



PALACE HOTEL  
SAN FRANCISCO  
CALIFORNIA  
MAY 10-13, 2000

## CALIFORNIA HEALTH CARE SYMPOSIUM 2000

### IN SEARCH OF A NEW PARADIGM

SPONSORED BY AARP • Aids Project Los Angeles • Alliance of Catholic Health Care • American Medical Group Association • American Nurses Association of California • Asian & Pacific Islander American Health Forum • Association of California Healthcare Districts • Association of California Life and Health • Insurance Companies • Association of California Nurse Leaders • California Academy of Physician Assistants • California Association of Health Facilities • California Association of Health Plans • California Association of Homes and Services for the Aging • California Association of Public Hospitals and Health Systems • California Association for Health Services at Home • California Black Health Network • California Children's Hospital Association • California Chiropractic Association • California Coalition of Nurse Practitioners • California Health Decisions • California Health Federation • California Health Information Association • California Healthcare Association • California Hospice & Palliative Care Association • California Kids Healthcare Foundation • California Medical Association • California Medical Group Management Association • California Pan-Ethnic Health Network • California Pharmacists Association • California Podiatric Medical Association • California Primary Care Association • California Primary Care Consortium • California Rural Indian Health Board • California Society of Health-System Pharmacists • California Society for Healthcare Attorneys • CALINX • Center for Health Care Rights • Children Now • CMRI • HIMSS, Northern and Southern California Chapters • Health Access • Health Care Compliance Association Region IX • Healthcare Financial Management Association, Northern and Southern California Chapters • Hospital Council of Northern & Central California • Insure the Uninsured Project • Integrated Healthcare Association • IPA Association of America • Latino Coalition for a Healthy California • Latino Issues Forum • Medical Education Collaborative • National Health Law Program • National Health Foundation • National IPA Coalition • Pacific Business Group on Health • San Francisco Aids Foundation • Service Employees International Union Local 250 • Society of Professionals in Healthcare • United Hospital Association • 21st Century Consumer

CO-SPONSORED BY Group Practice Journal • Health Affairs • Healthcare Business • Healthcare Forum Journal • Hospitals & Health Networks • Modern Healthcare • Trustee

**Special Saturday, May 13, Post-Con: E-HEALTH CARE CALIFORNIA**

**Supported by an Education Grant from THE CALIFORNIA HEALTHCARE FOUNDATION**

In many ways California health care is different – not necessarily better, just different. It is American alright – quintessentially so. But its history, geography and social context have come together to create some of the great experiments in health care finance and delivery in the United States: for example, the Ross Loos Medical Group, the nation's first prepaid group practice; California Physician's Service (now California Blue Shield), the nation's first statewide Blue Shield plan; Kaiser.

The status of California's health system at the turn of the 21st Century is unclear. The numbers of uninsured mount. Many consumers are disenchanted with managed care. The "California Model" of capitation and delegation of function is at siege in its home state. IPA and medical group insolvencies proliferate. It is perceived that medical errors abound. Some feel that we have lost our zeal for creativity, and that greater health system innovation is occurring in other parts of the country.

Where do we go from here?

### A Heritage of Experimentation

From the mid-nineteenth century, California's health system evolved uniquely. It was isolated from other American population centers by great distances. The health system was highly competitive. The population influx following the discovery of gold and silver brought an abundance of both regular and irregular practitioners. California had the highest physician-to-population ratio of any state from the late 19th Century through the mid 20th Century.

California's health system incorporated alternative healing approaches. Alternative practitioners of all types flooded into the state. Especially in Southern California, many infirm sought the alleged healthful qualities of California's climate. Ultimately, the nation's most extensive public hospital system was constructed to care for this largely indigent population.

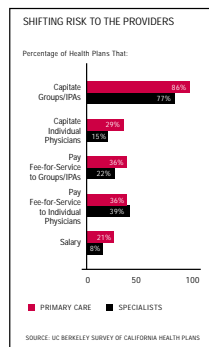
European immigrants pouring first into San Francisco and later into Los Angeles brought with them traditions of mutual risk sharing. In 1851, the nation's oldest prepaid health plan was established in San Francisco by the French Mutual Benevolent Society. Later, German and Italian health societies were formed.

Geographically isolated industries, including mining, timber, the railroads and, later, the great public works projects of the Depression in California's deserts and mountains, led to the establishment of a number of closed health systems created by employers, unions, mutual benefit associations and fraternal organizations. These traditions led ultimately to the establishment of Kaiser Permanente Health Plan.

