area Enrollment (OOA)**

This session will provide an overview of the changes in out-of-area reporting effective January 1, 2006. Control Licensees will begin reporting all national account enrollment information (in-area and out-of-area) on a quarterly basis in the new Inter-Plan Programs Enrollment Report. Learn about the new process and how your Plan can benefit.

For Blue Plan Attendees Only

**M** **National Delivery of the Next Generation of Blue Provider Networks**

During this workshop, a Plan panel will address:

For Blue Plan Attendees Only

- Various approaches to meeting competitive challenges to our Blue network superiority

- The status of emerging hospital and physician quality performance measurement initiatives
- New networks under development in specialties such as bariatric and cardiac care, and more efficient comprehensive care networks being deployed in key markets
- High-performance, tiered, alternative networks
- Key recommendations for 2007 and beyond

*This session is also being held during Workshop Sessions IV on Wednesday.*

**CS M** **Improving Plan-to-Plan Service through Effective Communications and Collaboration**

To address improvements to the problem resolution process for inter-Plan business, a Plan panel will share best practices and service strategies. Plans will focus on effective communications and collaboration techniques, and how issues are monitored and tracked to promote a better working relationship between key partner Plans.

For Blue Plan Attendees Only

*This session is also being held during Workshop Sessions V on Thursday.*

# 2005 Inter-Plan Programs Annual Meeting Workshop Sessions Selection Form

Name \_\_\_\_\_ Plan Name \_\_\_\_\_  
Please Print Legibly

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Please include this form when submitting your registration; make a copy so you have a record of your selections. Select one workshop from each of the time slots below. If the workshop for which you register is full, you will be notified to select another workshop. Please be sure to register early to ensure your first choices are available. If you register online, you will be prompted to make your selections electronically.

## Monday, October 24, 2005

### Pre-Conference Sessions I (9:00 a.m. – 12:00 p.m.)

- Inter-Plan Programs Overview – Understanding the Relationship between the Blue System and Inter-Plan Programs
- Inter-Plan Programs Technologies: IT Strategy Background
- Guide to National Account Delivery – Sending a Consistent Message to the Market

### Pre-Conference Sessions II (2:00 – 5:00 p.m.)

- Overview of Inter-Plan Programs Technologies
- BlueCard Overview
- The Blues and the Regulatory Environment

## Tuesday, October 25, 2005

### Workshop Sessions I (11:00 a.m. – 12:15 p.m.)

- Consumer-Directed Health Plans – Part One
- Executive Roundtable: National Account Decision-Maker Survey Results
- BlueSquared & Relational Database Management System (RDBMS)
- Reimbursement and Payment Policies Pilot
- Member Satisfaction Improvement Initiatives
- Licensee Desk-Level Audit (LDLA) Program

### Workshop Sessions II (2:30 – 3:45 p.m.)

- Consumer-Directed Health Plans – Part Two
- Executive Roundtable: National Account Messaging
- IT Strategy: Future Direction
- Claim and Inquiry Escalation Models
- National Provider Identifier: Countdown to Compliance (May 23, 2007)
- Blue Health Intelligence and Business Informatics

## Wednesday, October 26, 2005

### Workshop Sessions III (10:30 – 11:45 a.m.)

- Intra-Plan Education/Communications
- Executive Roundtable: Care Management
- IPPT Product Enhancements
- Provider Satisfaction Improvement Initiatives
- Medicare Advantage – IPP Strategy
- Developing a Systems Strategy to Address Evolving Market Demands

### Workshop Sessions IV (3:45 – 5:00 p.m.)

- National Delivery of the Next Generation of Blue Provider Networks
- Empire Medicare Services – Electronic Claim Attachment Pilot
- Anti-Fraud – “A Wake-up Call”
- Best Practices – Highlights of Award-Winning Products/Services
- Competitor & System-wide Provider Survey Results

## Thursday, October 27, 2005

### Workshop Sessions V (9:45 – 11:00 a.m.)

- Improving Plan-to-Plan Service through Effective Communications and Collaboration
- IT Portfolio Management
- E-business Strategies
- Process Improvements
- Provider Service: Your Role as a Provider Service Advocate

### Workshop Sessions VI (11:15 a.m. – 12:30 p.m.)

- Managing Coordination of Benefits (COB)
- Out of Area Enrollment (OOA)
- National Delivery of the Next Generation of Blue Provider Networks
- Improving Plan-to-Plan Service through Effective Communications and Collaboration

## Registration Information and Policies

*Important: Please read before completing registration form.*

### Three Easy Ways to Register!

#### Payment is required at the time of registration.

Confirmations will be sent upon receipt of registration and payment.

#### 1. To register online:

Go to <http://www.bcbs.com/events>

Login: BlueEvents

Password: register

Locate the *Inter-Plan Programs Annual Meeting*

Click on the link to register.

