

## ADDRESSING COST EFFICIENCY CONFERENCE

Thursday, February 4, 2010  
9:00 am - 3:30 pm  
Sheraton Gateway LAX

**Objectives:**

- Learn how to lay the groundwork for testing cost efficiency improvements by selecting measures, studying sources of variation, and identifying key changes to test
- Learn from your peers how they tested and adapted interventions to reduce inappropriate use of the Emergency Department (ED)
- Understand how to recognize and address barriers to successful cost efficiency programs
- Understand how these techniques can be applied to address cost efficiency in other domains

Time	Topic	Presenter/Facilitator
9:00 - 9:30am	<b>Registration and Breakfast</b>	
9:30 - 10:15am	<b>Welcome and Overview</b> <ul style="list-style-type: none"> <li>• Review conference objectives and agenda</li> <li>• Review approach to engaging physicians in change</li> </ul>	Giovanna Giuliani, MBA, MPH <i>Pacific Business Group on Health</i>  Howard Beckman, MD <i>Clinical Professor of Medicine, University of Rochester School of Medicine and Dentistry</i>
10:15 - 11:45am	<b>Panel I: “Get Set” – Identifying &amp; Focusing on Drivers of ED Use</b> <ul style="list-style-type: none"> <li>• Learn from groups how they identified drivers of ED use and laid the groundwork for testing improvements</li> <li>• Facilitated discussion (Q&amp;A)</li> </ul>	Nancy Greenstreet, MD <i>Physicians Medical Group of Santa Cruz County</i>  Michael Weiss, DO <i>Monarch HealthCare</i>
11:45am - 12:30pm	<b>Lunch</b>	
12:30 - 2:00pm	<b>Panel II: “Go” – Testing &amp; Adapting Improvements to Reduce Inappropriate Use of the ED</b> <ul style="list-style-type: none"> <li>• Learn from groups what changes they implemented and the impact of these changes</li> <li>• Facilitated discussion (Q&amp;A)</li> </ul>	Mary Giammona, MD, MPH <i>Health Plan of San Mateo</i>  Howard Botwinick, MD, MBA <i>Mills Peninsula Medical Group</i>
2:00 - 2:15pm	<b>Break</b>	
2:15 - 3:15pm	<b>Translating to Other Areas of Cost Efficiency</b> <ul style="list-style-type: none"> <li>• Learn from a Medi-Cal plan how they reduced low back pain</li> <li>• Review the key lessons to improving efficiency and how these can be applied to other domains</li> </ul>	Cindi Ardans, CPHQ, CPEHR/CPHIT <i>Partnership HealthPlan of California</i>  Howard Beckman, MD
3:15 - 3:30pm	<b>Wrap-up</b>	Giovanna Giuliani, MBA, MPH