

GAME CHANGE

Unleashing New Opportunities in Healthcare

2013

PROGRAM HIGHLIGHTS: Sasse vs. Dean Debate ■ Lincoln Healthcare Forecast 2013
Entrepreneurial Trend Spotlights ■ Top Experts Across the Care Continuum ■ And More!



DECEMBER 5-7, 2012
JW MARRIOTT
WASHINGTON, D.C.

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HEALTHCARE SERVICES &
CAPITAL CONFERENCE '12

► For C-Level Executives in Healthcare Services

www.hcapconference.com

FULL PROGRAM ENCLOSED

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Attend HCap for the Most Important Strategic Insights of The Year

Since its inception in 2007, HCap has grown to be the most influential gathering of the year for healthcare providers and capital. HCap's mission is to promote growth in healthcare services by providing access to capital, illuminating healthcare policy and entrepreneurial trends, and fostering cross-sector relationships.

HCap is for senior executives from the healthcare services and capital sectors including: hospitals, physician groups, skilled nursing and senior living, home health and hospice, ancillary healthcare services, private equity, lenders, M&A advisory and more.

HCap's Rich Program Gives You:

Healthcare Insights, Trends and Forecasts



HCap's conference program offers a prescriptive analysis of the future of healthcare

from the brightest minds in the industry, including healthcare provider innovators, top policy makers and Wall Street analysts.

Capital & Advisory Services



Access to capital is enhanced at HCap: leading lenders, private equity firms, M&A firms, and other financial advisors (including legal, consulting and more) meet with healthcare service companies to explore growth and financing, deal structures, mergers and acquisitions, and more.

Peer-to-Peer Networking



C-level thought leaders from all sectors of healthcare services attend HCap to meet with, and learn from, fellow providers – an invaluable opportunity given the level of cooperation between sectors that will be required in the future.

HCAP ADVISORY BOARD

Our board of thought leaders from across healthcare provider, financial, and ancillary services invite you to join them at HCap.

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Alan Schabes
Partner
Benesch Attorneys at Law

Nancy Schwalm
Chief Business Development Officer
VIVAGE Quality Health Partners

Andy Stokes
SVP Marketing
LTC Properties, Inc.

Ryan Thomas
Member
Bass, Berry & Sims PLC

Carolyn Verde
President & CEO
Uni-Ter Underwriting
Management Corporation

Michael Wons
President & CEO
CellTrak Technologies

WEDNESDAY, DECEMBER 5

5:30 - 7:30 pm **Welcome Reception**

THURSDAY, DECEMBER 6

7:00 - 7:50 am **Boardroom Breakfasts**

8:00 - 9:30 am  **Debate: Ben Sasse vs. Howard Dean – Where Healthcare Reform Goes Next**

9:30 - 10:00 am **Break & Meeting Time**

9:30 am - 12:00 pm **Innovators' Track: Strategy Presentations from Fast-Growing Companies in Healthcare Services**

10:00 - 10:50 am **Concurrent Sessions**

A Building Wave of Hospital Joint Ventures

Minimizing Reimbursement Risk through Accurate Financial Modeling

Trend Spotlight: Managed Care Outsourcing

Population Health: Collaboration, Cooperation or Competition?

10:50 - 11:30 am **Break & Meeting Time**

11:30 am - 12:20 pm **Concurrent Sessions**

Trend Spotlight: Concierge Medicine

Trend Spotlight: Internationalizing Healthcare

Navigating 2013: Capital Markets Forecast

Inter-Sector "Affiliation" is Not a Bad Word

12:20 - 1:00 pm **Lunch**

1:00 - 1:50 pm  **Keynote Address: Building A Culture of Innovation with Douglas Merrill, Former CIO of Google**

1:50 - 2:30 pm **Break & Meeting Time**

2:00 - 5:20 pm **Innovators' Track: Strategy Presentations from Fast-Growing Companies in Healthcare Services**

2:30 - 3:20 pm **Concurrent Sessions**

The Art of the Deal: Excellence in M&A Transactions

Center for Medicare & Medicaid Innovation Revealed!

