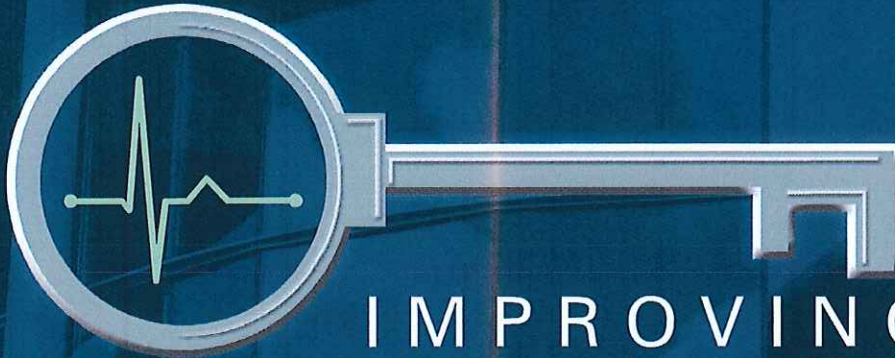




YALE HEALTHCARE  
CONFERENCE 2018



# IMPROVING HEALTHCARE ACCESS

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Friday, April 13<sup>th</sup>, 2018 • 7:30 am to 6:00 pm

Evans Hall - Yale School of Management

165 Whitney Avenue, New Haven, CT

#### KEYNOTE SPEAKERS

**Marna P. Borgstrom**

CEO

Yale-New Haven Hospital and  
Yale-New Haven Health System

**Peter V. Lee**

Executive Director  
Covered California

#### EXECUTIVE PANELISTS

**Kate McEvoy, Esq.**

Director, Division of Health Services  
Connecticut Department of Social Services

**Eric H. Schultz**

CEO  
Harvard Pilgrim Health Care



Dear [],

I am reaching out on behalf of the *2018 Yale Healthcare Conference*, which attracts just under 500 of the country's most exciting innovators and future leaders in the healthcare field. As a firm that is at the forefront of healthcare innovation, we hope you will consider sponsoring this year's conference. This packet outlines our expected conference schedule and partnership opportunities.

This year's theme, on healthcare access, presents a unique opportunity to bring together the perspectives of nonprofits, hospital systems, business leaders, and public health experts in an effort to explore the tumultuous health care landscape as it relates to access to care. The conference will be held on Friday, April 13, 2018, at the Yale School of Management.

Participants will enjoy keynote addresses from **Peter Lee**, Executive Director of Covered California (California's ACA Exchange), and **Marna Borgstrom**, CEO of Yale-New Haven Health System. In order to make the 2018 conference the most impactful one yet, we are turning to corporate partners to sponsor events and panels throughout the day. Your company's partnership will allow us to attract more attendees than ever, expanding our conference to more than 500 participants.

We hope that [] will consider sponsoring the *2018 Yale Healthcare Conference*. This packet details the benefits available to our sponsors at varying levels of sponsorship, but we are also happy to have further conversations about customizing a package. If you have any questions or need additional information, please do not hesitate to contact us at the email addresses or phone numbers listed below.

Thank you for your consideration, and we look forward to seeing you in April.

Yours,

Tali Warburg  
MBA Candidate, Class of 2019  
Yale School of Management  
(617) 835-2463 | tali.warburg@yale.edu

Charles Devita  
MPH Candidate, Class of 2019  
Yale School of Public Health  
(215) 872-4151 | charles.devita@yale.edu

## EXECUTIVE SUMMARY

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The Yale Healthcare Conference is a joint effort between the Yale School of Management and the Health Professional Schools at Yale University (Medicine, Nursing, and Public Health). It brings together professionals, academics, and students to engage in an informative and dynamic conversation about pressing issues in the healthcare industry. This will be the fourteenth consecutive year of the event, and we expect the conference to continue growing to over 500 participants.

The theme of the *2018 Yale Healthcare Conference* is centered around improving healthcare access; the final title is still being determined. An array of distinguished speakers and panelists will guide attendees through conversations about some of the most challenging – and exciting – topics related to healthcare access.

This year's keynote speakers will be Marna Borgstrom, CEO of Yale-New Haven Health System (YNHH) and Peter Lee, Executive Director of California's health insurance marketplace, Covered California. Ms. Borgstrom has been listed numerous times on Modern Healthcare's list of the *Top 100 Most Influential People in Healthcare*. Mr. Lee has led California's award-winning marketplace, now covering 1.4M people, since 2010.

The conference will feature over 30 speakers in 10 separate breakout sessions and a diverse variety of topics that relate to healthcare access. Dr. Robert Galvin, Chief Executive Officer of Equity Healthcare, will also lead the extremely popular executive panel featuring an hour-long discussion with three professionals from various sectors in the healthcare industry. Among the executive panelists will be Peter Lee and Kate McEvoy, Medicaid Director for the State of Connecticut.

