

# DC HOOPS

## A SPECIAL “HEALTHCARE OUNCE OF PREVENTION” SEMINAR

*Presented by Crowell & Moring LLP*

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Monday, October 27<sup>th</sup> - Tuesday, October 28<sup>th</sup>, 2014

Crowell & Moring LLP

1001 Pennsylvania Avenue NW, Washington, DC 20004

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### Day 1: October 27<sup>th</sup>

8:00 am – 9:00 am	Complimentary Breakfast
9:00 am – 9:20 am	Introduction & Overview <i>John Brennan, Kent Gardiner, Arthur Lerner (C&amp;M)</i>
9:20 am – 10:00 am	Providers becoming Payors and Payors becoming Providers – Key Legal Considerations <i>Troy Barsky, Kevin Kroeker (C&amp;M)</i>
10:00 am – 11:00 am	False Claims Act and Government Investigations: How to Survive a CID <i>John Brennan, David O'Brien (C&amp;M)</i>
11:00 am – 11:15 am	Break

11:15 am – 12:15 pm	Hot Issues in Payor/Provider Litigation Christopher Flynn, Peter Roan (C&M)
12:15 pm – 1:45 pm	Luncheon/AHIP & AHA Joint Discussion on the Changing Landscape of Healthcare Delivery Melinda Hatton, Sr. Vice President & General Counsel (AHA); Joseph Miller, General Counsel (AHIP); Mary Anne Mason (C&M)
1:45 pm – 2:45 pm	Antitrust in an Era of Healthcare Reform Kevin Hahm, Deputy Assistant Director, Mergers IV (FTC); Katherine Funk, Shawn Johnson (C&M)
2:45 pm – 3:45 pm	Concurrent Sessions:  Key Issues in Advertising and Marketing in the Healthcare Industry Christopher Cole, David Ervin (C&M)  MA/PDP Developments and Changes Christine Clements, Xavier Baker (C&M)
3:45 pm – 4:15 pm	Break
4:15 pm – 5:15 pm	Concurrent Sessions:  “Don’t Sign That Yet”: Tools and Tips for Identifying and Avoiding Common Traps in Health Care Commercial Contracting Andrew Hefty, Scott Moore, Todd Rosenberg, (C&M)  Exchanges, MHPAEA and More Teresa Miller, Joel Wood (C&M)
5:15 pm – 6:30 pm	Reception

Day 2: October 28th

8:00 am – 8:45 am	Complimentary Breakfast
8:45 am – 9:00 am	Introduction
9:00 am – 10:00 am	Focus on Fraud, Waste and Abuse: Audits, Enrollment and Certification Barbara Ryland (C&M)
10:00 am – 11:00 am	New Liability Trends in Data Privacy and Security Jeffrey Poston, Robin Campbell (C&M)
11:00 am – 11:15 am	Break
11:15 am – 12:15 am	Recovery Action Scene Daniel Sasse, Robert Rhoad (C&M)
12:15 pm – 1:30 pm	Lunch and Wrap Up