

ASC X12-WEDI Conference on

Health Savings Accounts and Real-Time Adjudication

October 9-12, 2007

*Sheraton Premiere at Tysons Corner
Vienna, Virginia*

Enabling Interactive Healthcare and Financial Communications

 ASCX12 **wedi**

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- **Annual Conference** - WEDI convenes industry and government leaders in a national forum focused upon issue briefings, policy updates, interactive discussions and educational topics
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Build Your Market & Boost Your Profits – Join ASC X12 Today!

- **Shape** X12 EDI standards, XML schemas and related documents and products that meet national and global marketplace needs
- **Participate** in an open, robust standards committee with 25+ years of experience developing and implementing electronic data exchange standards
- **Advance** convergence, interoperability and message reusability across vertical and horizontal markets
- **Network** with business process experts and technology innovators in a cross-industry forum to develop and support electronic data exchange standards
- **Collaborate** with standards and industry initiatives to design integrated electronic exchange solutions
- **Enhance** data exchange processes from anywhere in your organization to anywhere in the world

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Welcome!

Welcome to the ASC X12-WEDI Conference on Health Savings Accounts (HSAs) and Real-Time Adjudication (RTA)! Our information-packed conference agenda offers a repertoire of expert presenters covering numerous topics, including business process models for RTA, HSAs, HSA High Deductible Health Plans (HDHPs), and other Consumer Driven Healthcare Plans (CDHPs); RTA impact on multiple segments of the industry; the crucial need for standards in RTA and HSA environments; RTA & HSA work-in-progress; and much more. Enjoy the event!

About the Conference Hosts



In 1979, the American National Standards Institute (ANSI) chartered the Accredited Standards Committee (ASC) X12 to build and support electronic exchange standards, related documents, and products intended for worldwide use. Today, ASC X12 brings together business and technical professionals in a cross-industry forum to enhance business processes, reduce costs and expand organizational reach for both vertical and horizontal markets. Representing multiple business domains including finance, government, health care, insurance, supply chain, and transportation, just to name a few, ASC X12 members have created numerous XML messages and more than 315 X12 EDI standards that are widely adopted by most Fortune 1000 companies and around the world. Visit www.X12.org to learn more and become a member.



*Partnering for Electronic Delivery
of Information in Healthcare*

The Workgroup for Electronic Data Interchange (WEDI) was established in 1991 to bring together a consortium of leaders within the healthcare industry to identify practical strategies for reducing administrative costs in healthcare through the implementation of EDI. WEDI continued its EDI advocacy, and helped secure passage of the Health Insurance Portability and Accountability Act (HIPAA) in 1996 and was designated in the HIPAA legislation as an advisor to the HHS Secretary and as a facilitator of consensus on the implementation and fulfillment of this mandate. WEDI's mission is to provide leadership and guidance to the healthcare industry on how to use and leverage the industry's collective knowledge, expertise and information resources to improve the quality, affordability and availability of healthcare.

Special Thanks to

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Inovis is a leading provider of on-demand business community management solutions that empower companies to transact, collaborate and optimize communications with their business partners. Companies can dramatically reduce the complexity and cost of supply chain management by automating communication with entire trading communities. With this foundation of high-quality and reliable connectivity, companies can improve visibility into interactions with business partners that delivers actionable intelligence that allows users to proactively address supply chain issues before they impact profitability.

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Pre-Con **Tuesday, October 9, 2007**
Pre-Conference Education Session on HSAs

- 1:00 p.m. – 5:15 p.m. **Conference Registration**
- 2:00 p.m. – 2:15 p.m. **Welcome and Session Overview**
- *Jerry Connors, President, DISA (ASC X12 Secretariat)*
 - *James Schuping, Executive Vice President/CEO, WEDI*
- 2:15 p.m. – 3:30 p.m. **HSAs & Other Tax-Advantaged Accounts with HDHPs: Rules and Regulations (referencing U.S. Treasury Pub. 969)**
- *Thomas Reeder, Benefits Tax Counsel in the Office of Tax Policy, U.S. Department of the Treasury*
- 3:30 p.m. – 4:00 p.m. **Networking Break**
- 4:00 p.m. – 5:15 p.m. **A Comparison of Tax-Advantaged Health Care Accounts**
WEDI HSA Co-chair
- *Barbara Else, Director of Product Management, Healthcare Products, First Data Corporation*