### KEY DETAILS

|                             |   |
|-----------------------------|---|
| <b>Date:</b>                | Friday, April 13, 2018 from 8:45 am – 6:00 pm                               |
| <b>Location:</b>            | Yale School of Management – New Haven, CT<br>165 Whitney Ave, New Haven, CT |
| <b>Expected Attendance:</b> | ~500  |

## CONFERENCE LOGISTICS

### AGENDA

The Conference is scheduled to take place on Friday, April 13, 2018 from 8:45am to 6:00pm. The day's events will include two Keynote Addresses, an Executive Panel, and a number of Breakout Sessions. The tentative schedule for the day is as follows:

| <u>Time</u>   | <u>Event</u>  |
|---------------|---|
| 7:00 – 8:45   | Registration  |
| 8:45 – 9:00   | Welcome Remarks   |
| 9:00 – 10:15  | Opening Keynote Address by Peter Lee, Executive Director of Covered California    |
| 10:30 – 11:30 | Breakout Session I  |
| 11:30 – 12:30 | Networking Lunch  |
| 12:45 – 2:00  | Executive Panel   |
| 2:15 – 3:15   | Breakout Session II   |
| 3:30 – 4:45   | Closing Keynote Address from Marna Borgstrom, CEO of Yale-New Haven Health System |
| 4:45 – 6:00   | Networking Cocktails  |

*\*Breakfast, Lunch and Cocktails will be provided.*

Location: Yale School of Management – Evans Hall  
165 Whitney Ave, New Haven, CT 06510

Dress Code: Business Casual

### TARGET AUDIENCE

Historically, we have had three main participant segments. We aim to tailor our content and our promotional and marketing efforts around these three segments.

| HEALTHCARE INDUSTRY   | YALE AFFILIATES   | STUDENTS   |
|---|---|--|
| <ul style="list-style-type: none"> <li>• Insurance/Managed Care</li> <li>• Healthcare Providers</li> <li>• Hospital Administrators</li> <li>• Healthcare Consultants</li> <li>• Healthcare Information Technologies</li> <li>• Medical Devices</li> <li>• Pharma/Biotech</li> <li>• Policy Advocates</li> <li>• Venture Capital/Private Equity</li> <li>• Employers/Small Businesses</li> <li>• Healthcare-specialized Law Firms</li> </ul> | <ul style="list-style-type: none"> <li>• Alumni, Faculty, and Staff from across Yale University</li> <li>• Yale School of Public Health</li> <li>• Yale School of Medicine</li> <li>• Yale School of Nursing</li> <li>• Yale School of Management</li> <li>• Yale Law School</li> </ul> | <ul style="list-style-type: none"> <li>• Yale School of Management</li> <li>• Yale School of Public Health</li> <li>• Yale School of Medicine</li> <li>• Yale Law School</li> <li>• Yale Graduate School</li> <li>• Yale College</li> <li>• Regional Business and Professional Schools (Harvard, Wharton, Columbia)</li> </ul> |

## SPONSORSHIP OPPORTUNITIES

Our for-profit and non-profit sponsors are an integral part of the conference's success. Sponsors' support makes our conference possible, and their reputation helps us attract speakers and guests every year. Moreover, all sponsors will have an opportunity to connect with healthcare professionals, potential customers, and a variety of graduate and professional students. There are opportunities for both corporate and foundation/non-profit sponsors. A comparison of opportunities across sponsorship levels is provided in the table below, followed by a description of sponsor-specific opportunities.

