

AMERICA'S PHYSICIAN GROUPS =

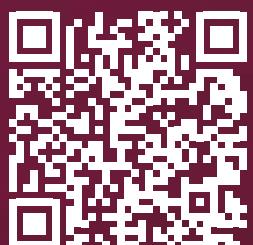
ANNUAL 2019 Conference

Quality and Efficiency: How to Succeed in Risk-Based Models

April 11-13, 2019

Manchester Grand Hyatt, San Diego, CA

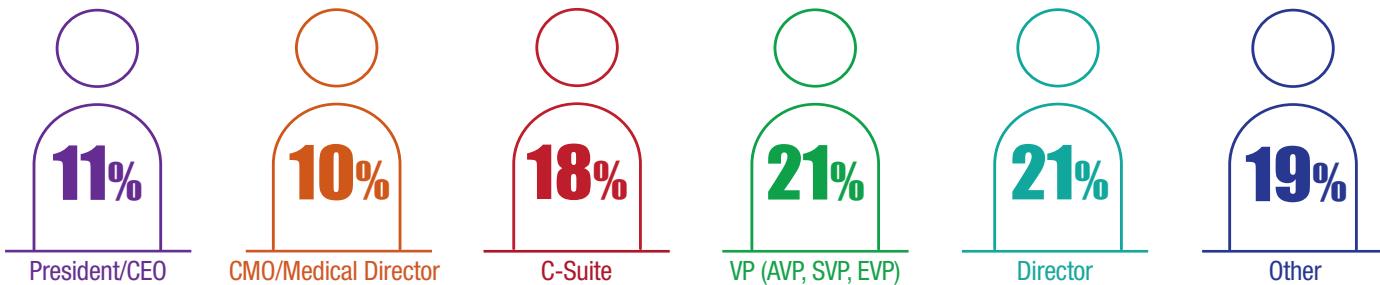
Register
today!





Who attends

Last year's Annual Conference 2018 drew a diverse group of leaders in the value-based care movement. Here's a snapshot of attendees who shared their positions within their organizations.



What you will take away

The APG Annual Conference 2019 is designed for all who are committed to value-based payment models, no matter where you are on the implementation spectrum. During the Conference, you will hear from leading speakers about the current state of healthcare and will gain the information and tools you need to thrive in multiple payer arrangements: MIPS, APMs, commercial, and Medicaid. And you will leave with:

- A better understanding of new capitated payment models, as well as new approaches to risk
- Best practices for aligning and paying your downstream providers
- Knowledge of what you'll need to move from upside-only to downside risk
- Proven strategies for transforming your practice and avoiding physician burnout
- Insights on how APG physician groups are using telehealth to provide better patient care
- Tactics to help make your IT systems interoperable
- A new network of friends and colleagues who are also in the risk-based payment environment!

...the can't miss conference for anyone engaged in coordinated and accountable care.

—Stacey Hrountas, CEO Sharp Rees-Stealy Medical Group

Pre-Conference Sessions

Wherever your organization is on the journey to risk, our pre-conference sessions are specifically designed to help you take your group to the next level. The pre-conference is divided into three concurrent sessions on April 11 from 10:00 am –12:00 pm and allows you to choose the session that best addresses your organization's needs. The sessions are:

- How to Move from Upside-Only to Downside Risk
- How to Succeed in Primary Care Cap and Professional Risk
- How to Move into Global Capitation

Please visit **conference2019.apg.org** for more information on pre-conferences. The Annual Conference 2019 pre-conference sessions are a separate fee. Please see page 7 for more details on how to register.

Conference Highlights

Here is a sampling of some of the sessions at Annual Conference 2019. Visit our website at conference2019.apg.org for a full Conference agenda.

Keynote Speakers

**Eric Topol, MD, Executive VP, Scripps Research
Director and Founder, Scripps Research Translational Institute**

Keynote Address

Dr. Eric Topol is one of the leading innovators in medicine today, specializing in the use of artificial intelligence, "deep" data, and smart technology in the practice of individualized medicine. He is the Founder and Director of The Scripps Translational Science Institute. He also is Executive Vice President of The Scripps Research Institute and Professor of Molecular Medicine.



Rishi Manchanda, MD, MPH, President and CEO, HealthBegins

Addressing Upstream Social Determinants to Improve Quality and Lower Cost

Dr. Rishi Manchanda is President and CEO of HealthBegins, a mission-driven consulting and technology firm based in Los Angeles. Dr. Manchanda serves on the board of the Beyond Flexner Alliance, on the California Future Health Workforce Commission, and was a member of the HHS Health Care Payment Learning and Action Network's Primary Care Payment Model Work Group.



