



Registration

Online at:
www.cvbp.org

Or make a copy of enrollment form and mail or fax to:
Jeannine Kinney
Program Coordinator
Jefferson School of Population Health
1015 Walnut Street, Suite 115
Philadelphia, PA 19107
Tel: 215-955-0194
Fax: 215-923-7583

Questions or Special Needs?

Please call 215-955-0427
or email: neil.goldfarb@jefferson.edu



Cancellation Policy

In the event that you are unable to attend, registration is transferable to an individual within your institution who meets the criteria for matriculation;
or, you may defer your participation to a future college course offering.

Registration Form

In order to maintain the individualized focus of the College, enrollment is limited so register as soon as possible. Make a copy of this form and mail or fax to the contact information provided at the left of the form.

Session Location and Date

Last Name First Name M.I.

Preferred Name for name badge

Degrees

Professional Certifications

Personal Title (Dr., Mr., Mrs., Ms.) Job Title

Corporation/Institution

Department

Mailing Address

City State Zip

Telephone Facsimile E-Mail

Registration fees include the four day program, meeting materials, breakfast, lunch, and snacks each day. Payment must be received with registration or at least 10 days prior to the first day of the program.

Coalition member: \$1,400 (at least four weeks before program) Or \$1,600 (within four weeks of program)
Non-coalition member: \$1,600 (at least four weeks before program) Or \$1,800 (within four weeks of program)

Check (Payable to: College for Value Based Purchasing of Health Benefits)

I hereby authorize use of my: Visa Mastercard Amount \$ _____

Account Number Expiration Date

Cardholder's Name Signature

Purchase Order _____

Purchase Order # _____

Attention

Organization

Mailing Address

City State Zip

Member of a business coalition? Yes No

Coalition Name

If no, join today and receive \$200 toward your registration. Call 202-775-9300 for more information.

College for Value Based Purchasing of Health Benefits

JUNE 1-4, 2009
COLUMBUS, OH

SEPT 14-17, 2009
MEMPHIS, TN

*Improving
Quality...*

*Reducing
Costs*



** Creating VALUE*

Tel: 865-292-2121 Fax: 865-637-2110
Knoxville, TN 37902
625 Market St. Suite 900

A New Approach to Healthcare Benefits
Value Based Purchasing

**College for
Value Based Purchasing
of Health Benefits**

An educational training program to improve
the purchasing of employee health benefits

Here's what a few program graduates have to say:

“The speakers taught us the right questions we need to be asking of our insurance carriers, consultants/brokers, and pharmacy benefit plans.”

“The program modules were very informative and thought-provoking... there are quite a few steps I plan on taking to significantly improve my city's health benefits program.”

“The College has been better than any training or conference I've been to since I started working in benefits 13 years ago.”



The Columbus session is hosted by:



Employer Health Care Alliance

The Memphis session is hosted by:



The College has been supported by:

AstraZeneca



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College for Value Based Purchasing of Health Benefits

Overview

The College for Value Based Purchasing of Health Benefits was created in 2004 to help employee benefit managers meet the growing challenges of providing high quality health benefits and managing rising benefit costs. The College offers a practical, intensive program that focuses on benefit purchasing techniques and skills that emphasize improving the value, quality-cost ratio, and effectiveness of health care services purchased on behalf of employees. Since its inception, the program has held thirteen sessions. Class size is capped at 40 registrants per session to ensure a personalized approach to learning.

Program Structure

Each regional training program offered by the College for Value Based Purchasing of Health Benefits is limited in size to ensure that attendees have an opportunity to interact with faculty and customize learning to their individual organization's needs. The training program is administered through didactic and small group discussion sessions and includes time for application of learning principles to the development of a organization-specific customized action plan. College faculty follow up with all participants to check on progress in implementing these plans and to offer further advice and assistance.

Course Objectives

Graduates of the College for Value Based Purchasing of Health Benefits will be able to:

1. Describe how the health care system operates today and why a value based approach to employee health benefit purchasing is needed;
2. Use knowledge and skills acquired in the program to better negotiate and communicate with health plans and insurance carriers, providers, pharmacy benefit managers (PBM), benefit consultants, disease management companies, and other vendors;
3. Develop and implement customized action plans for health benefits purchasing within their own organizations in order to reduce costs, increase quality, and/or improve the value of purchased benefits;
4. Identify and use standardized tools for measuring and reporting the quality and performance of health plans and providers;
5. Monitor the impact of benefit purchasing decisions on costs, quality, and value of health benefits;
6. Access information resources, business coalitions and other regional and national organizations to support benefit purchasing goals.

Format

The program consists of the following components:

- Instructional modules integrating content and skills development through presentations, case studies and interactive discussions;
- Reference guide and materials reflecting the most current readings, websites, and sources of information on value based purchasing;
- Customized action plan (CAP) for the individual employer developed by the participant with assistance from nationally recognized experts; and,
- Consulting assistance and access to fellow alumni and program faculty.

Benefits of Participation

Participants completing the course will receive a certificate from the College for Value Based Purchasing of Health Benefits issued by the Jefferson School of Population Health. Graduates enrolled in the College's Alumni Association will have access to program faculty for follow-up on CAP implementation, access to the College website and management updates, and will be invited to alumni events and conferences.

Who Should Attend

The College is enrolling those individuals who are currently benefit managers, human resources directors, chief financial officers, or other direct purchasers of health benefits, as well as individuals who act on behalf of employers, such as brokers and benefits consultants.

Program Schedule

The Program Schedule includes didactic presentations, case studies, and time to develop an individual customized action plan (CAP). The following schedule summarizes topics covered on each day of the program:

Day 1

Registration and Continental Breakfast (8:00-8:30 am)

Welcome, Introductions, and Course Overview

The U.S. Health Care System in Review: Where Are We Today?

Why is a New Benefits Purchasing Paradigm Needed?

Overview of Value Based Purchasing – The New Paradigm

Day 2

Sources of Performance Data on Health Plans, Hospitals, and Physicians

Getting Your Data and Using It to Improve Your Purchasing Strategy

Partnering with Business and Health Coalitions to Achieve Value

Managing the Pharmacy Benefit

Managing Brokers, Consultants and Health Insurance Relationships

Day 3

Paying for Performance: Models and Case Examples

Maintaining Employee Health and Managing Disease

Actively Engaging Consumers in Their Health Care

Value Based Benefit Design: Aligning Incentives to Achieve Value

Strategies for Implementing Change and Achieving Buy-In

Day 4

Putting It All Together: Employer Experience in Value Based Purchasing

Case Study Discussion and Group Presentations

Individual CAP Presentations and Discussion

Awarding of Graduation Certificates

Adjournment (12:00 noon)



The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.

Venues

June 2009 session will be held at the Hilton Columbus/Polaris. To make room reservations, contact the Hilton Columbus/Polaris directly at 614-885-1600 or visit their website at www.columbuspolaris.hilton.com. Mention group event code "CVBP" to receive the discounted room rate of \$169.00 per night. Please make your reservations by May 4, 2009.

September 2009 session will be held at the Holiday Inn University of Memphis. To make room reservations, contact the Holiday Inn University of Memphis directly at 901-678-8200 or visit their website at www.holiday-inn.com/mem-uofm. Mention group event code "Thomas Jefferson" to receive the discounted room rate of \$124.00 per night. Please make your reservations by August 17, 2009.



Visit Our Website: www.cvbp.org



Program Faculty

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Washington, DC

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