**COMPARISON OF OPPORTUNITIES BY SPONSORSHIP LEVEL**

|  | For-Profit      |                 |                |                | Non-Profit     |                |              |
|--|-----------------|-----------------|----------------|----------------|----------------|----------------|--------------|
|  | Platinum        | Gold            | Silver         | Bronze         | Partner        | Angel          | Associate    |
| <b>Sponsorship/Leadership of Event(s)*:</b>              |                 |                 |                |                |                |                |              |
| Breakfast  | ✓               | ✓               | -              | -              | -              | -              | -            |
| Breakout   | ✓               | -               | -              | -              | -              | -              | -            |
| Lunch  | ✓               | ✓               | -              | -              | -              | -              | -            |
| Networking Cocktails                                     | ✓               | ✓               | -              | -              | -              | -              | -            |
| <b>Recognition in Relevant Conference Materials:</b>     |                 |                 |                |                |                |                |              |
| Conference Website                                       | ✓               | ✓               | ✓              | ✓              | ✓              | ✓              | ✓            |
| Conference Program                                       | ✓               | ✓               | ✓              | ✓              | ✓              | ✓              | ✓            |
| Email Communication to Attendees                         | ✓               | ✓               | ✓              | -              | ✓              | ✓              | -            |
| <b>Logo/Banners in Multiple Locations:</b>               |                 |                 |                |                |                |                |              |
| Main Auditorium  | ✓               | -               | -              | -              | -              | -              | -            |
| Concourse/Other  | ✓               | ✓               | ✓              | ✓              | ✓              | ✓              | -            |
| <b>Distribution of Corporate Materials to Attendees:</b> |                 |                 |                |                |                |                |              |
| Conference Document Website                              | ✓               | ✓               | ✓              | ✓              | ✓              | ✓              | ✓            |
| <b>Premium Networking Opportunities:</b>                 |                 |                 |                |                |                |                |              |
| Distinctive Badges Indicating Sponsorship Level          | ✓               | ✓               | ✓              | ✓              | ✓              | ✓              | ✓            |
| Complimentary Conference Registration (#Attendees)**     | 4               | 3               | 2              | 1              | 3              | 2              | 1            |
| Discounted Registration Fee for Additional Attendees     | ✓               | ✓               | -              | -              | ✓              | -              | -            |
| Access to Resume Book Featuring Conference Attendees     | ✓               | ✓               | ✓              | -              | ✓              | ✓              | -            |
| <b>Minimum Contribution</b>                              | <b>\$25,000</b> | <b>\$10,000</b> | <b>\$5,000</b> | <b>\$2,500</b> | <b>\$6,000</b> | <b>\$3,000</b> | <b>\$500</b> |

Please note that the size and location of the recognition materials will vary by the sponsorship level.

Please provide all recognition materials (i.e. free-standing banners, fliers, pens, etc.)

\*Maximum of one sponsor per meal. We will allocate on a first-come first-serve basis.

\*\*Value of the complimentary tickets will not be tax-deductible.

**PLATINUM SPONSOR**

- **\$25,000 minimum contribution**
- Opportunity to sponsor a breakout session (60 minute discussion), breakfast, lunch, or the closing cocktail reception
- Individual table on conference floor featuring company-provided marketing materials
- Lead recognition on all relevant conference materials:
  - Featured location for corporate logo on conference website
  - Featured logo on all print recognition
  - Most prominent full-page recognition in conference program
  - Multiple free-standing banner locations (1 in the main auditorium, with others in hallways)
  - Logo/banners prominently displayed in main auditorium and breakout rooms
- Recognition in all promotional e-mails related to the conference
- Opportunity to distribute corporate materials via conference document website to conference attendees
- Badges indicating sponsorship level for all attendees from sponsoring company
- Access to resume book featuring student conference attendees
- Four complimentary conference registrations\*

**GOLD SPONSOR**

- **\$10,000 minimum contribution**
- Option to sponsor breakfast, lunch, or the closing cocktail reception
- Individual table on conference floor featuring company-provided marketing materials
- Recognition on all relevant conference materials:
  - Corporate logo on conference website
  - Corporate logo on all print recognition
  - Full page recognition in conference program
  - 1 free-standing banner at sponsored event
  - Logo/banners prominently displayed in main auditorium and breakout rooms
- Recognition in all promotional e-mails related to the conference
- Opportunity to distribute corporate materials via conference document website to conference attendees
- Badges indicating sponsorship level for all attendees from sponsoring company
- Access to resume book featuring student conference planning committee
- Three complimentary conference registrations\*

*\* Value of the complimentary tickets will not be tax-deductible.*

## SILVER SPONSOR

- **\$5,000 minimum contribution**
- Recognition on select conference materials:
  - Corporate logo on conference website
  - Half-page recognition in conference program
  - Logo/banner prominently displayed in the conference concourse free-standing banner in hallway
- Recognition in all promotional e-mails related to the conference
- Opportunity to distribute corporate materials via conference document website to conference attendees
- Badges indicating sponsorship level for all attendees from sponsoring company
- Access to resume book featuring student conference planning committee
- Two complimentary conference registrations\*

## BRONZE SPONSOR

- **\$2,500 minimum contribution**
- Recognition on select conference materials:
  - Small corporate logo on conference website
  - Quarter-page recognition in conference program
  - 1 free-standing banner in hallway
- Opportunity to distribute corporate materials via conference document website to conference attendees
- Badges indicating sponsorship level for all attendees from sponsoring company
- One complimentary conference registration\*

