

## POPULATION HEALTH MANAGEMENT UNLOCKING THE MYSTERY OF RETURN ON INVESTMENT

*Don't miss this dazzling live demonstration!*

**Friday, March 14, 2014**

Registration, Breakfast, and Networking 7:00 a.m. - 7:45 a.m.  
Program and Q&A 7:45 a.m. - 9:15 a.m.

Improving the quality of care received by patients, especially the chronically ill, is the rationale behind population health programs. But of no less interest to healthcare leaders is the need to see patient care costs decline. Our panel of local and national experts will share the keys to achieving a return on investment for your population health program. Learn how to tap Colorado's most powerful databases to improve your organization's insights, care and costs. Best of all, witness epidemiologist Thomas Wilson's dazzling data-crunching, as he provides instant answers to your toughest population health questions.

### OUR PANELISTS:



**Tracey Campbell**, director, All Payer Claims Database (APCD), Center for Improving Value in Health Care, is responsible for the strategy, implementation, operation and sustainability of Colorado's APCD. Previously, she held positions at McKesson, Inteck, HealthTrio and Numera, a telehealth company.



**Mark Carlson**, senior manager, Business Strategy and Development, Colorado Regional Health Information Exchange, leads CORHIO's product development and helps physicians and provider organizations to leverage health information exchange technology to improve patient care and business operations.



**Thomas Wilson**, independent epidemiologist, is a co-founder of the non-profit Population Health Impact Institute and founder of Trajectory Healthcare, a population health analytics firm. Previously, he was the corporate epidemiologist at Anthem Blue Cross Blue Shield and a Columbia University faculty member.

### OUR MODERATOR:



**Gary Montrose**, principal, Healthcare Strategies, LLC, focuses on business development for disease management, shared decision making, care management, long term care and other consumer engagement initiatives, supporting clients in more than 40 states over the past 25 years.

### DoubleTree Denver Tech Center

7801 E. Orchard Rd. • Greenwood Village, CO 80111 • 303.779.6161  
Just west of I-25 on Orchard Rd., Exit #198. Hotel is the second building on the right.

### HOW TO REGISTER

To register visit the CHSM website at [www.chsm.org](http://www.chsm.org)  
**LIMITED SEATING • EARLY REGISTRATION DEADLINE IS MARCH 7, 2014**

REGISTER EARLY TO SAVE \$10 PER EVENT!

Non-Members	\$55 (\$45 with early registration)
Members	\$45 (\$35 with early registration)
Supporting Members	Membership benefit: no charge


Please register early to reserve a place at this event. Registration fee includes a hot breakfast.

SAVE THE DATE • Friday, April 4, 2014

**Pushing Healthcare Costs Downward.** Learn what payers and providers are doing to reduce healthcare costs and ease the burden on employers, who are at their breaking point. Get ready for straight talk from Lockton's Leo Tokar, Kaiser's Donna Lynne, Centura's Margaret Sabin and United Healthcare's Beth Soberg.

### ABOUT CHSM

Colorado Healthcare Strategy & Management (CHSM) is the state's only nonprofit organization serving all walks of healthcare. Healthcare professionals come to CHSM to learn about timely trends and important issues, meet others in their field, gain exposure through networking and advance their careers. To contact us call 303.265.9224, email [customer.service@chsm.org](mailto:customer.service@chsm.org) or visit us at [www.chsm.org](http://www.chsm.org) if you have any questions or would like more information.

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