



## LVBCH Roundtable - October 10, 2013

### *New Model of Care: Overview of the Patient Centered Medical Home (PCMH)*

Dear LVBCH Members & Friends,

You are invited to attend an educational event co-sponsored by the Lehigh Valley Business Coalition on Healthcare (LVBCH) and Merck. This exclusive event will provide an overview of a new model of care, the **Patient Centered Medical Home (PCMH)** and how it supports improvements in chronic care management.

Additional information about the event is presented below.

#### Event Info

**Date:** Thursday, October 10, 2013

**Time:** 11:00 am - 2:30 pm

**Location:**

[Glasbern Inn](#)

2141 Pack House Road

Fogelsville, PA 18051

Phone: (610) 285-4723

#### Program Schedule

11:00 am	Registration
11:15 am	Lunch & Networking
12:00 noon	Welcome & Introductions by Tom Croyle, LVBCH President
12:05 pm	Keynote Address by James E. Barr, MD
1:00 pm	Panel Discussion
2:30 pm	Attendee Evaluations & Adjournment

#### Keynote Speaker & Moderator

##### James E. Barr, MD

Dr Barr is a board certified Family Physician with an active clinical practice at Pleasant Run Family Physicians, a Level III NCQA recognized Patient-Centered Medical Home in Neshanic Station, NJ. He obtained his medical degree from Hahnemann University and is an assistant clinical professor at Robert Wood Johnson Medical School. He recently worked with Aveta Health Solutions as Vice President of Medical Services providing full-risk medical management capabilities using physician and patient-centric models. His present leadership roles include Medical Director for the Optimus Healthcare Partners and Atlantic Health Systems Accountable Care Organizations.



#### Featured Panelists

- ❖ **Michael A. Abgott, MD** - Chief of Family Practice & Medical Director, St. Luke's University Health Network
- ❖ **David W. Bowers, MD** - Chief Clinical Officer & Interim Director, Reading Health Physician Network
- ❖ **Eric J. Gertner, MD** – Medical Director, PCMH & Practice Transformation, Lehigh Valley Health Network
- ❖ **Rick Hammer, MD** - Vice President, Clinical Market Development, Capital BlueCross



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### Registration Information

- Cost to attend is **FREE**
- Registration Deadline is **Friday, September 27, 2013.**
- To register, simply send an email to: [esolivan@lvbch.com](mailto:esolivan@lvbch.com)

Please include the name, title, company, and email address for all of the employees you are registering for this event.

### Event Sponsor:



### Important Reminders:

- ❖ **Space is limited, so reserve your seat today!**
- ❖ **Absolutely NO Registrations at the door.**
- ❖ **Registration Deadline: Friday, September 27, 2013**