*\* Value of the complimentary tickets will not be tax-deductible.*

## PAST PLATINUM, GOLD & SILVER SPONSORS



**Cigna®**

**Anthem.**  
BlueCross BlueShield



**Medtronic**



**F/PRIME**

### FOUNDATION OR NON-PROFIT PARTNER

- **\$6,000 minimum contribution**
- Recognition on select conference materials:
  - Logo on conference website
  - Full page recognition in conference program
  - Logo/banner prominently displayed in the conference concourse
  - 1 free-standing banner in hallway
- Recognition in all promotional e-mails related to the conference
- Opportunity to distribute corporate materials via document website to conference attendees
- Badges indicating sponsorship level for all attendees from sponsoring organization
- Access to resume book featuring student conference planning committee
- Three complimentary conference registrations\*

### FOUNDATION OR NON-PROFIT ANGEL

- **\$3,000 minimum contribution**
- Recognition on all relevant conference materials:
  - Logo on conference website
  - Half page recognition in conference program
  - 1 free-standing banner in hallway
- Recognition in all promotional e-mails related to the conference
- Opportunity to distribute corporate materials via document website to conference attendees
- Badges indicating sponsorship level for all attendees from sponsoring organization
- Access to resume book featuring student conference planning committee
- Two complimentary conference registrations\*

### FOUNDATION OR NON-PROFIT ASSOCIATE

- **\$500 minimum contribution**
- Recognition on select conference materials:
  - Logo on conference website
  - Acknowledgement in conference program
- Opportunity to distribute corporate materials via document website to conference attendees
- Badges indicating sponsorship level for all attendees from sponsoring organization
- One complimentary conference registration\*

*\* Value of the complimentary tickets will not be tax-deductible.*

### SELECT PAST PARTNER, ANGEL, & ASSOCIATE SPONSORS





## SPEAKING OPPORTUNITIES

We anticipate that there will be over 30 speakers and discussion leaders at the conference, which will include two keynote addresses, an executive panel, and a series of breakout sessions. If you are interested in speaking opportunities, please reach out to the contacts at the bottom of this packet.

### **EXECUTIVE PANEL**

The Executive Panel will follow lunch and include three professionals from various sectors of the healthcare industry. The panel, allotted 75 minutes, will be moderated by Dr. Robert Galvin of Equity Healthcare.

### **BREAKOUT SESSIONS**

This year's conference will include up to 10 breakout sessions across two separate time slots. Each session, scheduled for 60 minutes, will consist of two to three speakers and a moderator, and will focus on a topic of interest relating to the conference theme. The objective of these sessions is to create lively discussion and debate between topical experts and conference attendees.

## ADVISORY BOARD

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ANDREW BHAK, MPH\*

*Managing Director, Healthcare Investment Banking, Deutsche Bank*

DIWEN CHEN, MPH\*

*Executive Director, Payment Innovation and Accountable Care, Dignity Health*

FUAD EL-HIBRI, MBA\*

*Chairman of the Board of Directors, Emergent BioSolutions, Inc.*

HOWARD FORMAN, MD, MBA

*Professor, Diagnostic Radiology, Public Health, Economics, and Management, Yale University  
Director, MD/MBA Program, MBA for Executives, and Health Care Management Program*

ROBERT GALVIN, MD

*Chief Executive Officer, Equity Healthcare*

ERIC GOLDING, MD\*

*Vice President, Consonance Capital*

CLARION JOHNSON, MD\*

*Global Medical Director, Exxon Mobil Corporation (Retired)*

GREG LICHOLAI, MD, MBA\*

*President, Elpidera Therapeutics*

INGRID NEMBHARD, MS, PhD\*

*Associate Professor of Public Health & Management, Yale University  
Associate Director, MPH Health Care Management Program*

SANDRA D. PHAM, MPH\*

*President & CFO, West Coast University*

*Chief Financial and Business Development Advisor, BlueJay Mobile-Health Inc.*

ELLEN SKINNER, MBA\*

*Principal Consultant, Connected Healthcare Strategies*

SAM SRIVASTAVA, MPH\*

*Chief Executive Officer, Magellan Plan Services*

NANCY YEDLIN, MPH\*

*Vice President, The Donaghue Foundation*

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\*Indicates Yale University Alumnus/Alumna

## FURTHER INFORMATION

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**For further information regarding the 2018 Yale Healthcare Conference, please contact:**

AVI TUTMAN  
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Yale School of Management/Yale School of Public Health  
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**Please direct sponsorship inquiries to:**

CHARLES DEVITA  
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TALI WARBURG  
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More information is available on our conference website at  
[www.yalehealthcare.com](http://www.yalehealthcare.com)

**2018 Yale Healthcare Conference:**  
Final Panel Titles and Abstracts

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**Beyond the Hospital: The Role of Retail Clinics, Free Clinics and Urgent Care as Alternative Sites of Care**

Health care continues to be a complex structure but, despite efforts to improve services, access remains an elusive option for many consumers. As appointment wait times continue to increase, patient panels fill up, and major medical centers remain inaccessible to undocumented communities the search for medical care that is quick, accessible, and efficient intensifies. In this panel, we discuss the role that retail clinics, free clinics, and urgent care play in changing the health care landscape. Are they cost effective? Do they provide rapid response without sacrificing safety and efficiency? Can they provide positive health outcomes and encourage earlier disease management?

