

Health Care Cost Containment Seminar: Solutions for Employers



Offered Exclusively by the Kentucky Chamber of Commerce

June 12, 2003

Marriott's Griffin Gate Resort
Lexington, Kentucky

June 13, 2003

Radisson Hotel - Cincinnati Riverfront
Covington, Kentucky



Co-sponsored by
**Kentucky Employers
Health Benefits Coalition**

Agenda

Health Care Cost Containment Seminar: Solutions for Employers

Why Attend?

The rising cost of health insurance premiums is having a significant impact on almost all Kentucky employers. Employers are often faced with a difficult decision — maintain current premiums and offer reduced benefits or maintain current benefits at an increased cost. It seems to be a no-win situation for both employers and their employees.

In an effort to help employers deal with this difficult and sensitive issue, the Kentucky Chamber of Commerce has put together a powerful one-day workshop that will address all facets of health insurance benefits — from the history of health-care costs and employee education to plan administration, data management and the role of the new Kentucky Employers Health Benefits Coalition. We've even included a case study of a Kentucky-based Fortune 500 company that has addressed this problem and met its cost challenge. This seminar is a must for anyone struggling to find a solution to this health-care dilemma.

Who Should Attend?

- Benefits Administration Directors
- Business Owners and CEOs
- Human Resources Personnel
- Employee Relations Specialists
- Personnel Directors

Guarantee

We guarantee you'll be 100 percent satisfied with your seminar experience or you get your money back. If for any reason you are not satisfied, you will receive a complete refund.

8 a.m.

Registration and Continental Breakfast

8:30 a.m.

Introduction

8:40 a.m.

Kentucky Employers Health Benefits Coalition

– Andy Downs, Senior Vice President, Kentucky Chamber of Commerce

- What and Who is the KEBHC?
- Research to Target Cost-Drivers and Solutions
- Development of Grassroots Advocacy Coalition
- Cost Containment Work Groups

9 a.m.

History and Overview

– Larry Hicks, Hay Group

- Health Care Cost Evolution 80s and Early 90s
 - Failure to Manage Cost, Not Care
- 21st Century Health Care – Employee Backlash and Employer Frustration
- Current Urgency – Focus on Cost Solutions or Face Government Intervention
- Plan Design Imperatives
- Pharmaceutical Plans
- Behavioral Health Care
- Philosophy of Organization
- What is "Competitive"?
- Employee Relations Ramifications
- HMO, PPO, POS and FFS
- Prevalence of Practice

9:30 a.m.

Contribution Strategies

– Larry Hicks, Hay Group

- Preparation
- Issues to Review
- Customizing Your Program

10 a.m.

Plan Administration

– Larry Hicks, Hay Group

- Choices and Administrative Expenses
- Self Insurance Dos and Don'ts
- New Approaches in Plan Administration

Agenda (cont.)

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10:30 a.m.

Health Care Cost: Addressing the Employer's Dilemma — A Humana Case Study

– **Rick Remmers, CEO, Humana**

A case study of Humana, Inc.'s own employee health benefit dilemma and the innovative new direction that Humana has taken. The new approach has been successful for both the employee and the employer.

11:30 a.m.

Lunch (provided)

12:30 p.m.

Kentucky's Health Costs Issues

– **Matt B. Schwartz, RHU, Kentucky Association of Health Underwriters**

- Who are the principal carriers?
- What kinds of plans are being offered?

1:15 p.m.

Strategies to Manage Cost and Quality

– **Mike Lorch, Vice President of Health Care Management, Anthem Blue Cross and Blue Shield**

- The Quality-Cost Correlation
- The Hospital Quality Program

2:15 p.m.

Focused Approaches to Health Care Cost Management

– **Larry Hicks, Hay Group**

- Healthcare Reimbursements Accounts
- Analyzing Plan Costs
- Disease Management Approaches
- Technology and Safety as Key Cost Savers

3:45 p.m.

Data and Utilization Management

– **Larry Hicks, Hay Group**

- Data You Need to Manage Plan Costs
- Large Case Management Reporting
- Demographic Profiling
- Claims Data Analysis

4:30 p.m.

Program Adjourns

About the Keynote Speaker and Moderator



Larry Hicks is a senior consultant with the Chicago office of the Hay Group. He has a bachelor's degree from Lewis University and a master's degree in industrial relations from Loyola University in Chicago. Mr. Hicks has 17 years

of human resources consulting experience with emphasis on health benefits, executive retirement and benefits cost management issues. He is the author of four books on health-care cost management and human resource topics. His book, *Health Care Cost Management: Solutions for Employers*, was marketed by 23 state chambers of commerce and sold more than 6,000 copies. Mr. Hicks served as director of human resources at St. Margaret Hospital in Hammond, IN, and St. Joseph Hospital in Chicago, IL. He was vice president of human resources at Lindberg Corporation in Chicago for eight years.

Mr. Hicks is responsible for providing strategic guidance to clients in the areas of health benefits design and implementation, executive compensation and benefits, and design of non-qualified plans. He also has worked extensively in the area of disease management evaluation, performance-based supplemental non-qualified plans and flexible benefits.

Mr. Hicks has served on the board of directors of the Society for Human Resources Management as national treasurer, vice president of personnel research and vice president of health, safety and security. He is a frequent speaker and seminar leader on compensation and benefits topics for business associations, state chambers of commerce and national conferences for organizations such as the Society for Human Resource Management, World at Work and Benefits Management Forum.

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REGISTRATION FEES

Member	Non-Member
\$299	\$399

*Send 3 and the 4th is FREE!

WOW! Kentucky Employers Health Benefits Coalition Members pay only \$199!

CANCELLATIONS/SUBSTITUTIONS

Cancellations must be made no later than five business days prior to the program for a full refund. After this date, no cash refunds will be granted. Substitutions are welcome.

Special accommodations made upon request.

HOW TO REGISTER

BY PHONE: Call Sarah Vaught
502-695-4700,
x3022



BY FAX: 502-695-5051
24 hours a day!



BY MAIL: Send registration form to the address listed below.



LOCATION AND LODGING

June 12, 2003 (80410)
Marriott's Griffin Gate Resort
1800 Newtown Pike
Lexington, Ky 40511
Tel: 859-231-5100
Sleeping Room Rate: \$99

June 13, 2003 (80411)
Radisson Hotel - Cincinnati Riverfront
668 West Fifth Street
Covington, Ky 41011
Tel: 859-291-1200
Sleeping Room Rate: \$92

When contacting hotel for lodging, please specify that you are with the Kentucky Chamber of Commerce's Health Care Cost Containment Seminar to receive the discounted rate.

Health Care Cost Containment Seminar: Solutions for Employers

Choose one location: June 12, 2003 – Lexington (80410) June 13, 2003 – Covington (80411)

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___ Seminar fee enclosed with check payable to the Kentucky Chamber
Amount of check \$_____ Check # _____

___ Charge to: VISA__ MC__ American Express__
Account # _____ Exp. Date _____

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Registrants' Names

Titles

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FREE

Send check and completed registration form to:
Kentucky Chamber of Commerce, 464 Chenault Road, Frankfort, Kentucky 40601

To process your order, the entire registration form must be complete.



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