



# Friday March 1

11 a.m. – noon

## REGISTRATION AND LUNCH

11:45 – 12:30 p.m.

### INTRODUCTION

Jeff Ingram, Senior Vice President, Healthcare Networks, Blue Cross

### OPENING REMARKS: Why Primary Care?

Dow Briggs, M.D., Executive Vice President, Blue Cross

12:30 – 1:15 p.m.

### SCHOLARSHIP PROGRAM

Craig Hoesley, M.D., Senior Associate Dean for Medical Education, UAB

William Curry, M.D., MACP, Professor of General Internal Medicine, Senior Vice President of Population Health and Associate Dean for Primary Care and Rural Health, UAB

Michael Chang, M.D., FACS, Professor of Surgery, Chief Medical Officer and Associate Vice President for Medical Affairs, USA

Susan P. LeDoux, Ph.D., Professor and Chair of Medical Education and Associate Dean for Medical Education and Student Affairs, USA

Phillip Reynolds, Ph.D., Associate Dean of Student Services & Institutional Effectiveness, ACOM

1:15 – 2 p.m.

### BUSINESS KEYNOTE: Restoring the Art of Healing: Palliative Care Communication Skills Enhancement

Rodney Tucker, M.D., MMM, Director, Center for Palliative and Supportive Care, UAB

2 – 2:30 p.m.

### BREAK AND VENDOR EXHIBITS

2:30 – 3:15 p.m.

### MOTIVATIONAL KEYNOTE: Innovation Depot & the Evolution of Birmingham's Innovation Ecosystem

Devon Laney, MBA, President & CEO, Innovation Depot

3:15 – 3:30 p.m.

### 2018 INNOVATION AWARD PRESENTATION

Darrel Weaver, M.D., Vice President Healthcare Networks Services, Blue Cross

3:30 – 4:15 p.m.

### Risk Adjustment Essentials: Understanding the Center for Medicare & Medicaid Services Hierarchical Condition Category (HCC) Model of Reimbursement

Rafael Rodriguez, M.D., Chief Medical Officer, Advantasure

4:20 – 5:05 p.m.

### BREAKOUT SESSIONS

Attend the session of your choice during this time.

**A MACRA, MIPS, QPP: How It'll Affect You In 2019:**  
Lee Pearce, MSW, MSHA, FACHE,  
Vice President of Quality, AQAF

**B A Patient's Journey to Opioid Use Disorder:**  
Bethany Bedford, Pharm.D, BCACP, CPE,  
Senior Clinical Pharmacy Specialist, axialHealthcare

**C A Systematic Approach to the Diagnosis and Treatment of ADHD in Children and Adolescents**  
Janaki Nimmagadda, M.D., FAPA, Director,  
Child and Family Assessment Clinic, UAB

5:10 p.m.

### DOOR PRIZE DRAWINGS

6:30 – 9 p.m.

### TOPGOLF NETWORKING EVENT

# Saturday March 2

7 – 8 a.m.

### REGISTRATION AND BREAKFAST

8 – 8:45 a.m.

### BLUE CROSS UPDATES

Darrel Weaver, M.D., Vice President, Healthcare Networks Services, Blue Cross

8:45 – 9:15 a.m.

### Clinical Information Exchange: Improving Healthcare Through Technology and Information

Royce Bradley, PMP, Manager of Provider Solutions, Blue Cross

9:15 – 9:45 a.m.

**BREAK AND VENDOR EXHIBITS**

9:45 – 10:15 a.m.

**Pharmacy Star Ratings: A Closer Look at the Measures, an Adherence Pilot Overview, and an Exploration of Opportunities for Collaborations**

Bruce Harris, Pharm.D, Medicare Clinical Pharmacy Manager, Blue Cross

10:15 – 10:45 a.m.

**Health Engagement Strategy**

Anne Schmidt, M.D., Senior Medical Director  
Richard Embrey, M.D., MBA, Medical Director, Blue Cross

10:50 – 11:35 a.m.

**BREAKOUT SESSIONS**

*Attend the session of your choice during this time.*

**Best Practice/Innovation Panel**

**Daniel Jackson, MSHA**, Operations Manager  
Healthcare Networks Services, Blue Cross, (Moderator)

**A Dr. Brooke Uptagrafft, M.D., FAAFP**,  
Medical Director, Inova Primary Care

**Melissa Mancini, M.D., MSHA**, Associate Vice  
President, Strategy and Business Development,  
UAB Health System

**HPV Vaccination Panel**

**Cindy Lesinger**, Alabama Department of Public Health  
Immunizations Director (Moderator)

**Morissa Ladinsky, M.D.**, Pediatrics and Primary Care,  
Children’s of Alabama

**Tamera Coyne-Beasley M.D., MPH, FAAP, FSAHM**,  
Director of Adolescent Medicine, UAB

**B Dr. Casey Daniel, Ph.D., MPH**, Assistant Professor  
of Oncologic Science, Division of Cancer Control and  
Prevention, USA Mitchell Cancer Institute; Assistant  
Professor, Department of Family Medicine, University  
of South Alabama College of Medicine; Associate  
Scientist, Comprehensive Cancer Center, UAB;  
Adjunct Assistant Professor, Department of Health  
Behavior, UAB Ryals School of Public Health

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*The independent companies represented during this session offer discounts or other benefits to Blue Advantage members on behalf of Blue Cross and Blue Shield of Alabama.*

11:40 a.m. – 12:40 p.m.

**LUNCH AND VENDOR EXHIBITS**

12:45 – 1:30 p.m.

**BREAKOUT SESSIONS**

*Attend the session of your choice during this time.*

**A Quality Measures Explained: What You Need to Know**  
TBD

**B Just Keep Swimming? Moving from Preventing Burnout to Finding Joy**  
**Dr. Lauren Nassetta, M.D., FAAP**, Associate  
Director, Pediatrics Residency Training Program, UAB

**C Implementing the American College of Physicians Guideline for Low Back Pain – Building an Evidence-Based Case for Chiropractic**  
**Christine Goertz, DC, Ph.D.**, Adjunct Associate,  
Department of Orthopedic Surgery, Duke University  
Medical Center; President, Christine Goertz LLC;  
CEO, The Spine Institute for Quality

1:35 – 2:20 p.m.

**CLINICAL KEYNOTE: Healthcare 3.0**

**Nick Patel, M.D.**, Chief Digital Officer, Prisma Health;  
Medical Director, Midlands Internal Medicine

3 p.m.

**CLOSING AND DOOR PRIZE DRAWINGS**