DAY 1 **Wednesday, October 10, 2007**
Conference Sessions Begin

- 7:30 a.m. – 8:30 a.m. **Continental Breakfast**
- 7:30 a.m. – 5:15 p.m. **Conference Registration**
- 8:30 a.m. – 9:00 a.m. **Welcome and Program Overview**
- *Daniel I. Kazzaz, ASC X12 Chair*
- 9:00 a.m. – 10:00 a.m. **Keynote Address**
The Convergence of Administrative, Clinical, and Financial Data at the Point of Care
- *Julie Klapstein, Chief Executive Officer, Availity, LLC*
- 10:00 a.m. – 10:15 a.m. **Networking Break**
- 10:15 a.m. – 11:15 a.m. **How High Deductibles & HSAs Affect Patient Registration & Experience**
- *Fred Richards, Chief Technology Officer, HTP Inc.*
- 11:15 a.m. – 12:15 p.m. **Solutions to the Challenge of Price Transparency**
- *Jay Ratcliffe, MPA/HA, Director of Products and Services, Emdeon Business Services*
- 12:15 a.m. – 1:15 p.m. **Conference Luncheon**

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- 1:15 p.m. – 2:30 p.m. **WEDI HSA Business Process Model: Business Issues & Solutions**
WEDI HSA Co-chairs
- **Laurie Darst**, *Electronic Commerce Coordinator, Mayo Foundation*
 - **Pam Stenman**, *Product Manager, Aetna*
- 2:30 p.m. – 3:30 p.m. **RTA & HSA Glossary Interactive Review**
WEDI RTA Glossary Co-chair
- **Annette Gabel**, *Medco Health Solutions, Inc.*
- 3:30 p.m. – 3:45 p.m. **Networking Break**
- 3:45 p.m. – 5:00 p.m. **RTA Business Process Models**
WEDI-ASC X12 Transaction Business Process Modeling Work Group Co-chairs
- **Laurie Darst**, *Senior Electronic Commerce Coordinator, Mayo Foundation*
 - **Tom Drinkard**, *Director, Application Development, Mercury Data Exchange*
- 5:00 p.m. – 5:15 p.m. **Day 1 Wrap Up**
- **Lisa Miller**, *Senior Vice President and Chief Technical Officer of Healthcare Professional Services, Payformance Corporation*
- 6:00 p.m. – 7:00 p.m. **Meet and Mingle Reception in Capital Club**

DAY 2

Thursday, October 11, 2007

Conference Sessions Continue

- 7:30 a.m. – 8:30 a.m. **Continental Breakfast**
- 7:30 a.m. – 5:45 p.m. **Conference Registration**
- 8:30 a.m. – 9:00 a.m. **RTA Synopsis**
- **J. Robert Barbour**, *Vice President of Finance for MD Services & Tech Development, Montefiore Medical Center*
- 9:00 a.m. – 9:30 a.m. **RTA in the Pharmacy Industry**
- **Lynne Gilbertson**, *Vice President, Standards Development, National Council for Prescription Drug Programs (NCPDP)*
- 9:30 a.m. – 10:15 a.m. **The Cost of Quality RTA in Primary Care**
- **Audrey P. Corson, MD, FACP**
President, Bethesda Physicians, PC
Associate Professor of Medicine at the George Washington University Medical Center
President Elect, Montgomery County Medical Society, Montgomery County, Maryland

10:15 a.m. – 10:30 a.m. **Networking Break**

10:30 a.m. – 12:15 a.m. **RTA Transactions: Truth is Stranger than Fiction**

- **Kenneth Willman**, Director, Provider Interface, Humana, Inc.
- **Michael J. Baker**, Program Manager, UnitedHealthcare

12:15 p.m. – 1:15 p.m. **Conference Luncheon**

1:15 p.m. – 2:15 p.m. **Keynote Address**

A Retail Healthcare Environment:

The Importance of Real Time

- **Elizabeth Bierbower**, Vice President, Product Innovation, Humana, Inc.

