

# Getting Quality Up and Cost Down Transparency Will Help Create Needed Change

**Co-sponsors:** AARP Iowa, Iowa Association of Business and Industry, HPCI, Iowa Chapter of NFIB, ICAN, Wellmark Blue Cross and Blue Shield, Iowa Foundation for Medical Care, Des Moines University, Iowa Federation of Labor AFL-CIO, United Steel Workers, AFSCME, Iowa Healthcare Collaborative, Iowa State Education Association, Iowa CareGivers Association, Iowa Nurses Association, Iowa Pharmacy Association, Working Families Win, Child and Family Policy Center, SEIU, American Cancer Society, Visiting Nurse Services, American Heart Association, Blue Cross and Blue Shield Association, and Polk County Medical Society.

REGISTER ONLINE > [www.ihbaonline.org/events](http://www.ihbaonline.org/events)

## Who Should Attend

Iowa Health Buyers Alliance members and those interested in membership; public and private employers; labor organizations; consumer groups; healthcare providers; health plans/insurers; state and local policy makers and staff; media, and other interested persons.

## Conference Fees

IHBA members: \$59 per person for registrations received on or before October 10<sup>th</sup> or \$79 after the 10<sup>th</sup>.

Non-members: \$95 per person for registrations received on or before October 10<sup>th</sup> or \$115 after the 10<sup>th</sup> (Note: if you apply for IHBA membership within 30 days of conference then the member fee applies).

## Conference Hotel Information

The Hilton Garden Inn is located in Johnston at the intersection of 86th St. and I-80/35. Room reservations can be made by calling 515-270-8890 or 1-800-445-8667. A conference rate is available for \$114 per night at the Hilton Garden Inn, 8600 Northpark Drive Johnston, Iowa.



**Note:** This conference is financed in part by a grant from the Federal Mediation and Conciliation Service.

## REGISTER TODAY

- Email: [contact@ihbaonline.org](mailto:contact@ihbaonline.org)
- Fax: 515-727-1601
- Mail: IHBA office, 6165 NW 86th Street Johnston, IA 50131

<< SEE REGISTRATION FORM >>

## 7:15 AM: Registration

## 8:00 AM: Welcome and Introductions

## 8:15 AM: Disclosure of Quality, Patient Safety, and Price Information —

Where Are We and Where Are We Going? Peter Lee, Co-Chair Consumer-Purchaser Disclosure Project and Executive Director, National Health Policy, Pacific Business Group on Health

## 9:15 AM: The Dartmouth Atlas of Health Care: Too Much Treatment?

David C. Goodman, MD, Dartmouth Medical School and Jim Mortimer, Founder, Midwest Business Group on Health

## 10:30 AM: Break

## 10:45 AM: Creating Change Locally,

Jerry Reeves, MD, Health Innovations, Las Vegas; Measurement and Their Application, Dale Shaller, Stillwater, MN

## 12:00 Noon: Lunch

## 1:00 PM: Medical Advocacy

Program, Tony Wendler, Delphi of Florida, Inc.

## 1:30 PM: What Health Plans Are Doing to Drive Transparency and Assist Their Members?

Wellmark Blue Cross and Blue Shield

## 2:15 PM: Quality in Practice

Robert Krause, Blue Cross and Blue Shield Association, Chicago

## 2:45 PM: Break

## 3:00 PM: Transparency Efforts of UnitedHealthcare of Iowa

## 3:15 PM: Iowa Health Care Reform and Transparency

Senator Jack Hatch, Representative Lisa Heddens, Anthony Carroll, AARP Iowa, Kate Walton, Governor's Office, Moderator

## 4:00 PM: Thoughts From The Regional Director: Fred Schuster, U.S.

Department of Health and Human Services Regional Director, Kansas City

## 4:30 PM: Wrap-up and Close

Last Name \_\_\_\_\_ First Name \_\_\_\_\_  
Nickname (to appear on badge) \_\_\_\_\_ Title \_\_\_\_\_  
Organization Name \_\_\_\_\_  
Organization Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone No. (\_\_\_\_) \_\_\_\_\_ Fax No. (\_\_\_\_) \_\_\_\_\_ E-mail Address \_\_\_\_\_

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**Payment Information:**

\_\_\_\_\_ Check (payable to IHBA)  
\_\_\_\_\_ Bill my Office

**For IHBA Office Use Only**

Date Received \_\_\_\_\_  
Check # \_\_\_\_\_ Check Total \$ \_\_\_\_\_

Cancellations and refunds: substitutions are welcome any time by fax or e-mail; a full refund will be given to cancellations received by October 10<sup>h</sup>; no refunds will be given after that date; all substitutions and/or cancellations must be sent to Jill Gonder (contact@ihbaonline.org) or faxed to 515-727-1601.