

## The Entire Healthcare Investment Community

- Large Providers Pursuing M&A
- Lenders, Investment Banks, Underwriters and Brokers
- Private Equity

# INVESTING IN THE FUTURE OF HEALTHCARE



November 20 & 21, 2014  
Hyatt Regency on Capitol Hill  
Washington, D.C.

EARLY REGISTRATION ENDS OCTOBER 10

## TOP TRENDS & DEVELOPMENTS

- Emerging Care Delivery Models
- Growth Strategies
- Partnerships; Payment Risk; Population Health; Care Transitions; IDNs; and More

## CAPITAL SOURCES & DEALMAKERS

- Lenders, iBanks and Capital Facilitators
- Private Equity Firms
- Providers Seeking Partnerships and M&A

## SCHEDULE AT-A-GLANCE

(Wednesday, November 19 Opening Networking Reception 5:30 to 7:00 p.m.)

### THURSDAY, NOVEMBER 20

Networking Breakfast 7:00 to 8:00 a.m.
OPENING GENERAL SESSION 8:00 to 9:00 a.m.
Networking Break 9:00 to 9:30 a.m.
HCap LINK Meetings 9:30 to 10:30 a.m.
Networking Break 10:30 to 11:00 a.m.
CONCURRENT SESSIONS 11:00 a.m. to 12:00 p.m.
Networking Lunch 12:00 to 1:00 p.m.
GENERAL SESSION 1:00 to 2:00 p.m.
Networking Break 2:00 to 2:30 p.m.
POWER SESSIONS 2:30 to 5:00 p.m.
Networking Reception 5:00 to 6:30 p.m.

### FRIDAY, NOVEMBER 21

Networking Breakfast 7:00 to 8:00 a.m.
GENERAL SESSION 8:00 to 9:00 a.m.
Networking Break 9:00 to 9:30 a.m.
CONCURRENT SESSIONS 9:30 to 10:30 a.m.
Networking Break 10:30 to 11:00 a.m.
CLOSING GENERAL SESSION 11:00 a.m. to 12:00 p.m.

 = Networking & Meetings

## ACHE CREDITS

HCap is recognized by the American College of Healthcare Executives (ACHE) as a high-quality educational program and will award 9.25 hours of pre-approved ACHE Qualified Education credit (non-ACHE) toward advancement or recertification in the American College of Healthcare Executives. For more information visit [www.HCapConference.com](http://www.HCapConference.com).

# AGENDA

## WEDNESDAY, NOVEMBER 19, 2014

5:30 to 7:00 p.m.

Opening Networking Reception

## THURSDAY, NOVEMBER 20, 2014

7:00 to 8:00 a.m. - **Networking Breakfast**

8:00 to 9:00 a.m. — **Opening General Session**

### **Healthcare Disruption: The Smart Money Perspective**

The sea change in healthcare over the last five years has created unprecedented opportunity as innovators and disruptors continue to alter the landscape. Join the brightest minds from healthcare's leading private equity firms as they discuss the opportunities, dynamics and drivers, providing you with insights to cast your future strategy.



**Carlos Ferrer**, Founder,  
Ferrer Freeman and Company



**Chris Gordon**, Managing Director,  
Bain Capital Private Equity



**Noah Knauf**, Managing Director, Healthcare,  
Warburg Pincus & Co.



**Mark Schauerte** (Moderator),  
Counsel, Dentons

9:00 – 9:30 a.m. - **Networking Break**

9:30 to 10:30 a.m.

### **HCap LINK Meetings**

HCap LINK connects providers with new ideas that align with their specific strategic objectives. Attendees decide in advance of the conference where they want to explore new ideas (and with whom), then HCap arranges a series of short, sharp on-site meetings LINKing them with innovative solution providers. Pre-planned agendas ensure both parties get the most out of these brief 10-minute encounters.

10:30 to 11:00 a.m. - **Networking Break**

11:00 a.m. to 12:00 p.m.

### **Concurrent Sessions**

#### **Post-Acute Consolidation: Reading the Tea Leaves from Kindred-Gentiva**

When the nation's fifth largest SNF operator makes a hostile takeover bid for the second largest home health agency, the buzz is heard across the continuum – and rightly so. Partnering across the continuum is escalating as innovators believe it's not just an option, but a strategy for survival. How quickly should providers emulate this model, what are the alternative options, and what does it say about investing in the post-acute sector? A leading panel of stakeholders will analyze the proposed Kindred-Gentiva merger and other trends, including the pros and cons for both parties, what such partnerships might mean for the future of the post-acute sector, and how such high-profile acquisitions may influence the pace of consolidation across healthcare.



