Healthcare Education Associates &
Legal Education Associates Proudly Introduces

Practical Advice on Controlling FWA

Implementing and Managing Effective Fraud, Waste, & Abuse Programs

Monday, March 31, 2008 Washington DC

What You Can Expect from this Powerful One-Day FWA Seminar:

Will you be the next plan audited by CMS? Get prepared…now!

- What Part D plans can learn from recent government audits and enforcement actions: Actual audit preparation advice
- Practical advice on structuring a strong Fraud, Waste, & Abuse program for your plan
- Useful tips for identifying & preventing internal risk areas
- Realistic suggestions for eliminating beneficiary, pharmacy, & prescriber risks, and other external risk exposures
- Guidance for effectively monitoring and inspecting pharmacy providers
- Guidelines from both large and small plans for avoiding Fraud, Waste, & Abuse practices
- Instructions for getting the most out of your data mining information
- And much, much more!

Our Impressive FWA Speakers:

Stephen J. Balcerzak, MSW, MBAFF, *Executive Vice President*
GORMAN HEALTH GROUP, LLC

Arjun Aggarwal, *Managing Director*
HURON CONSULTING GROUP

Mira S. Burghardt, *Esquire*
MANATT, PHELPS & PHILLIPS LLP

Lynette Haiflich, RN, MBA, *Senior Consultant*
REDEN & ANDERS, LTD.

Dr. Stephen A. Morreale, *Visiting Assistant Professor*
RWU/SCHOOL OF JUSTICE STUDIES JUSTICE SYSTEMS TRAINING & RESEARCH INSTITUTE
Principal, **COMPLIANCE & RISK DYNAMICS, LLC**

Lena Robins, *Esquire*
FOLEY & LARDNER LLP

Kelli Back, *Attorney*
LAW OFFICES OF MARK S. JOFFE

David Morgan, R. Ph., *President*
MORGAN HEALTHCARE AUDITS, LLC

Larri A. Short, *Esquire*, *Partner*
ARENT FOX LLP

Susan A. Hayes, *Principal*
PHARMACY OUTCOMES SPECIALISTS

Mark P. Petruzzi, R.Ph., MBA, *President*
SECURITY RX, L.L.C.

Mira S. Burghardt, *Esquire*
MANATT, PHELPS & PHILLIPS LLP

Marci Handler, *Esquire*
EPSTEIN BECKER & GREEN, P.C

Lynn Shapiro Snyder, *Esquire*
EPSTEIN BECKER & GREEN, P.C

Steve Arbaugh, *Principal*
ATTAC CONSULTING GROUP, LLC

Jacqueline M. Darrah, *Esquire*
HALLELAND LEWIS NILAN & JOHNSON

Dottie L. Morgan, *Director of IT*
MORGAN HEALTHCARE AUDITS, LLC

To register, call 800-280-8440 or visit our website: www.healthcare-conferences.com

Dear Compliance Officer,

As plans struggle to identify problem areas and implement procedures to mitigate internal & external risk, government agencies are doing all they can to enforce the policies. **Are you ready for the audits ahead?** Will you be the next plan audited by CMS? What can/should you do to prepare yourself to for both the audits and to effectively prevent Fraud, Waste, and Abuse claims? To minimize your risks, Financial Research Associates is proud to present a one-day seminar on **"Implementing and Managing Effective Fraud, Waste, & Abuse Programs"** scheduled for Monday, March 31, 2008 in Washington DC.

This event will bring together Chief Compliance Officers, Chief Operating Officers, Chief Financial Officers, auditing staff, directors of Medicare programs, Medicare/Medicaid specialists, and Directors of Medicare compliance within health plans to discuss the topic areas most affecting their day-to-day business.

Key topics to be addressed include:

- *Audit preparation:* What Part D plans can learn from recent government audits and enforcement actions
- Effectively structuring a strong Fraud, Waste, & Abuse program: Simplified dos & don'ts!
- Identifying & preventing internal risk areas – Common red flags & not-so-common landmines
- External risk exposures: Eliminating beneficiary, pharmacy, & prescriber risks
- Data mining considerations
- Monitoring and inspecting pharmacy providers
- Case studies from both small and large plans for avoiding Fraud, Waste, & Abuse practices
- And much, much more!

Please join us for this must-attend Fraud, Waste, & Abuse seminar. You won't find another program filled with so many practical suggestions about the best ways to effectively deal with FWA considerations. You can't afford to miss this insightful seminar. Register today by calling us at 800-280-8440 today, or by visiting our website www.frallc.com.

I look forward to seeing you in March.

