

HFMA Educational Forum
February 15, 2008
Medicare Advantage-Payer and Provider Perspectives

8:20 AM - Kevin Meriwether, Market President Senior Products-East Region, Humana

Topic: Medicare Advantage - The Payer Perspective

Kevin will address:

1. What type of market opportunities and challenges do Greater Cincinnati area Medicare Advantage payers face?
2. Brief description of the various MA products (PFFS, SNPs, PPO, HMO) and how this continuum of products is marketed in Greater Cincinnati.
3. Discussion of the financing of MA products (CMS and employer) and how that is changing.

10:20 AM - Michele Napier, Vice President Payer Relations, The Health Alliance of Greater Cincinnati

Topic: Medicare Advantage - The Provider Perspective

Michele will address:

1. What type of market opportunities and challenges do Greater Cincinnati area provider participants in Medicare Advantage plans face?
2. What are the issues with the different products (PFFS, SNPS, HMO) that impact the provider in terms of utilization review, reimbursement, cash flow and patient satisfaction?