**Nancy Hoffmann Grant**, Director,  
National Contracting, Humana Inc.



**Lynne Katzmann**, President and Founder,  
Juniper Communities



**Joe Steier**, President and CEO,  
Signature HealthCARE



**Aaron Osmundson** (Moderator),  
Vice President, Quadriga Partners

*Additional speaker to be named.*

# AGENDA

**THURSDAY, NOVEMBER 20, 2014** (Continued)

## The ACO Unplugged: The Future of Shared Savings as a Sustainable Payment Model

The ACO has made “shared savings” part of the everyday lexicon of present-day healthcare, but is it the antidote to fee for service? This panel of leading ACO operators will explore critical learnings from successful shared savings, risk-based arrangements and examine whether accountable care contracting is an interim step or permanent new model for payment reform.



**Emily Brower**, Executive Director of ACO Programs, Atrius Health



**Daniel Farrell**, Deals Partner PricewaterhouseCoopers



**Jeff Spight**, SVP, ACO Operations, Universal American



**Kim Tharp-Barrie**, VP Institute for Nursing, Norton Healthcare



**David Matyas** (Moderator), Partner, Epstein Becker Green

12:00 to 1:00 p.m. - **Networking Lunch**

## 1:00 to 2:00 p.m.— Keynote Address Investing in the Future of Healthcare

As one of the nation’s premier healthcare futurists, Jeff Goldsmith brings more than 30 years of experience across public, private, government and academic institutions. Building on his penchant for identifying healthcare trends, Jeff will uncover emerging investment opportunities, including information technology; consumerism; managed care; integrated health systems; and much more.



**Jeff Goldsmith**  
Founder,  
Health Affairs

2:00 to 2:30 p.m. - **Networking Break**

2:30 to 5:00 p.m. **“Power Sessions”** — Concentrated bursts of expert insights into timely and topical investment trends.

2:30 to 2:55 p.m.

### DSRIP Medicaid Waivers: Opportunities and Implications



**Claudia Gourdon**, Chief Marketing Officer, Senior VP Business Development, Healthcare Finance Group, LLC

### Behavioral Health: The Next Wave of Consolidation?



**Dexter Braff**, President, The Braff Group

3:00 to 3:25 p.m.

### Preparing for Lender Due Diligence



**Mark O'Brien**, EVP of Business Development & Underwriting, Gemino Healthcare Finance

### Governance and Operating Models for Regional Health Systems



**Richard Zall**, Partner and Chairman Health Care Department and Health Industry Group, Proskauer Rose LLP

3:30 to 3:55 p.m.

### Using Data Analytics to Find Transaction Targets



**David Berman**, Principal, Simione Healthcare Consultants

### The Effect of CMS Policy on the Investment Environment



**Charlene Frizzera**, Former Acting Administrator, Centers for Medicare & Medicaid Services (CMS)

4:00 to 4:25 p.m.

### Using Technology to Value Accounts Receivable



**Ken Ruiz**, Director, Healthcare Consulting Practice, Crowe Horwath LLP

### Navigating the Challenges of Selling a Healthcare Business



**Andy Dixon**, VP, Harris Williams & Company

4:30 to 4:55 p.m.

### Thinking Through Capital Alternatives



**Slava Girzhel**, Managing Director, KeyBanc Capital Markets, Inc

### Art of the Deal: Getting Your Transaction Closed



**Les Levinson**, Partner, Robinson & Cole LLP

5:00 to 6:30 p.m. - **Networking Reception**

Seal the deal over a cocktail at the annual HCap networking reception. Open to all HCap attendees.

**FRIDAY, NOVEMBER 21, 2014**

7:00 to 8:00 a.m. - **Networking Breakfast**

8:00 to 9:00 a.m. — **General Session**

## The Coming Rollout of Payment Reform: A Debate

The Affordable Care Act has seen its share of adversity, but its next chapter may be its greatest challenge: sustainable implementation of payment reform across an over-bedded industry reeling from regulation. On the heels of the 2014 midterm elections, two prominent policy experts from opposite ends of the political spectrum will debate the future of healthcare in America, including the fate of fee for service, the timeline for the rollout of capitated payment, the evolving role of managed care, systemic changes to entitlement programs, and much more.



**Bob Laszewski**  
President, Health Policy and Strategy Associates, LLC

**VS.**



**Ron Pollack**  
Founding Executive Director, Families USA

9:00 to 9:30 p.m. - **Networking Break**

# AGENDA

**FRIDAY, NOVEMBER 21, 2014** *(Continued)*

9:30 a.m. to 10:30 a.m.

## Concurrent Sessions

### Managed Care vs. Health Systems – Who Will Dominate Integrated Delivery?

Who will win in the bid to build vertically integrated networks of care and own all risk? Managed Care, who need to move downward and get more into care management? Or health system providers, who are looking to take on increasing levels of risk, and ultimately assume full population health capabilities. A panel of leading experts including providers and Managed Care will debate the likely victor.