Innovation in Long Term Care: Leveraging Technology to Improve Care Across the Continuum

Trend Spotlight: Urgent Care Centers

3:20 - 5:30 pm **Break & Meeting Time**

5:30 - 7:30 pm **Meet the Sponsors Reception**

FRIDAY, DECEMBER 7

7:00 - 7:50 am **Boardroom Breakfasts**

8:00 - 9:25 am **Policy, Politics & Spending in 2013: The Uncensored Truth**

9:25 - 10:00 am **Break & Meeting Time**

9:30 - 11:00 am **Innovators' Track: Strategy Presentations from Fast-Growing Companies in Healthcare Services**

10:00 - 10:50 am **Concurrent Sessions**

Private Equity: Your Insider's Guide to Mastering Healthcare Reform

A Coming Hospital Death Spiral? Worst Case Scenario Planning

The Future of Real Estate in Long Term Care

Social Media: How Much Will It Disrupt Healthcare?

11:00 am - 12:00 pm **Lincoln Healthcare Forecast 2013**
 HCap attendees will receive a complimentary copy of the Lincoln Healthcare Forecast in early 2013 (\$495 value)



2012 HCap Program

WEDNESDAY, DECEMBER 5 | Welcome Reception 5:30 – 7:30 pm

THURSDAY, DECEMBER 6

7:00 – 7:50 am

Boardroom Breakfasts (Limited Participation)

Choose from the following topics: Maximizing Lead Generation with Social Media • Identifying New Locations for Your Organization • Regulatory Issues in Healthcare Transactions

8:00 – 9:30 am

Debate: Ben Sasse vs. Howard Dean – Where Healthcare Reform Goes Next

Two of the leading minds in healthcare policy, Howard Dean on the left and former HHS Assistant Secretary Ben Sasse on the right, will square off for this no-holds-barred debate, including reducing debt, extending coverage and resolving the fate of the entitlement system.



Dan Mendelson (Moderator), CEO, Avalere Health
Howard Dean, Founder, Democracy for America & CNBC Contributor
Ben Sasse, PhD, Former U.S. Assistant Secretary of Health & Human Services, President Midland University

9:30 – 10:00 am

Break & Meeting Time

9:30 am – 12:00 pm

Innovators' Track: Strategy Presentations from Fast-Growing Companies in Healthcare Services



Joseph Berardo Jr., President & CEO, MagnaCare
Loren Claypool, CIO, VCPI
Shan Padda, Chairman & CEO, Health Integrated, Inc.
Mike Spitali, MPH, Vice President, Vein Clinics of America
Michael Wons, President & CEO, CellTrak Technologies
Emcee: Carolyn Verde, President & CEO, Uni-Ter Underwriting Management Corporation

20 Minutes
Per Speaker

10:00 – 10:50 am

Concurrent Sessions

A Building Wave of Hospital Joint Ventures

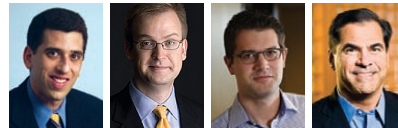
As convergence among payors, providers and physicians continues to play out, joint ventures present a potentially effective means of creating scale and local density. Panelists will discuss the overall trend of joint venturing in hospitals: why it is increasing, various JV strategies, impact on key stakeholders, and opportunities for private investors.



Kevin O'Brien (Moderator), Managing Director, CCMP Capital Advisors
Dan Moen, CEO & President, LHP Hospital Group
Barry Rabner, CEO & President, Princeton Healthcare System

Minimizing Reimbursement Risk through Accurate Financial Modeling

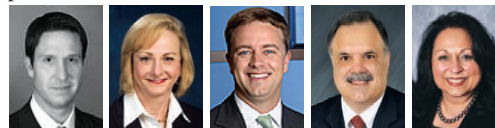
Valuing M&A transactions in healthcare services requires accurately projecting not only future revenue, but also what changing rates mean to a company's profitability. Our experts will do live spreadsheet modeling – changing revenue assumptions for a simulated company and showing you the real-world impact on its bottom line.