Breakout Sessions

- **Artificial Intelligence: A New Solution to Providing Value in Risk Adjustment**
Sam Skootsky, MD, Chief Medical Officer, UCLA Faculty Practice Group and Medical Group
- **Market Trends and Tipping Points: Implications for Physician Organizations**
Paul Keckley, PhD, Principal, The Keckley Group and former Executive Director of the Deloitte Center for Health Solutions in Washington, DC
- **Optimal Care: Combining Evidence and Technology to Drive Quality and Eliminate Low-Value Care**
Ken Cohen, MD, FACP, Chief Medical Officer, New West Physicians
- **Operationalizing Your Data Informatics: The Single Most Important Aspect of Risk-Based Care**
Laura Jacobs, MPH, Managing Partner, GE Healthcare Partners
- **Case Studies in Transforming Physician Organizations from Fee-for-Service into Risk Contracting**
Stuart Levine, MD, Chief Medical and Innovation Officer, Agilon Health
- **What Health Plans Need to Do to Move from Fee-For-Service into Capitation and Delegation**
- **How Can Physicians Remain Independent in an Era of Consolidation?**

Shared Learning Fest: Thursday, April 11, 4:15 pm – 5:45 pm

Our always-popular Shared Learning Fest is your opportunity to have intimate conversations with APG Consultants—former chief executives with decades of success in risk-based payment models. You'll choose one of several discussion topics, each focusing on specific areas in risk-based care. After 30 minutes, you'll select a new topic and join a new discussion. This session is open to all Conference attendees and is a can't miss for anyone in risk-bearing arrangements or who wants to enter one.



New sessions are being added, so make sure you visit conference2019.apg.org to register today and learn more about APG Annual Conference 2019.

Register online! Conference2019.apg.org

Join the Conversation! @AmerPhysGrps #APGAC19

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Meet, Eat, Greet

Knock 'Em Down!

Pull out your old shoes, pack your shirt, and come enjoy a little friendly competition at our always-entertaining **Bowling Tournament**. Lunch and beverages will be served.

Thursday, 10:00 am – 2:00 pm
East Village Tavern and Bowl



APG Welcomes You

Our **Welcome Reception** is the perfect place to kick off the Annual Conference. Come say hello to old friends and make new ones, all while enjoying beverages and appetizers with beautiful San Diego serving as the backdrop.

Thursday, 6:00 pm – 9:00 pm

Exhibit Fair and Strolling Dinner: Woodstock

APG is taking you back to 1969! Join us for "3 Hours of Peace & Music" at this year's Woodstock-themed Exhibit Fair and Strolling Dinner. Learn about the latest products and services, expand your network, and enjoy great food at our **signature trade show**. And don't forget to wear your best headband, beaded jacket, and bell-bottom jeans!

Friday, 6:00 pm – 9:00 pm

Dancing Machine

Time to groove at our **Dance Party**!

Friday, 9:00 pm – 11:30 pm

Exercise Boot Camp

Leave judgement at the door and get your day started right with our **boot camp workout**. All levels welcome.

Friday, 6:30 am – 7:15 am

Find Your Inner Nirvana

Our morning **yoga class** is offered on Friday and Saturday. Start your day calm and centered. All levels welcome.

Friday, 6:30 am – 7:15 am

Saturday, 7:00 am – 7:45 am



Come ready to learn, see old friends,
and make new ones!

—Mariella Cummings
President, Results Incorporated
America's Physician Groups Consulting





Sponsorship Opportunities

APG Conference sponsors and exhibitors receive access to hundreds of physicians and executives from leading coordinated care organizations nationwide. We appreciate the commitment of our ongoing sponsors and invite new partners to this high-value opportunity. To reserve your spot, contact Cassandra Perkins, 213.239.5040 or cperkins@apg.org.

Dual-Event Sponsorship Specials

We're offering special benefits for supporting both the APG Annual Conference 2019 and APG Colloquium 2019 (November 11–13, Washington, DC). Both Conferences offer exceptional visibility and access to key healthcare decision makers. Dual sponsorship offers are available through March 7, 2019.* To learn more, email cperkins@apg.org.