Sincerely,

Laura Garza

Laura Garza, *Senior Vice President*
FINANCIAL RESEARCH ASSOCIATES, LLC

About Healthcare Education Associates and its Parent Company

Healthcare Education Associates is a division of Financial Research Associates, LLC. FRA and its divisions provide access to timely and focused business information and networking opportunities through top-level executive summits, conferences, seminars and webinars. Offering highly targeted events, FRA positions itself as a preferred resource for executives and managers seeking cutting-edge information on the next wave of business opportunities.

LEA is the most recent division launch of Financial Research Associates, bringing the full weight of its parent company behind it. At LEA, we provide highly focused and sophisticated conferences to the legal world. LEA offers many different events that will appeal to a wide range of attorneys and firms, and all are highly specialized in their topic choice. LEA attendees will leave our events with practical knowledge, not simply an overview of an area. We strive to feature practicing attorneys as speakers and panelists on our programs, to give you practical insight—not sales pitches—into the key areas you need to know about today.

Who Can I Expect to Meet at this FWA Seminar?

From Health Plans MAPDs, PDPS, & PBMs:

- Chief Compliance Officers
- Chief Operating Officers
- Chief Financial Officers
- Presidents
- Marketing Directors
- Enrollment & Dis-Enrollment Staff
- Internal Auditing Staff
- Director of Pharmacy
- Medical Director
- Director of Medicare Programs
- Medicare/Medicaid Specialists
- Director of Medicare Compliance

And Service Providers, Healthcare Law firms, Actuarial Firms, Outsourcing Marketing Firms, & Consultants:

- Heads of Medicare Practice
- Presidents
- Partners

What Our Attendees Had to Say About Previous Medicare Conferences:

"Speaker topics were right on! Speakers were well prepared and presented the material efficiently"

"Absolutely a great conference"

"Very useful information. A lot of information provided in a short time. Complex topics presented simply. Candid presentations from CMS representatives"

"Topics were very focused and very informative"

"Good information, knowledgeable and engaging industry experts"

"Very informative-- war stories are always a great way to communicate strong message"

"Great speakers – I learned a lot"

"Focused on the important criteria for success"

"Very informative for all levels of knowledge"

"Great conference. Thanks to the folks who set it up"

Thank You To Our Media Partners

The Executive Report on
Managed Care
Your Authoritative Management Briefing on Managed Healthcare

Agenda & Speaking Faculty

7:45 Continental Break & Registration

8:30

Chair's Opening Remarks

Stephen J. Balcerzak, MSW, MBAFF, *Executive Vice President*
GORMAN HEALTH GROUP, LLC

Mr. Balcerzak, *an Executive Vice President with Gorman Health Group, LLC, offers nearly 20 years of experience with the Health Care Financing Administration (now the Centers for Medicare and Medicaid Services (CMS)). His broad experience within HCFA covered all facets of HCFA operations in managed care contracting. His knowledge of HCFA operations especially as related to applications, compliance and enforcement activities is especially valuable to companies with interest or questions in any area of Medicare managed care contracting.*

8:45

Effectively Structuring a Strong Fraud, Waste, & Abuse Program

- Learning how to scrutinize your current plan
- Identify, log, and mitigate internal & external risk areas
- Training, monitoring, auditing, and reporting for each component
- Best practice considerations
- Incorporating internal and financial risk & monitoring

Moderator:
Steve Arbaugh, *Principal*
ATTAC CONSULTING GROUP, LLC

Panelists:
Arjun Aggarwal, *Managing Director*
HURON CONSULTING GROUP

Mira S. Burghardt, *Esquire*
MANATT, PHELPS & PHILLIPS LLP

Lynette Haiflich, RN, MBA, *Senior Consultant*
REDEN & ANDERS, LTD.

A Two-Part Risk Discussion: Internal & External Risk Exposures for Plans

10:00

Internal Risk Considerations: Where Are the Most Likely Areas to Find Internal FWA Problems?

Part 1

- Marketing, marketing, and more marketing risks
- Specific examples of queries to run
- Financial accuracy
  - TrOOp
  - COB
  - Drug pricing/cost
- Payments & calculations
- Enrollment schemes & Medicare enrollment risks
- Medicare enrollment

Dr. Stephen A. Morreale, *Visiting Assistant Professor*
RWU/SCHOOL OF JUSTICE STUDIES
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11:00 Morning Break

11:15

External Risk Exposures: Eliminating Beneficiary, Pharmacy, & Prescriber FWA Problem Areas

Part 2

- What are the risks involved with each external exposure?
- How to implement practical proof and documentation policies
- Study non-claim data
- PBM risks
- Network pharmacy risks
- Prescriber risk

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Larri A. Short, *Esquire, Partner*
ARENT FOX LLP

12:15 Luncheon Break

1:30

Does Your PBM Have the Programs to Monitor/Inspect Pharmacy Providers?