Dan Mendelson (Moderator), CEO, Avalere Health
Eric Hammelman, Vice President, Data7 Analytics Group, Avalere Health
Todd Miller, Vice President, Sterling Partners
Greg Pachus, Managing Director, Corporate Finance, Silicon Valley Bank

Trend Spotlight: Managed Care Outsourcing

Managed care outsourcing is a growing trend as managed care companies are becoming incentivized to truly manage care, not just cost. Several third party companies who are emerging as innovative leaders in the art of patient care management will explain their business strategies and discuss what this trend means for healthcare service providers and investors.



James Clark (Moderator), Managing Director, Harris Williams & Company
Cherrill Farnsworth, President & CEO, HealthHelp
Mark Carter, Director, TA Associates
Michael Golinkoff, PhD, MBA, Head, Specialty Clinical Operation, Aetna
Edith Jardine, SVP Business Development, National Imaging Associates (Magellan Health)

Population Health: Collaboration, Cooperation, or Competition?

Who is – and who should be – driving population health initiatives? Pioneers in population health will candidly examine their strengths and weaknesses, share their success stories and what other providers should be doing now to succeed in this burgeoning field.



Tracey Moorhead (Moderator), President & CEO, Care Continuum Alliance
Marc Malloy, CEO, Ascentia Health Care Solutions
Robert Matthews, President & CEO, MediSync Midwest

10:50 – 11:30 am

Break & Meeting Time

11:30 am – 12:20 pm
Concurrent Sessions

Trend Spotlight: Concierge Medicine

Concierge medicine practices are growing rapidly, as doctors opt out of lower government and commercial rates and increased paperwork. Interestingly, the wave is diversifying. Some physician concierge practices have moved upstream and now private pay has emerged in other provider segments, like home health and disease management. Experts will discuss this trend, its impact on Medicare, and investment pros and cons.



Barry Straube (Moderator), Director, Marwood Group
Susan Bratton, CEO, Meals to Heal
Bob Elkins, Chairman, Common Sense Holdings
Marcy Zwelling, MD, President, American Academy of Private Physicians & Choice Care

Trend Spotlight: Internationalizing Healthcare

With reimbursement pressures looming for U.S.-based hospitals and physicians, international hospital management and reverse medical tourism are becoming important growth alternatives. We will discuss the internationalization trend with the head of the global development arm of Johns Hopkins, which has more than 20 current international collaborations throughout the world.



Christopher W. Kersey, Managing Member, Camden Partners Holdings LLC
Steven Thompson, CEO, Johns Hopkins Medicine International

Navigating 2013: Capital Markets Forecast

After the uncertainty roiling the healthcare capital markets in 2012, post-election 2013 should see a return to a more active M&A landscape. Leading financiers will give their predictions of what we'll see in 2013 in: M&A activity, consolidation trends, deal prices, interest rates, lending trends, and private equity activity.



Jim Hill (Moderator), Executive Chairman, Benesch Attorneys at Law
Andrew Brode, Senior Managing Director, GE Capital, Healthcare Financial Services
Dan Davidson, Managing Director, Coker Capital Advisors
Slava Girzhel, Director, KeyBanc Capital Markets
Burk Lindsey, Managing Director, Raymond James & Associates
Mark O'Brien, VP Sales & Marketing, Gemino Healthcare Finance

Inter-Sector "Affiliation" is Not a Bad Word

One consequence of the move away from a fee-for-service healthcare system will be a higher degree of both intra- and inter-sector provider collaboration or affiliation, requiring a change in providers' perceptions, language, models and commitment to master the "soft" side of affiliation. We will explore the whys and hows of best practices in future provider collaboration models.



Katherine McCarthy, Senior Consultant, CliftonLarsonAllen LLP
Donna Masucci, RN, Practice, Peter E. Masucci, MD, PC (Photo Unavailable)
Peter Masucci, MD, Owner, Peter E. Masucci, MD, PC (Photo Unavailable)

12:20 – 1:00 pm
Lunch

1:00 – 1:50 pm

Keynote Address:

Building a Culture of Innovation with Douglas Merrill, Former CIO of Google



Having championed innovation at Google, Doug Merrill will explain how to design a company where culture, strategy and innovation are interrelated and drive faster, sustainable growth. Merrill will lay out a blueprint for innovation as both a strategy and a culture. How do you foster ideas in their infancy? What corporate structures drive innovations, and which ones get in the way? How do you encourage the innovation that's already happening in your organization?