- Sponsors choosing Elite, Diamond, Platinum, or Gold sponsorships at both events** will receive **\$5,000 off the Annual Conference fee plus two additional full registrations at the Colloquium.**
- Diamond, Platinum or Gold Annual Conference sponsors who exhibit at the Colloquium will receive **\$1,000 off the Colloquium booth fee.**
- Exhibitors committing to both Conferences will receive **\$1,000 off the booth fee for each event—total savings of \$2,000.**

Sponsorship Benefits	Elite \$50,000		Diamond \$35,000	Platinum \$25,000	Gold \$15,000
	✓	✓			
Private retreat with your management team at the Conference	✓				
Full page ad in Conference pocket agenda	✓				
Sponsorship acknowledgment during a General Session and 2 seats at the Saturday luncheon VIP table	✓	✓			
One deluxe upgraded hotel room Thursday to Saturday nights	✓	✓			
Sponsor-provided single page insert in Conference bag	✓	✓			
Two premium 8' x 10' adjoining booths at Exhibit Fair and Strolling Dinner	✓				
Premium 8' x 10' booth at Exhibit Fair and Strolling Dinner		✓			
8' x 10' booth at Exhibit Fair and Strolling Dinner				✓	✓
Exhibit package at APG Colloquium 2019	✓				
Premium signage with logo prominently displayed during Conference	✓	✓			
Signage with logo prominently displayed during Conference				✓	✓
Complimentary all-event Conference registrations / APG Partners	12/14	6/8	4/6	2/4	
Two booth attendee registrations (Friday night only)	✓	✓	✓	✓	
Selected level sponsorship recognition in Conference meeting materials	✓	✓	✓	✓	
Complimentary half-page ad in <i>Journal of APG</i> Conference issue	✓				
Discount advertising in <i>Journal of APG</i> Conference issue		✓	✓		
Pre- and post-Conference attendee list (name, company, title, state)	✓	✓	✓	✓	
Slides of logo displayed prior to all General Sessions	12	10	8	4	
Logo displayed on Sponsors page of Conference media	✓	✓	✓	✓	
Company listing in Conference Virtual Trade Show	✓	✓	✓	✓	

*Both events must be paid for simultaneously and are nonrefundable after March 7, 2019.

**Major health plans are asked to register as Annual Conference Elite or Diamond sponsors only. The Colloquium sponsorship policy allows APG to accept health plans as exhibitors only.



Sponsor an event or service

These selections can be made individually or bundled with a major sponsorship and include the listed benefits. For more information and to reserve your place, please contact Cassandra Perkins at 213.239.5040 or cperkins@apg.org.

Every year, APG's Annual Conference helps us gain access to and build relationships with the perfect mix of healthcare decision-makers.

—Robert Taketomo, PharmD, MBA, President and CEO, Ventegra

Reception Sponsor

Sponsor an evening reception for high visibility. Please contact Lura Hawkins, MBA, for details, 213.239.5046 or lhawkins@apg.org.

- Thursday Welcome Reception
- Friday Dance Reception

Elite and Diamond Level Only Option: Themed Lounge Area

Additional \$5,000

- Gain additional visibility by sponsoring a lounge area near the **General Session room** throughout the Conference.

Exhibit Fair & Strolling Dinner

Friday, 6:00 pm – 9:00 pm

\$5,500 / APG Partners \$4,500

- One 8'x10' Exhibit Fair booth
- Two complimentary all-event Conference registrations
- Pre- and post-Conference attendee list (name, company, title, state)
- Two color slides of logo displayed before all General Sessions, acknowledgment on Conference media, and listing in Conference Virtual Trade Show

Special Ad Rates in *Journal of APG Conference Edition*

The Conference issue will be distributed to approximately 2,000-plus attendees along with 6,000 regular subscribers. APG Members, Partners, and Sponsors receive discounted rates. Contact Valerie Okunami at 916.761.1853 or journalofapg@gmail.com.

Contributing Sponsor

One-of-a-kind options, \$2,000 – \$15,000

\$15,000 each

- **Conference WiFi.** Premium offering—custom home page appears when attendees log onto Wi-Fi network, one Conference registration.
- **Conference Bags.** Company logo on bag along with APG logo, one Conference registration.
- **Key Card.** Tricolor company logo on attendee hotel key cards, one Conference registration.
- **Event Mobile App.** Signage, company name listed in app navigation, promoted post at top of activity feed at select times during event, one Conference registration.