- When should you outsource?
- How to review FWA programs in place with the PBM industry
- Discuss CMS requirements for FWA programs
- Strategies to implement if your PBM's program does or does not meet your needs

Susan A. Hayes, *Principal*
PHARMACY OUTCOMES SPECIALISTS

Mark P. Petruzzi, R.Ph., MBA, *President*
SECURITY RX, L.L.C.

2:15

Audit Preparation: What Part D Plans Can Learn From Recent Government Audits and Enforcement Actions

- What are the government enforcement agencies' top Part D risk issues?
- How active have MEDICs been in reviewing Part D plan compliance?
- What Part D risk areas has CMS been auditing? What areas has OIG identified for review?
- What kinds of Part D intermediate sanction and other enforcement actions have been taken against plans and other stakeholders?
- What steps should Part D plans and stakeholders be taking now to assess their organization's Part D "compliance readiness"?
- How should Part D plans and stakeholders prepare for government audits and investigations?
- What is the "anatomy" of a government enforcement action?

Mira S. Burghardt, *Esquire*
MANATT, PHELPS & PHILLIPS LLP

Marci Handler, *Esquire*
EPSTEIN BECKER & GREEN, P.C

Lynn Shapiro Snyder, *Esquire*
EPSTEIN BECKER & GREEN, P.C

3:15 Afternoon Break

3:30
Large Vs. Small Plan Considerations

Compliance considerations may appear to be similar for all health plans. However, the business model, available resources and other factors may influence the design and operation of a health plan's compliance program. In this session, the differences of a small and large health plan compliance program will be explored. In addition, the similarities that may be achieved will be highlighted. Other topics include:

- The role of policies and procedures
- "Right sizing" an FWA monitoring plan and structure
- Departmental accountabilities
- Training
- Reporting and oversight
- Using an SIU and/or other investigative entities
- Options for outsourcing
- Delegate oversight
- Data analysis
- Investigations

Steve Arbaugh, *Principal*
ATTAC CONSULTING GROUP, LLC

Jacqueline M. Darrah, Esq.
HALLELAND LEWIS NILAN & JOHNSON

4:15
MEDIC Perspective: Data Mining Considerations

Importance of Data Mining

- Data Preparation
- Data Integrity
- Data Challenges
  - Creative Financial Bookkeeping
  - Mis-Labeling of Brand/Generics
- Benchmarking
- Drill Down

Dottie L. Morgan, *Director of IT*
MORGAN HEALTHCARE AUDITS, LLC

4:45 End of Seminar

Enhance Your Marketing Efforts Through Sponsoring a Special Event or Exhibiting Your Product at this Event!

Maximize your firm's exposure at this event by sponsoring a cocktail reception or custom-designed networking event. We can design custom sponsorship packages tailored to your marketing needs. Or, if product display space is key to your marketing efforts, ask about our exhibit opportunities.

To learn more about exhibit and sponsorship opportunities at Financial Research Associates' educational seminars and conferences, please contact Corinne Smart at 704-889-1287 or at csmart@frallc.com

Important Information

To Register:

Fax: 704-889-1292
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18705 NE Cedar Drive
Battle Ground, WA 98604
Call: 800-280-8440
Online: www.healthcare-conferences.com

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March 31, 2008
Washington DC

Fees and Payments:

The fee for attending the Effective Fraud, Waste, & Abuse Seminar is: $1295

SEND A TEAM AT A DISCOUNT!
Please make checks payable to Financial Research Associates, and write code SH156 on your check. You may also pay by Visa, MasterCard, Discover, or American Express. Purchase orders are also accepted. Payments must be received no later than March 24, 2008

Team Discounts:

- Three people will receive 10% off.
- Four people will receive 15% off.
- Five people or more will receive 20% off.

In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. For more information, please contact Terry Markham 704-889-2113, tmarkham@frallc.com

Cancellations
If we receive your request to cancel 30 days or more prior to the conference start date, your registration fee will be refunded minus a $175 administrative fee. Cancellations occurring between 29 days and the first day of the conference receive either a 1) $200 refund; or 2) a credit voucher for the amount of the original registration fee, less a $175 administrative fee. No refunds or credits will be granted for cancellations received after a conference begins or for no-shows. Credit vouchers are valid for 12 months from the date of issue and can be used by either the person named on the voucher or a colleague from the same company.

Please Note: For reasons beyond our control it is occasionally necessary to alter the content and timing of the program or to substitute speakers. Thus, the speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a replacement speaker will be made.