1:50 – 2:30 pm

Break & Meeting Time

2:00 – 5:20 pm

Innovators' Track: Strategy Presentations from Fast-Growing Companies in Healthcare Services



20 Minutes
Per Speaker

Arnold Burchianti, CEO & Founder, Celtic Healthcare Inc.
Tom Clarke, CEO, Kissito Healthcare
Aaron Duerksen, General Manager of Disease Management, Intel-GE Care Innovations
Tom Klopach, CEO, Skylight Healthcare System
Darrel Atkin, Director of Marketing, Skylight Healthcare System
Mike Mutka, President & COO, Silverchair Learning Systems
Faith Ott, President, Sage Age Strategies
Albert Santalo, President & CEO, CareCloud
Emcee: Gregory Browne, Managing Director, Fifth Street Finance Corp.

2:30 – 3:20 pm

Concurrent Sessions

The Art of the Deal: Excellence in M&A Transactions

Using live role playing of each major constituent at the table – buyer, seller, investment banker, lawyer, and lender – this session will enlighten you on the steps involved in closing an M&A deal, healthcare-specific complexities, the typical vested interests of each party, and overcoming common roadblocks.



Les Levinson (Moderator), Partner, Edwards Wildman Palmer, LLP
 April Anthony, CEO, Encompass Home Health
 Jason Ficken, Managing Partner, Quadriga Partners
 Barry Freeman, Healthcare Advisory Partner, Summer Street Capital Partners
 Claudia Gourdon, SVP, National Marketing Manager, Healthcare Finance Group

Center for Medicare & Medicaid Innovation Revealed!

HCap is pleased to host members of CMMI, the catalytic new center for innovation within CMS, who will speak publicly for the first time on their vision for revitalizing and sustaining Medicare and Medicaid. How do they plan to accelerate payment and clinical model reform? What are the most promising innovations they are seeing nationwide? Which sectors do they see innovating the most?



Jeanne Parker-Martin (Moderator), President & Owner, The Corridor Group
 Erin Denholm, CEO, Centura Health at Home & Innovation Advisory, CMMI
 Charlene Frizzera, Former COO & Acting Administrator, CMS
 Fran Griffin, Current Innovation Advisor Program Coordinator, CMMI

Innovation in Long Term Care: Leveraging Technology to Improve Care Across the Continuum

Hear from a small group of long term care providers who are leveraging Skype-like technology to improve patient care and safety, assess patients, enhance communication among care teams, reduce readmissions, maximize their operational efficiencies and strengthen their partnerships with physicians.



Gina Zimmerman (Moderator), Executive Director, Long Term Care, The Joint Commission
 Brian Cloch, CEO, Transitional Care Management
 Dale Zaletel, CEO, Lexington Health Network

Trend Spotlight: Urgent Care Centers

Urgent care is carving out a portion of the care formerly provided by family doctors and emergency room visits, and is expected to continue to grow strongly. This panel of urgent care experts will discuss how this model provides an efficient level of care as well as its growth prospects.



Patrick Wathen (Moderator), VP, Director of Urgent Care Services, Equity Inc.
 Robert Martin, Managing Partner, Excellere Partners
 Manoj Kumar, JD CPA, Former CEO, Hometown Urgent Care (Photo Unavailable)

3:20 – 5:30 pm

Break & Meeting Time

5:30 – 7:30 pm

Meet the Sponsors Reception

FRIDAY, DECEMBER 7

7:00 – 7:50 am

Boardroom Breakfasts (Limited Participation)

Choose from the following topics: HUD Update – Where has LEAN Gone? • Risk Mitigation & Asset Preservation

8:00 – 9:25 am

Policy, Politics & Spending in 2013: The Uncensored Truth

Anticipating a very active Congressional lame duck session, top Washington healthcare insiders will predict policy actions affecting both providers and investors: the election’s consequences on implementation of ACA, the status of an Independent Payment Commission, the Supreme Court decision, the prospects for a premium-support overhaul of Medicare, the debt ceiling challenge, Medicare cuts in 2013, winning and losing sectors, state budgets and Medicaid, and the post-election political climate in Washington.