\$7,000 each

- **Friday Breakfast.** Signage, one Conference registration.
- **Friday Buffet Lunch.** Signage, one Conference registration.
- **Friday Night Photo Shoot.** Signage, company logo on photo, one Conference registration.
- **Saturday Breakfast.** Signage, one Conference registration.

\$5,000 each

- **Phone Recharging Station.** Signage, company logo on kiosk. Sponsorship is per location.
- **Morning Fitness Programs.** Signage, company logo on t-shirts.
- **Bowling Tournament Title Sponsor.** Award recognition, signage, two player spots.

\$4,000 each

- **Conference Break Session.** Signage. Three available.
- **Bowling Tournament Lunch.** Signage, two player spots.

\$2,000 each

- **Bowling Tournament Awards and Hosting Opportunities.**



Register online! Conference2019.apg.org

Join the Conversation! @AmerPhysGrps #APGAC19

Registration/General Information

Registration Fees

APG Members

- Registered by February 8, 2019 \$ 985
- Registered after February 8, 2019. \$1,085
- 11 or more. \$50 discount on fees noted above

APG Advocacy Members. \$1,645

APG Partners \$1,425

Conference Sponsors & Exhibitors \$1,795

Booth Attendee (Friday night Exhibit Fair). \$ 660

Sponsorship Fees See Page 5–6

Non-Contributor, Non-Member \$2,085

Government Employees \$1,635

Spouse/Non-Industry Adult Guests

- Full Conference \$ 395
- All-Day Friday Pass. \$ 285
- Friday Night Pass. \$ 175

Bowling Tournament Registration. \$ 85

Pre-Conference Registration

- Conference Attendees. \$ 195
- Non-Conference Attendees. \$ 295

Special Requests

If you require any of the auxiliary services identified in the Americans with Disabilities Act or if you have special dietary requirements, please email Dianne Glover at dglover@apg.org.

Private Hospitality Events

No hospitality event or other activity may be scheduled at the Conference without express permission from APG. Any such scheduling will result in cancellation of the event and forfeiture of any deposits for food and beverage orders. (APG members, please see retreat information.)

Cancellations

Registration cancellations received in writing by April 4, 2019 will be subject to a \$50 processing fee. No refunds will be granted after April 4. Attendee substitutions are allowed. Sponsor and exhibitor cancellations received by March 7, 2019 will be subjected to a cancellation fee for each cancelled item. Please see Sponsorship Fees (apg.org/sponsorfees) for the cancellation fee associated with your commitment. No refunds will be granted after March 7, 2019. A separate cancellation policy applies to attendee registrations.

*The Colloquium discount is available only to non-complimentary, full conference attendees. Discount is valid only if attendee remains registered for both events.

Dual-Event Attendee Discount

Are you planning to attend both the APG Annual Conference 2019 and the APG Colloquium 2019 (November 11–13, Washington, DC)? **Register for both events by April 4, 2019 and receive an extra \$100 off the Colloquium Early Bird rate!***

To receive this benefit:

- **Register for the APG Annual Conference**
- **Once the Colloquium registration opens**, you'll be emailed a special Colloquium registration link and discount code.

Bowling Tournament Registration

We welcome all adult Conference registrants to participate in the APG Bowling Tournament on Thursday, April 11. Registration opens at 10:00 am; the Tournament is from 11:00 am – 2:00 pm, East Village Tavern and Bowl. The \$85 per player fee includes bowling fees, shoes, and refreshments. Tournament participation is limited to the first 80 players who sign up.

No Tournament registration fee refunds are available after April 4, 2019, but player substitutions are accepted.

Hotel Information

Attendees will make reservations with the Manchester Grand Hyatt at conference2019.apg.org. Your confirmation will come from the hotel immediately upon booking. **Please note that APG does not use third party booking agencies. Neither APG nor the Hyatt will initiate contact with you by phone about making reservations.** A special APG rate of \$309 per night (plus applicable fees and taxes), single or double occupancy, has been arranged. This rate is guaranteed up to March 21, 2019, or until our room block sells out.

APG Member Retreats

Are you an APG member attending the Annual Conference? We invite you to hold your board retreat or other organizational meeting on site. Several time slots are available throughout the Conference. For more information, please contact Nelson Maldonado at 213.239.5041 or nmaldonado@apg.org.

Please visit conference2019.apg.org for the most up-to-date information.

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Colloquium 2019

November 11 – 13, 2019

Grand Hyatt Washington, Washington, DC