**Aging Populations in Healthcare: The Impact of Long Term Care and Home Health Access on Health Expenditures and Patient Outcomes**

Former Vice President Hubert Humphrey once said, "The moral test of government is how that government treats those who are in the dawn of life, the children; those who are in the twilight of life, the elderly; and those who are in the shadows of life, the sick, the needy, and the handicapped." As healthcare consumes a larger portion of annual GDP and life expectancy increases produce an older population former Vice President Humphrey's words carry heavier meaning. In this panel, we discuss the unique potential for long term care and home health access to manage chronic health conditions and the complex health needs of aging populations without exacerbating health expenditures.

**Battling Inequity: The Role of Community Stakeholders in Addressing Social Determinants of Health Across the Care Continuum**

Despite continuous breakthroughs in medical research and advances in developing novel pharmaceutical agents, there continues to be rampant health inequity. Chronic and acute conditions alike continuously plague communities along socio-demographic axes including race, gender, and socioeconomic status. As health care shifts toward a preventative care lens the question on everyone's minds remains – how do we stop health inequity and who can play a role? In this panel, we discuss the role of local community members (i.e. stakeholders) in ameliorating health inequity before, during, and after acute medical care. We will explore not just the potential for local mobilization but how to maintain and enhance these movements.

**The Case for Integration: How Can Successful Models Be Replicated and Scaled?**

Some integrated health systems have demonstrated the ability to provide high quality services while controlling costs. Novel partnerships between health plans and health systems are also sprouting up. Is vertical integration an alternative to horizontal consolidation that can keep costs down and quality up? Why do we see integration in some regions, and not in others? How can successful models be replicated and scaled?

**The Price is Right? U.S. Pharmaceutical Pricing Transparency and Sustainability**

High and increasing price tags on brand medications in the U.S. pharmaceutical market have made headlines and drawn public ire in recent years – but how high is too high? What is the standard of care to which we are comparing these advancements and their prices? This session will focus on the nuances of product pricing for biologics, biosimilars and orphan drugs compared to small-molecule pharmaceuticals, and will address how the landscape of federal policy and varied stakeholders' incentives in the U.S. life

sciences industry have impacted the prices patients and payers face. The session will bring together perspectives from academia, the private and public sectors to discuss how U.S. policy and industry innovation have led to modern prices and what the future of pharmaceutical product pricing holds.

#### **The Changing Landscape of Venture Capital in Healthcare: Innovating and Financing Next Gen Solutions**

Over the past decade, healthcare entrepreneurship has boomed with innovators developing solutions that aim to fix the challenges and complexities of the U.S. healthcare system. As the quantity and size of healthcare start-ups on the market continue to rise, investors have financed these solutions through venture capital. This session will explore the growing and changing role of venture capital in healthcare and how investors have helped to bring next generation, high-impact solutions to market. Biotechnology firms have historically commanded the highest VC investments of all healthcare sectors, and investors have played a critical role in expanding and improving access to medications and devices for rare or undertreated conditions accordingly. Population health, digital health and delivery-oriented enterprises have also attracted more funds in recent years. The session will include voices from healthcare investors, entrepreneurs and accelerator leadership.

#### **Frontiers of Healthcare Technology: The Role of Telemedicine and Patient-Centered Innovation**

As the healthcare industry continues to innovate to expand and improve care, technological solutions have become increasingly important. This session will focus on advancements such as telemedicine, remote patient monitoring, and other critical technologies emerging that are aimed at improving patient health experience. Panelists will discuss the advances these technologies have made and barriers for future adoption. The Healthcare Technology panel will bring together speakers from organizations that have designed and implemented telemedicine and RPM programs, or have utilized technology in personalized medicine to drive innovation, enhance healthcare quality or improve access.

#### **When Access Should be Limited: Combating Waste and Overutilization in US Healthcare**

With the Choosing Wisely® initiative and others like it, there is a newfound focus on preventing wasteful or unnecessary treatment in healthcare. This session will explore various ways in which delivery providers and insurers are countering overutilization and promoting high value care. How should we educate patients and providers on this topic and change prevailing views that “more is always better”? Which solutions are most successful for limiting unnecessary services?

