The soaring cost of health care concerns every sector of the health care system, and threatens the health and well-being of every individual. Something must be done, and soon. The solution is simple: Prevention.

By preventing illness, the demands on the health care system – particularly high cost interventions – are dramatically lowered. Learn how leading health care providers, organizations and institutions are already achieving these results at this exciting forum.

Return on Investment for Prevention and Wellness:

Innovative, replicable programs that prove prevention reduces cost and improves health status

Tuesday, March 27, 2012 7:45 am – 2:30 pm
Westin–Waltham Hotel • Waltham, MA

Prevention = Less Usage = Lower costs!
We will present successful, replicable, cost-saving interventions/programs that focus on prevention and wellness. We hope you will use and promote these best practices in a way that spreads the success for a high return on investment for prevention and wellness programs. We will be presenting creative, successful programs in the areas of tobacco control, asthma control, diabetes, oral health, health coaching, and community health initiatives. This program will encourage everyone in the health care arena to look at innovative ways to improve health status and lower costs. It is a shared responsibility. In this age of economic downturn, budgets are being cut particularly in the area of prevention. We will prove that prevention is the way to cut costs.

We hope you, our audience, will consider implementing some of the programs described in the conference but also move forward with some of your own ideas and not be hesitant to change the way your institutions provide care or the way your communities get involved in improving health status.

About our Keynote Speaker
James A. Hester, Ph.D. is a Senior Advisor at the Innovation Center in CMS assisting in the development of the delivery system transformation and payment reform initiatives such as ACO’s and medical homes. Prior to joining CMS, he was the Director of the Health Care Reform Commission for the Vermont state legislature. The commission was charged with overseeing the implementation of a comprehensive package of health care reform legislation and recommending the long term strategy to ensure that all Vermonters have access to affordable, quality health care. Reforms included a statewide enhanced medical home program and the development of pilot community health systems based on the ACO concept. Dr. Hester has 35 years experience in the health care field, and has held senior management positions with MVP Healthcare in Vermont, ChoiceCare in Cincinnati, Pilgrim Health Care in Boston, and Tufts Medical Center in Boston.
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Innovative, replicable programs that prove the case for reducing cost and improving health status

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Registration and Coffee

Paul Mendis, MD
President MA Health Council
Chief Medical Officer, Neighborhood Health Plan

New ideas, new promising models are the way to reduce cost and improve health status

James A. Hester, PhD
Senior Advisor, Innovation Center
Centers for Medicare & Medicaid Services (CMS)

Asthma control and prevention: Evidence-based, cost-effective asthma practices with measured ROI

Laurie Stillman, MM
Chief Strategy Officer, Health Resources in Action

Changing Behaviors
– Health Coaching with measured ROI

Thad Schilling, MD
Medical Director, Patient-Centered Medical Home
Harvard Vanguard Medical Associates

Heidi Duskey, ACC, CHFS
Health Coach, Harvard Vanguard Medical Associates

Break

Diabetes Prevention and Control

David M. Harlan, MD
Director, Diabetes Center of Excellence
UMass School of Medicine

Oral Health Disease: Prevention and Control of Early Childhood Caries as a Chronic Condition

Isabelle Chase, DMD, MPH
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To register on-line please go to our website www.mahealthcouncil.org

MHC Members (includes lunch)  Non-Members (includes lunch)  Advance registration is requested. Tickets at the door $115.00 Admission only if space is available.

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MHC Membership Discount Offer. My application fee is included with my registration above.

Name (please print)  Organization
City  State  Zip
E-mail  Phone

Registration fee only $  Registration + Membership fee $  Make checks payable to: Massachusetts Health Council 73 Oak Street 1st Floor Newton, MA 02464

Cancellation Policy: Request for cancellation must be made in writing and mailed or faxed to The Massachusetts Health Council no later than March 22, 2012. All refunds subject to a $20.00 processing fee. No refunds will be provided after March 23, 2012.