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## LVBCH 2017 Annual Conference

*"Healthcare in Transition: What's Next?"*

May 4, 2017 at DeSales University



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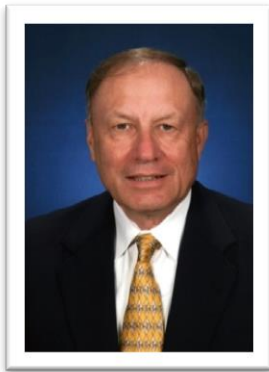
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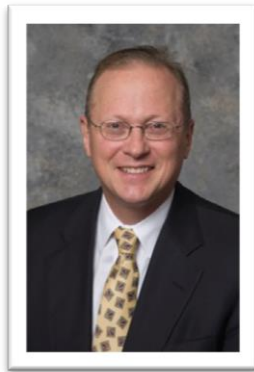
## Program Schedule

- 8:00 Registration, Continental Breakfast & Networking  
**Exhibitor Area Open\***
- 8:30 Welcoming Remarks & Program Introduction
- 8:45 **2017: The Health Care Political and Market Landscape**  
Robert Laszewski, President, Health Policy and Strategy Associates
- 9:45 **Break & Networking**  
**Exhibitor Area Open\***
- 10:15 **Critical Thinking About Consolidation in Healthcare**  
Lawton R. Burns, Ph.D., MBA  
Professor, Wharton School, University of Pennsylvania
- 11:15 **How Coalitions are Working Together to Drive Innovation, Health and Value**  
Michael Thompson, President and CEO  
National Alliance of Healthcare Purchaser Coalitions
- 11:30 **Capital BlueCross Hospital Quality Recognition Program**  
Bridget Peck, MBA, RN, Sr. Medical Value Consultant, Capital BlueCross
- 12:00 **Luncheon & Networking**  
**Exhibitor Area Open\***
- 1:00 **Choosing Wisely®: Better Communication with your Doctor, Better Health Care Value**  
Mark Wendling, MD, Executive Director  
Lehigh Valley Physician Hospital Organization (LVPHO)
- 2:00 **Helping Employees Choose Wisely**  
Dominic Lorusso, Director of Health Partnerships, Consumer Reports
- 2:30 Closing Remarks & Sponsor Door Prizes
- 3:00 Adjournment

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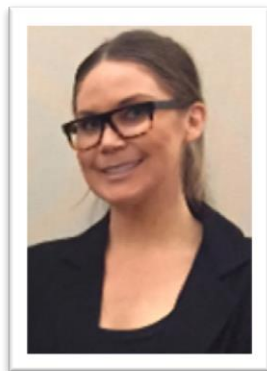
**Robert Laszewski**  
Health Policy & Strategy Associates



**Lawton R. Burns, Ph.D.**  
Wharton School, University of PA



**Michael Thompson**  
The National Alliance



**Bridget Peck, MBA, RN**  
Capital BlueCross



**Mark Wendling, MD**  
Lehigh Valley Physician Hospital Org.



**Dominic Lorusso**  
Consumer Reports

## Featured Speakers

### Robert Laszewski

President, Health Policy and Strategy Associates

[www.healthpol.com](http://www.healthpol.com)

Bob Laszewski is a well-known and highly regarded expert on health care policy from Washington, DC. He combines a unique blend of 20 years of "inside the Beltway" experience with 20 years of operational experience having run a health insurance business. He has offered his perspective on health care reform in testimony before several committees of both the House and Senate of the U.S. Congress. Bob has written and spoken widely on the subject of health care reform and market change. His media appearances include health care features on NBC, CBS, Fox, CNN, MSNBC, PBS, and NPR. Additionally, numerous articles about his ideas have appeared in the national and trade press and he has been regularly quoted in many newspapers including The Wall Street Journal, New York Times, USA Today and the Washington Post. Bob also publishes Health Policy and Marketplace Review, a blog focused on health care policy and marketplace activities.