#### **Healthcare Policy and the Employee: The Future of Employer-Sponsored Healthcare Coverage**

Employer-sponsored health insurance has remained an integral component of the U.S. healthcare system for more than fifty years. As political tensions continue over the appropriate means for providing healthcare coverage in the U.S., understanding the unique and important role of employers is critical. This session will focus on employer-sponsored healthcare coverage, discussing its history, recent changes, and necessary policy solutions for the future. It will be relevant for employers, employees, and those innovating coverage outside of employer-sponsored care.

#### **The Role of Partnerships in Improving Population Health: Who Should Partner, for What and How?**

With the shift towards population health well underway, there is increasing focus on integrating services beyond the four walls of the hospital to improve the health of communities overall. This movement has not only included new roles for non-profit organizations (e.g., legal aid), but also for a wide range of private partners. This session will explore a range of innovative partnerships aimed at achieving the Triple Aim. How are these partnerships structured and financed? What leads to their success; and, equally important, what hinders them?

## **Session Timing:**

### **Morning Sessions:**

1. The Case for Integration: How Can Successful Models Be Replicated and Scaled?
2. Frontiers of Healthcare Technology: The Role of Telemedicine and Patient-Centered Innovation
3. The Price is Right? U.S. Pharmaceutical Pricing Transparency and Sustainability
4. When Access Should be Limited: Combating Waste and Overutilization in US Healthcare
5. Beyond the Hospital: The Role of Retail Clinics, Free Clinics and Urgent Care as Alternative Sites of Care

### **Afternoon Sessions:**

1. Aging Populations in Healthcare: The Impact of Long Term Care and Home Health Access on Health Expenditures and Patient Outcomes
2. The Changing Landscape of Venture Capital in Healthcare: Innovating and Financing Next Gen Solutions
3. Healthcare Policy and the Employee: The Future of Employer-Sponsored Healthcare Coverage
4. The Role of Partnerships in Improving Population Health: Who Should Partner, for What and How?
5. Battling Inequity: The Role of Community Stakeholders in Addressing Social Determinants of Health Across the Care Continuum

2018 Yale Healthcare Conference  
Confirmed Breakout Panel Speakers

|                           |           |                    |            |  |
|---------------------------|-----------|--------------------|------------|--|
| <b>Changing Landscape</b> | <b>VC</b> | Dr. Stephen Bloch  | Moderator  | Canaan                                 |
|                           |           | Polina Hanin       | Panelist 1 | StartUp Health / Accelerator           |
|                           |           | Ethan Rigel        | Panelist 2 | Gore Range Capital                     |
|                           |           | Vikas Sinha        | Panelist 3 | MPM Capital                            |
|                           |           | Ephraim Heller     | Panelist 4 | SynAgile                               |
| <b>Pharma Pricing</b>     |           | Aaron Hakim        | Moderator  | Yale Medicine                          |
|                           |           | Dr. Greg Licholai  | Panelist 1 | Castle Creek Pharmaceuticals, Yale SOM |
|                           |           | Bob Lahman         | Panelist 2 | Optum                                  |
|                           |           | Nandini Hadker     | Panelist 3 | Trinity Partners                       |
|                           |           | Eric Tichy         | Panelist 4 | YNHH                                   |
| <b>Future of HC Tech</b>  |           | Jared Augenstein   | Moderator  | Manatt                                 |
|                           |           | Dr. Michael Cantor | Panelist 1 | CareCentrix                            |
|                           |           | Michel Denarie     | Panelist 2 | IQVIA                                  |
|                           |           | Elizabeth Asai     | Panelist 3 | 3Derm                                  |
|                           |           | Dr. Adam Licurse   | Panelist 4 | Partners                               |
| <b>ESI</b>                |           | Jacob Wallace      | Moderator  | Yale HPM                               |
|                           |           | Paul Grady         | Panelist   | Principal, Alera Group Company         |
|                           |           | Mary Bradley       | Panelist   | Pitney Bowes                           |
|                           |           | Wendy Sherry       | Panelist   | Cigna                                  |
| <b>Overutilization</b>    |           | Will Schpero       | Moderator  | Yale HPM PhD Student                   |
|                           |           | Dr. Emad Rizk      | Panelist   | CEO, Verscend Technologies             |
|                           |           | Dr. Robert Fogerty | Panelist   | Yale MD                                |
|                           |           | Shannon Brownlee   | Panelist   | Lown Institute / Harvard               |
|                           |           | Dr. Deneen Vojta   | Panelist   | Executive VP, UHG                      |