#### 2. To register via Fax:

Fax your completed registration form, including credit card information, to the Conference Registrar at 312.297.6920.

#### 3. To register via Mail:

Mail your completed registration form with your check or money order, payable to *Blue Cross and Blue Shield Association*, to:

Blue Cross and Blue Shield Conferences

75 Remittance Drive, Suite 3091

Chicago, IL 60675-3091

#### Payment

Payment must accompany registration form.

Payment options include checks (made payable to *Blue Cross and Blue Shield Association*), money orders, VISA, MasterCard, American Express, Diner's Club or Discover.

**To qualify for the early bird discount of \$550, payment must be received by the office of the Conference Registrar no later than September 23, 2005.** Registrations received after this date are subject to the regular registration fee of \$650. Registration fees include conference materials and meals as specified in the agenda. Guestrooms and transportation are the responsibility of the attendee.

#### Cancellation

To receive a full refund, written cancellations must be received by September 23, 2005. Written cancellations received from September 24 to October 10 will be charged 50% of the program fee. No refunds will be issued for cancellations received after October 10, 2005. Registration fees for cancelled registrants cannot be applied or credited for future conferences.

To cancel, please contact the Conference Registrar at 312.297.5825, or at [conferences@bcbsa.com](mailto:conferences@bcbsa.com).

#### Substitutions

Registrant substitutions will be accepted only with written notification from the original registrant. No administration fee will apply to substitutions; however, only one substitution may occur per registrant.

#### No-Shows

Registrants who do not cancel prior to the conference and do not attend will be responsible for the full registration fee.

#### Questions?

For information regarding administrative policies such as registration, refunds and complaints, please contact the Conference Registrar at 312.297.5825 or via e-mail at [conferences@bcbsa.com](mailto:conferences@bcbsa.com). For questions about the content of the program, please contact Kevin Einbinder at 312.297.6102 or via e-mail at [kevin.einbinder@bcbsa.com](mailto:kevin.einbinder@bcbsa.com).

#### Location

Loews Philadelphia

1200 Market Street

Philadelphia, PA 19107

Phone: 215.627.1200

<http://www.loewshotels.com/hotels/philadelphia/default.asp>

#### Hotel Reservations

\$175 single/double + 14% tax

Check in: 3:00 p.m./Check out: 12:00 p.m.

Call the hotel directly at 215.627.1200 to make your reservation.

Attendees should indicate they are attending the Blue Cross and Blue Shield Association's Inter-Plan Programs' Annual Meeting to receive our group rate. All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Reservations may be cancelled without penalty up to 48 hours prior to arrival.

**The last day to make hotel reservations is Friday, September 30, 2005.** Reservations made after this date will be honored based on space and rate availability.

The Loews Philadelphia is located in the landmark PSFS Bank Building, a 1930's skyscraper hailed as one of the greatest works of 20th century architecture. The hotel is within walking distance to Reading Terminal Market, Walnut Street shopping, restaurants and all historic sites.

The hotel is located approximately 25 minutes from the Philadelphia International Airport.

#### Airline Discounts

Contact your travel agent for any available discounts or call United or Delta directly. See below for specific information.

#### United Airlines:

Blue Registrants: Contact your travel agency and ask for the negotiated Corporate Rate.

#### Delta Airlines:

When making your reservation, ask your travel agent, or a Delta representative, to refer to SkyBonus number **US822502772**.

#### Ground Transportation

##### Taxi Service

A taxi from Philadelphia International Airport is \$20 each way.

##### Airport Shuttle

Lady Liberty Shuttle provides transportation to and from the airport. The fare is \$8 per person each way. You can locate Lady Liberty shuttle vans at the baggage claim area or by dialing #27 on any airport phone.

##### Parking

Overnight valet parking is \$30.

##### Auto Rental Discounts

Enterprise and Hertz provide discounted rates and unlimited free mileage up to one week before and after the meeting dates. Make your reservation using the phone numbers and discount identification numbers below.

##### Enterprise

800.756.8222

Discount ID: **NA15B01**

##### Hertz

800.654.2240

Group Car Rental Discount: **CV#022Q2021**





Mark Your Calendar for future  
Inter-Plan Programs Annual Meetings



*New Orleans*

**October 16-19, 2006**

**Sheraton, New Orleans**

**\$195 + tax**

Located on Canal Street, bordering the French Quarter.  
Steps from the Mississippi River.



*Chicago*

**October 22-25, 2007**

**Westin Michigan Avenue, Chicago**

**\$225 single/\$245 double + tax**

On Chicago's "Magnificent Mile," next to the John Hancock Building and Water Tower Place. Within a four block radius, you can find: shopping, over 40 restaurants, and the Oak Street Beach on the shores of Lake Michigan.



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