[\(http://healthpolicyandmarket.blogspot.com/\)](http://healthpolicyandmarket.blogspot.com/)

### Lawton R. Burns, Ph.D., MBA

Professor, Wharton School

University of Pennsylvania

<https://hcmg.wharton.upenn.edu>



Lawton Burns is the James Joo-Jin Kim Professor, a Professor of Health Care Management, and a Professor of Management in the Wharton School at the University of Pennsylvania. He is also Director of the Wharton Center for Health Management & Economics, and Co-Director of the Roy & Diana Vagelos Program in Life Sciences and Management. He received his doctorate in Sociology and his MBA in Health Administration from the University of Chicago. Dr. Burns has analyzed physician-hospital integration and integrated delivery networks over the past 30 years. In recognition of this research, Dr. Burns recently received the 2015 Distinguished Research Scholar Award from the Academy of Management and its Health Care Administration Division. Dr. Burns has published several papers on hospital systems, physician group practices, ACOs, managed care, and price transparency. He has also published several books. Dr. Burns teaches courses on healthcare strategy, strategic change, strategic implementation, organization and management, managed care, and integrated delivery networks.

## Featured Speakers

### Michael Thompson

President and CEO  
National Alliance of Healthcare  
Purchaser Coalitions  
[www.nationalalliancehealth.org](http://www.nationalalliancehealth.org)



Michael Thompson is the President and CEO of the National Alliance of Healthcare Purchaser Coalitions (NAHPC or National Alliance). NAHPC consists of approximately 50 healthcare purchaser-led coalitions collectively supporting over 12,000 healthcare purchasers providing health coverage to over 41 million Americans. The National Alliance's mission is to collectively empower purchasers to drive innovation, health and value for our companies, our communities and our country. Prior to joining NAHPC, he was a Principal with PricewaterhouseCoopers where he consulted on healthcare and employee benefits strategy and served as an executive for Prudential Insurance. He has specialized in cross-sector initiatives related to sustainable cost reduction integrated health, wellness and consumerism, retiree health, health reform and well-being.

**Bridget Peck, MBA, RN**  
Senior Medical Value Consultant  
Capital BlueCross  
[www.capbluecross.com](http://www.capbluecross.com)



Bridget Peck brings over a decade of experience to her current position at Capital BlueCross as a Senior Medical Value Consultant. In this role, Bridget helps to design, develop, and implement the quality programs that are essential components of Capital's value based programs with their primary care and specialty providers. Bridget has also worked closely with The Leapfrog Group to utilize their survey data in the construction of Capital's hospital quality improvement program, making Capital the second health plan in the nation to partner with the consumer advocacy group in this way. Bridget is a NCQA Patient Centered Medical Home Certified Content Expert. She received her Bachelor of Nursing Degree from Boston College and her Masters of Business Administration from Villanova University. In addition to her role at Capital, she continues to practice clinically in the Surgical Intensive Care Unit at the Hospital of the University of Pennsylvania in Philadelphia, Pennsylvania.

## Featured Speakers

### Mark Wendling, MD

Executive Director  
Lehigh Valley Physician Hospital  
Organization  
[www.valleypreferred.com](http://www.valleypreferred.com)



Mark Wendling, MD, Executive Director of the Lehigh Valley Physician Hospital Organization (LVPHO), has been a practicing family physician in the Lehigh Valley for nearly 20 years, and continues to practice at LVPG Family Medicine - Emmaus. During his tenure with Lehigh Valley Health Network, he has been a member of the teaching faculty of the Department of Family Medicine. He has served as Medical Director of the LVPHO and Valley Preferred for the last six years and the Medical Director of the Lehigh Valley Health Network Accountable Care Organization for over two years. Dr. Wendling's leadership in the LVPHO has been essential in guiding innovations and implementing quality and service improvement programs involving LVPHO member physicians. He is a graduate of the Pennsylvania State University College of Medicine, and notably, was born at Lehigh Valley Hospital.

**Dominic Lorusso**  
Director of Health Partnerships  
Consumer Reports  
[www.consumerreports.org](http://www.consumerreports.org)



Dominic Lorusso is the Director of Health Partnerships and leads several Health Impact campaigns, including Choosing Wisely, at Consumer Reports. In this role, Dom works with national and regional partner groups in developing unique methods to reach each of their members or constituents. This includes, but is not limited to, co-branded websites and content, videos and a mobile app. Through this network, more than 100 million consumers annually have seen the CR Health content. In addition, Dom manages the editorial and design process for the content Consumer Reports produces specifically for its impact campaigns. Dom has over 25 years of professional experience with expertise in IT, project management and partner engagement. Prior to working at Consumer Reports, Dom held leadership positions in Information Technology at Avon Products, PepsiCo and PricewaterhouseCoopers.