|  |                       |            |  |
|--|-----------------------|------------|--|
| <b>PopHealth Partnerships</b>                            | Lauren Taylor         | Moderator  | PhD Student / author, HBS  |
|  | Megan Mariotti        | Panelist   | UPenn Innovation Center  |
|  | Katherine Kraschel    | Panelist   | Executive Director, Solomon Center for Health Law and Policy, YLS                              |
|  | Alejandro Reti        | Panelist   | Chief Medical Officer, Optum   |
|  |                       |            |  |
| <b>Battling Inequity: Role of Community Stakeholders</b> | Darin Latimore        | Moderator  | Deputy Dean for Diversity and Inclusion and Chief Diversity Officer at Yale School of Medicine |
|  | Carl Sciortino        | Panelist 1 | Executive Director of AIDS Action Committee  |
|  | Byron Kennedy         | Panelist 2 | Director of Health - New Haven Health Department   |
|  | Gina Federico         | Panelist 3 | Director of Hartford Health Collaborative  |
|  | Darcey L. Cobbs-Lomax | Panelist 4 | Executive Director - Project Access New Haven  |
| <b>Beyond the Hospital</b>                               | Sharon Vitti          | Moderator  | Executive Director of CVS/Caremark Minute Clinic   |
|  | Bradley Richards      | Panelist 1 | Medical Director of HAVEN Free Clinic  |
|  | Katharine Miao        | Panelist 2 | Medical Director/Partner CityMD  |
|  | Robert Miller         | Panelist 3 | Medical Director of Shade Tree Clinic  |
|  |                       |            |  |
| <b>Aging Populations</b>                                 | Julia Burgdorf        | Moderator  | PhD Student at John Hopkins  |
|  | Dr. Jewel Mullen      | Panelist 1 |  |
|  | Tracy Wodatch         | Panelist 2 | CT Healthcare at Home  |
|  | Anne Tumlinson        | Panelist 3 | Anne Tumlinson Innovations   |
|  | Andrea Cohen          | Panelist 4 | House Works  |
| <b>The Case for Vertical Integration</b>                 | Tom Bulleit           | Moderator  | Ropes & Gray   |
|  | Dr. Sanjay Doddamani  | Panelist 1 | CMO, Keystone Accountable Care Organization (Geisinger)  |
|  | Dr. Al Kurose         | Panelist 2 | President and CEO, Coastal Medical ACO   |
|  | Joe Scheidler         | Panelist 3 | VP of National Accounts, Kaiser Permanente   |
|  | Cassandra Toscano     | Panelist 4 | Executive Director of Joint Venture of Clinical Transformation, Aetna                          |



## CONFERENCE SCHEDULE

### OVERVIEW

The 2018 Yale Healthcare Conference is scheduled to take place on Friday, April 13, 2018 from 8:45am to 6:00pm. The day's events will include two Keynote Addresses, an Executive Panel, and a number of Breakout Sessions. The tentative schedule for the day is as follows:

| <u>Time</u>   | <u>Event</u>            |
|---------------|-------------------------|
| 7:00 – 8:45   | Registration            |
| 8:45 – 9:00   | Welcome Remarks         |
| 9:00 – 10:15  | Opening Keynote Address |
| 10:30 – 11:30 | Breakout Session I      |
| 11:30 – 12:30 | Networking Lunch        |
| 12:45 – 2:00  | Executive Panel         |
| 2:15 – 3:15   | Breakout Session II     |
| 3:30 – 4:45   | Closing Keynote Address |
| 4:45 – 6:00   | Networking Cocktails    |

**2018 Yale Healthcare Conference:**  
Keynote Speakers

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**Marna P. Borgstrom**

Chief Executive Officer, Yale New Haven Health  
and Yale New Haven Hospital

Marna Borgstrom began her career at Yale-New Haven Hospital over 37 years ago. Her varied roles have taken her from a post-graduate fellowship, to various staff and management roles, to her promotion in 1994 to the position of Executive Vice President and Chief Operating Officer at Yale New Haven Hospital. In 2005, she assumed the position of CEO of Yale New Haven Hospital and President & CEO of Yale New Haven Health and now serves as the CEO of both organizations.

Ms. Borgstrom chairs the boards of the Healthcare Institute and the Coalition to Protect America's Healthcare and is the past chair of Vizient, a Dallas, Texas-based health care company. She serves on several other boards including The Connecticut Hospital Association and New Haven Promise.

Ms. Borgstrom has been the recipient of several awards recognizing her advocacy and community involvement including the AHA Grassroots Champion Award, the Anti-Defamation League Torch of Liberty Award, The Greater New Haven Chamber of Commerce Community Leadership Award and Business New Haven Business Person of the Year. She was awarded an honorary Doctor of Humane Letters by Quinnipiac University and a Doctor of Business Administration by the University of New Haven. Ms. Borgstrom received her undergraduate degree from Stanford University and was awarded a master's of public health by the Yale University School of Epidemiology and Public Health. She and her husband, Eric, have two grown sons.