2:15 p.m. – 3:30 p.m. **RTA Work In-Progress**

- **Jim Daley**, BlueCross BlueShield of South Carolina, ASC X12-WEDI Communications Work Group Co-chair
- **J. Robert Barbour**, Vice President of Finance for MD Services & Tech Development, Montefiore Medical Center, ASC X12-WEDI RTA Implementation Work Group Co-chair
- **Kenneth Willman**, Director, Provider Interface, Humana, Inc., ASC X12-WEDI RTA Implementation Work Group Co-chair

3:30 p.m. – 3:45 p.m. **Networking Break**

3:45 p.m. – 4:45 p.m. **Smarter Business – REAL Opportunities in Real-Time Adjudication**

Moderator:

- **Jean P. Narcisi**, Director, Dental Informatics, American Dental Association (ADA)

Panelists:

- **Billie Sue Kyger**, RPh, DDS, ADA Council on Dental Practice Chair
- **Marc Menendez**, Vice President and Chief Operating Officer, Tesia-PCI Corporation
- **Gina Galloway**, Director, Dental Business Administration, Blue Cross Blue Shield of New York - Excellus

4:45 p.m. – 5:30 p.m. **Secure Communications for RTA & HSAs**

- **Jonathan D. Gatrell**, Senior Director, Portfolio Strategy, Inovis

5:30 p.m. – 5:45 p.m. **Day 2 Wrap Up**

- **Nancy Spector**, RN MSC, Director, Electronic Medical Systems, American Medical Association

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DAY 3

Friday, October 12, 2007

Final Day of Conference Sessions

- 7:30 a.m. – 8:30 a.m. **Continental Breakfast**
- 7:30 a.m. – 12:00 p.m. **Conference Registration**
- 8:30 a.m. – 9:30 a.m. ***Adoption of Consumer-Directed Health Solutions will Drive Real-Time Adjudication***
• *Kathy Sakraida, Vice President, Product Manager, Consumer Solutions, DST Health Solutions*
- 9:30 a.m. – 10:30 a.m. ***Employer Sponsorship of HSA-Compatible HDHPs***
• *Linda Mendel, Of Counsel, Vorys, Sater, Seymour and Pease LLP*
- 10:30 a.m. – 10:45 a.m. **Networking Break**
- 10:45 a.m. – 11:45 a.m. ***Information as Currency in a Transformed Real-Time Retail Marketplace***
• *Scott J. Kornhauser, Founder and CEO, Healthation*
- 11:45 a.m. – 12:00 p.m. **Closing Remarks**
• *Daniel I. Kazzaz, ASC X12 Chair*
- 12:00 p.m. **Adjourn**

Mark Your **Calendars!**

ASC X12 Meetings

Featuring Standards Developing, Educational and Informational Sessions

- **January 27 - February 1, 2008**
Sheraton Seattle, Seattle
- **June 1-6, 2008**
Sheraton New Orleans Hotel, New Orleans
- **September 21-26, 2008**
Omni William Penn Hotel, Pittsburgh

WEDI Events

- **October 17, 2007**
WEDI NPIOI Audio Cast: Is the NPI Causing You A Paper Cut?
- **October 29, 2007**
WEDI/CAQH Audiocast: Transforming Patient Eligibility Verification
- Lessons Learned by Industry Leaders on the Cutting Edge
- **October 31, 2007**
WEDI NPIOI Audio Cast: Tricks in Using the Dissemination Treats
- **November 12-15, 2007**
WEDI 2007 Fall Conference
Omni Orlando Resort at ChampionsGate, ChampionsGate, FL
- **May 19-22, 2008**
17th Annual WEDI National Conference

For more information visit www.X12.org or www.WEDI.org

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