David Introcaso (Moderator), Vice President, Marwood Group
 Brian Fortune, President, Farragut Square Group
 Robert Laszewski, President, Health Policy & Strategy Associates

9:25 – 10:00 am

Break & Meeting Time

9:30 – 11:00 am

Innovators’ Track: Strategy Presentations from Fast-Growing Companies in Healthcare Services



20 Minutes Per Speaker

Wayne Bazzle, Chairman & CEO, CareCycle Solutions
 Marjorie Green, President & Owner, Healthcare Excellence Institute
 Rusty Zosel, CEO, Procurement Partners

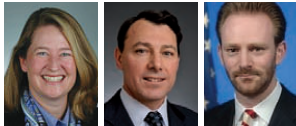
10:00 – 10:50 am

Concurrent Sessions

Private Equity:

Your Insider's Guide to Mastering Healthcare Reform

There are some key regulatory initiatives of ACA and healthcare reform of particular importance to private equity owners of healthcare service companies. We will walk you through what these are, the consequences, and what leading private equity firms should be doing to comply with – and anticipate – healthcare reform's rollout.



Leslie Norwalk (Moderator), Strategic Counsel, Epstein Becker Green
David Allen, Managing Director, Healthcare Finance, NXT Capital
Lambert van der Walde, President, van der Walde & Co.

**A Coming Hospital Death Spiral?
Worst Case Scenario Planning**

What if a large number of hospitals fail due to reimbursement changes and cuts over the coming decade? If hospitals struggle more than expected, what does it mean for those that remain? What does it mean for physician medical groups, skilled nursing, home health, specialty hospitals, LTACs and others? What can hospitals do to best prevent this from happening?



Tim Bateman, Managing Director, The Lincoln Group
Additional Panelists To Be Announced

The Future of Real Estate in Long Term Care

What will be the direction of funding for senior community real estate from Federal agencies, traditional banks, REITs and private equity? Experts will discuss the impact of the Federal Government subsidizing asset prices and how operators can better take advantage of these opportunities.



David Berman (Moderator), Principal, Simone Healthcare Consultants
Eric Lindenauer, President, Housing & Healthcare Finance LLC
James Seymour, Senior Managing Director, Real Estate Group, GE Capital, Healthcare Financial Services
Andy Stokes, Senior Vice President, LTC Properties, Inc.

Social Media:

How Much Will It Disrupt Healthcare?

Big changes in how consumers manage their health are underway due to social media, with interesting consequences over time for the relationship between healthcare providers and patients who are increasingly empowered by emerging social and sharing networks. Learn how this consumer healthcare revolution could radically disrupt how healthcare is delivered.



Robert Guenther (Moderator), Partner, Vice Chair Healthcare, SNR Denton
Scott Baum, Director, Abundant Venture Partners, Former COO, CarePages
John Hallock, VP Corporate Communications, CareCloud
Zach Henderson, VP Corporate Strategy, Health Market Science

Lincoln Healthcare Forecast 2013

11:00 am – 12:00 pm



This session will preview the findings of the Lincoln Healthcare Forecast 2013. This research study includes a mid-range business outlook, growth trends and business strategies of three sectors: community hospitals, long term care and home health. The discussion will include: reimbursement outlook, changes in payor mix, forecast of M&A activity, cross-sector collaboration trends, post acute care consolidation, bundling and more.



Tim Craig (Moderator), Senior Content Manager, Lincoln Healthcare Events
Katherine McCarthy, Senior Consultant, CliftonLarsonAllen LLP
Maureen O'Brien, Education Programs Manager, Lincoln Healthcare Events
Additional Panelists To Be Announced

A complimentary copy of the complete forecast (\$495 value) will be sent to HCap attendees in early 2013.

Register Early & Save!

	BY OCT. 26	REGULAR	MIN. REVENUE	TITLE INVITED
Healthcare Provider	\$1,200	\$1,400	\$10M	C-Level & Select VPs Only
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Lincoln Healthcare Forecast 2013

See inside for details.

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