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**Peter V. Lee**  
Executive Director  
Covered California

Peter V. Lee, is the Executive Director of Covered California (the Exchange), where he oversees the planning, development and ongoing administration and evaluation of the Exchange. The Exchange was established by the State of California to support the dramatic expansion of coverage enabled by the Affordable Care Act. The Exchange is creating a marketplace that will assist millions of Californians access affordable health coverage starting in 2014. Before joining the Exchange, Mr. Lee served in the Obama Administration, first as the Director of Delivery System Reform for the Office of Health Reform for Health and Human Services, where he coordinated delivery reform efforts for Secretary Sebelius including coordinating the preparation of the National Quality Strategy. Mr. Lee then served as the Deputy Director for the Center for Medicare and Medicaid Innovation at the Centers for Medicare and Medicaid Services, where he helped establish the new Center which is testing new payment and delivery system reforms that can promote that delivery of higher- quality, more affordable health care. Before joining the Obama Administration, Mr. Lee lead the Pacific Business Group on Health (PBGH), one of the premier coalitions of private and public purchasers in the nation, first as CEO and then as the Executive Director of National Health Policy. At PBGH, Mr. Lee oversaw negotiations with health plans, quality measurement and consumer engagement activities and the operations of California's small employer purchasing pool, PacAdvantage. Prior to PBGH, Mr. Lee was the Executive Director of the Center for Health Care Rights, a consumer advocacy organization based in Los Angeles. In the 1980s, he worked on health care issues in Washington, DC, where he was the Director of Programs for the National AIDS Network. He received his law degree from the University of Southern California and his undergraduate degree from the University of California at Berkeley. Mr. Lee has served on a range of boards and commissions, including the National Committee on Quality Assurance (NCQA); the National Quality Forum; the National Business Coalition on Health; and as co-chair of the Consumer/Purchaser Disclosure Project, as well as numerous national and statewide bodies, such as the Institute of Medicine's Crossing the Quality Chasm Summit Committee and the State of California's Managed Health Care Improvement Task Force.

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**2018 Yale Healthcare Conference:**  
Executive Panelists

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**Eric H. Schultz**  
CEO  
Harvard Pilgrim Health care

Mr. Schultz has held leadership roles in both the clinical care and insurance/payor worlds. His experience ranges from leadership of a large primary care and behavioral health practice to oversight of an integrated health care system focused on bringing the greatest, sustained value to the consumers, providers and employers. Prior to joining Harvard Pilgrim in March of 2010, he served as president and chief executive officer of Fallon Community Health Plan. Mr. Schultz serves as board member (and immediate past chair) of the Massachusetts Association of Health Plans (MAHP), America's Health Insurance Plans (AHIP) in Washington DC where he was the former chair of the board, Schwartz Center for Compassionate Healthcare, New England Council, Greater Boston Chamber of Commerce and Massachusetts Business Roundtable. Mr. Schultz is a Distinguished Eagle Scout, and serves as the Region President for the Boy Scouts of America, Northeast Region. Mr. Schultz holds an MBA in Health Care Leadership from Yale University's School of Management and a BS in biology and a BA in economics from the University of Connecticut. In 2009, he received an honorary doctoral degree from the Massachusetts College of Pharmacy and Health Services.

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**Kate McEvoy**

Director, Division of Health Service  
State of Connecticut

Kate McEvoy is the Director of the Division of Health Services at the Department of Social Services, and is responsible for administration of medical, behavioral health, pharmacy, dental and transportation benefits for over 785,000 Medicaid and CHIP beneficiaries. Related, she oversees health policy aspects of Connecticut Medicaid's implementation of the Affordable Care Act, Administrative Services Organization contracts and associated special projects, including the Person-Centered Medical Home initiative, Rewards to Quit (incentive-based tobacco cessation program) and the State Innovation Model Test Grant PCMH+ Program. She is also responsible for oversight of diverse aspects of the Connecticut Strategic Rebalancing Plan, including the Money Follows the Person Program, State Balancing Incentive Payments Program, nursing home diversification and workforce initiatives. In this work, Kate is particularly interested in the intersection of law and medicine with respect to person-centeredness, autonomy in decision-making and dignity of risk. Kate is the Department's lead liaison to the Medical Assistance Program Oversight Council and the State Innovation Model Steering Committee. She is the Vice-President of the Board of Directors of the National Association of Medicaid Directors and a member of the Steering Committee of the Reforming States Group. Kate is a graduate of Oberlin College with a B.A. in Economics and English, received her law degree from the University of Connecticut School of Law, and graduated from the CHCS/NGA Medicaid Leadership Institute.

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