

Continuing Education Day Hosted by Professional Benefit Administrators and The Alliance

September 23, 2010 • 7 a.m. – 5 p.m.

Holiday Inn
625 West Rolling Meadows Drive
Fond du Lac, Wisconsin
[view map](#)

As you head into renewal time, take one day to update your skills and earn as many as nine continuing education credits all at the same time. In this one-day session you'll gain valuable information about:

- » Provider contracting and considerations to take while evaluating networks.
- » Key elements of the self-funding model compared to other models and as a long-term strategy for employee health benefits.
- » Overview of how prescription-benefit management (PBM) organizations make money including the functions of the PBM, revenue buckets, pricing models and key pricing terms.
- » Ethics review including principles, core components, ethical dilemmas in insurance and best practices.

AGENDA

7 – 7:30 a.m.	Registration, Welcome & Breakfast
7:30 – 8:20 a.m.	How PBMs Make Money Chris Ralston, Sales Manager, WisconsinRx
8:20 – 8:30 a.m.	Break
8:30 – 9:20 a.m.	Health Benefit Funding Options Diane Loram, Business Development Manager, The Alliance
9:20 – 9:30 a.m.	Break
9:30 – 10:20 a.m.	Reinsurance Shari Burton, Director of Account Management, NHBC
10:20 – 10:30 a.m.	Break
10:30 – 11:20 a.m.	Reinsurance , continued
11:20 – 12:20 p.m.	Lunch/PBA presentation
12:20 – 1:10 p.m.	How to Evaluate Health Networks Mark Xistris, VP, Business Development & Provider Relations, The Alliance
1:10 – 1:20 p.m.	Break
1:20 – 2:10 p.m.	How to Evaluate Health Networks , continued
2:10 – 2:20 p.m.	Break
2:20 – 3:40 p.m.	Ethics David Peterson, Director of Sales, and Jerry Ratajczak, Senior Account Executive, Delta Dental of Wisconsin
3:40 – 3:50 p.m.	Break
3:50 – 5 p.m.	Ethics , continued

*Special thanks to PBA for their sponsorship of
meals, breaks & venue.*

*Please feel free to pass this invitation on to
others in the agency. Attend as few or many
sessions as you like.*

To register, please follow the link below.
Please RSVP by **Monday, September 20, 2010**.
Questions? E-mail tjensen@the-alliance.org.

>>> REGISTER ONLINE: <http://www.the-alliance.org/CEDayRSVP.aspx>

CONTINUING EDUCATION

SPEAKERS AND TOPICS:

How PBMs Make Money

Course 60239, approved for 1 CE credit

Chris Ralston
Sales Manager
WisconsinRx

- » Functions of PBMs
- » PBM Revenue Buckets
- » Pricing models in the marketplace
- » Key Pricing Terms

Health Benefit Funding Options: Issues and Ideas

Course 64036, approved for 1 CE credit

Diane Loram
Business Development Manager
The Alliance

- » Definitions of Funding Models
- » Trends
- » Strategy Questions
- » Fully Insured vs. Self Funding
 - > Who are the Players?
 - > Pros and Cons
 - > ROI vs. Short Term Discounts

Reinsurance

Expected to be 2 CE credits

Shari Burton
Director of Account Management
NHBC (National Health Benefits Corporation)

How to Evaluate Networks & Emerging Trends in Health Care Purchasing

Course 42872, approved for 2 CE credits

Mark Xistris
Vice President, Business Development & Provider Relations
The Alliance

- » Provider Payment Mechanisms
- » Network Evaluation (Operational Considerations)
- » Network Evaluation (Right Questions to Ask)
- » Performance-Based-Reimbursement and Quality Initiatives

Ethics

Course 60634, approved for 3 CE credits

David Peterson Jerry Ratajczak
Director of Sales Senior Account Executive
Delta Dental of Wisconsin Delta Dental of Wisconsin

- » Principles of Ethics
- » Ethics in Business
- » Ethical Responsibility of the Broker/Agent
- » Ethical Case Studies

In order to receive credit, you must also provide us with your agent license number on the day of the event. You will also be asked to sign in and out of the meeting to receive CE credit.

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