**Jeff Goldsmith**, Founder,  
Health Affairs



**Nancy Hoffmann Grant**, Director,  
National Contracting, Humana Inc.



**Sandra McAnallen**, SVP Clinical Affairs and  
Quality Performance, UPMC Health System



**Jeff Hoffman** (Moderator),  
Senior Partner, Kurt Salmon

### The Hottest Investment Opportunities in Healthcare

Investment experts will analyze macro healthcare trends and market conditions, and isolate some of the best emerging opportunities in healthcare.



**Simon Bachleda**, Co-Founder and Managing Partner,  
Revelstroke Capital Partners



**Tracy Maziek**, Senior Managing Director,  
Wells Fargo Capital Finance



**Alan Schabes**, Partner,  
Benesch Law



**David Heilman** (Moderator),  
Partner, Quadriga Partners

10:30 to 11:00 a.m. - **Networking Break**

11:00 a.m. to 12:00 p.m. — **Closing General Session**

### Rocking Healthcare: Innovators Transforming the Delivery of Care

A panel of players at emerging healthcare concepts – from entrepreneurs to established organizations – will awaken HCap attendees to the power of innovative thinking. Whether embracing technology or transforming the patient experience, each of these concepts has identified an underserved opportunity, and in the process has disrupted the status quo in their respective sectors.



**Steve Cashman**, Founder and CEO,  
HealthSpot



**Willis Chandler**, VP Health System Contracting,  
CVS Minute Clinic



**Adam Jackson**, Co-founder and CEO,  
Doctor on Demand



**Tom Lee**, CEO,  
One Medical Group



**Peter Freyer** (Moderator),  
Director Healthcare Services, Silicon Valley Bank

## REGISTER ONLINE



[www.HCapConference.com/register](http://www.HCapConference.com/register)



For information call Miriam Adams at (203) 644-1734.

## FEES & ELIGIBILITY

	Early Rate (through 10/10/14)	Regular Rate	Eligibility
<b>Healthcare Provider<sup>1</sup></b>	\$1,395	\$1,595	C-level only: CEO, CFO, COO (other C-level upon request)
<b>Private Equity</b>	\$1,395	\$1,595	
<b>Ancillary Healthcare Company<sup>2</sup></b>	\$1,395	\$1,595	Up to 2 executives per company <sup>2</sup>
<b>Capital Facilitator<sup>3</sup></b> (lender, investment bank, other)	\$2,595	\$2,595	Up to 3 executives per company <sup>3</sup>
<b>Association</b>	\$1,195	\$1,195	

<sup>1</sup>Provider organizations with at least \$5 million in annual revenue.

<sup>2</sup>Ancillary Healthcare Companies are privately held product and service companies in the healthcare sector that are interested in raising capital. Attendance is limited to CEO, CFO, COO and similar titles upon request. Ancillary Healthcare Companies seeking business development, marketing or other non-capital raising pursuits should inquire about Business Development Partnerships at (203)-644-1728.

<sup>3</sup>Capital Facilitators include organizations that provide capital, underwrite transactions and/or broker transactions.

**Exclusions:** The following groups are NOT eligible to participate in HCap as "attendees": Accounting Firms, Consulting Firms, Law Firms and all other companies that do not meet the criteria for Capital Facilitators. To inquire about how these groups may participate, contact HCap Business Development Director Jim Kovac at (203) 644-1728.

## HOTEL INFORMATION

### Hotel Reservations

Attendees are responsible for booking their own hotel room. To make a reservation at the pre-arranged HCap group rate of \$259 per night, contact the Hyatt Regency by October 15, 2014 at 1-888-421-1442 and reference the HCap Conference.

### Hotel Information

Hyatt Regency Washington on Capitol Hill  
400 New Jersey Avenue, NW  
Washington, DC 20001  
[www.washingtonregency.hyatt.com](http://www.washingtonregency.hyatt.com)  
Information: 1-888-421-1442

### Cancellation & Rollover Policy

For cancellations on or before October 10, 2014, registrants may appoint a substitute qualifying executive for the current year; OR roll over registration to a Lincoln Healthcare Group conference the next year; OR receive a full refund. For cancellations after October 10, 2014, refunds will not be given. Registrants will receive a registration credit that is rolled over to a Lincoln Healthcare Group conference in 2015, less a 20% cancellation fee. Rollover Policy: 2014 registration credit will be rolled over to the following year only (2015).



Lincoln Healthcare Group  
20 Glover Avenue  
Norwalk, CT 06850

## CONFERENCE PARTNERS

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