With the turn of the century came a quick sequence of health system experiments: a referendum battle over compulsory health insurance in the teens; the establishment of the state's early medical groups; the explosive growth of unregulated capitated health plans during the depression; the formation of the nation's first all-hospital Blue Cross Plan in Sacramento in 1935 and the first statewide Blue Shield Plan in 1939; and the emergence of Kaiser.

### The California Model

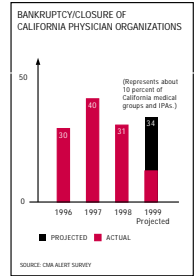
By the early 1990s, California's health care vision had coalesced into what many observers called The California Model. This model was founded on a contractual partnership among purchasers, payers and providers intended to restructure and revitalize the health care landscape. Activist employers would drive employees into a limited number of health plans, and would unite to negotiate aggressively to lower premiums. Rapidly consolidating health plans in turn would capitate and delegate function to providers to encourage utilization efficiencies and quality enhancements. Providers would then pursue horizontal and vertical integration strategies to rationalize resources. Physician organizations, funded primarily by Wall Street or health systems, would coalesce to manage large pools of capitated patients.



### A Troubled Paradigm

California employers have enjoyed an unprecedented long run of medical cost inflation, arguably helping fuel California's long economic boom. Managed care California style has also lowered resource use, especially inpatient days per thousand population. However, many of the goals of the California Model remain unrealized.

The vision of provider integration proved remarkably difficult and expensive to implement and operate. Mergers, both horizontal and vertical, failed to deliver on expected efficiencies. Consumers revolted against gatekeeper models, re-popularizing open network plans and sending a strong message to the market that provider choice was everyman's proxy for quality health care. Capitated medical groups struggled to survive, and risk-sharing experiments with hospitals were abandoned as many integrated systems terminated capitated contracts. In short, by the end of the 1990's it was obvious that something had gone awry with the model.

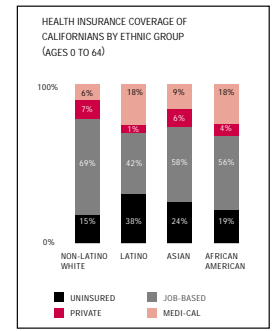
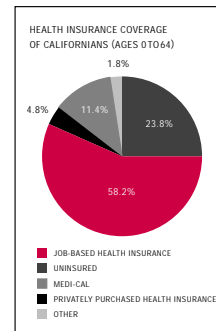


### The Uninsured

At the same time, California's uninsured population continued to grow. More than 21% of California's population, or approximately seven million residents, are uninsured. At a time of extraordinary economic prosperity, the problem of the uninsured worsens.

HEALTH INSURANCE COVERAGE	CALIFORNIA	REST OF THE U.S.
Uninsured	23.8%	17.3%
Job-based insurance	58.2%	67.5%
Privately purchased insurance	4.8%	4.5%
Medi-Cal/Medicaid	11.4%	8.3%
Other public	1.8%	2.3%
TOTAL	29.52 million	206.7 million

SOURCE: 1998 THE STATE OF HEALTH INSURANCE IN CALIFORNIA



### Cultural Competency

California is the "Blade Runner" society of the 21st Century. Ethnically, racially, linguistically and culturally disparate, California is a melting pot. For example, Latinos make up nearly 33% of California's population. Since 1990, 55% of the State's population growth has been Hispanic.

Distinct cultural, ethnic and linguistic populations have special medical needs, as well as access issues. Issues of cultural and linguistic competency have emerged as crucial policy and operational matters for California's health plans and providers.

### The Consumer Revolution

Just when plans and providers sought to create an economical and accessible managed care-based health system for patients, consumers rose up to speak for themselves. Rejecting limits on choice of physician, this "managed care backlash" has resulted in benefit package revision to create broader provider networks and passage of patient protection legislation by the legislature. The role that the empowered consumer will play in the future of California's health system remains unclear.

### Science and Technology

Extraordinary advances in science and technology create new pharmaceuticals and medical devices. While such developments offer hope of advances in health status and treatment, new costs are being added to the system. In particular, the increased costs of outpatient pharmaceuticals have been felt by California health plans and risk-bearing providers.

### The Internet

Sometimes, innovations spring, fully blown and unheralded, seemingly out of nowhere to transform the status quo. Some feel that the Internet may so transform health care finance and delivery. The wellspring for much of the health care Internet revolution is the venture capital community of California's Silicon Valley. New health care.com companies multiply like flies.

Will content sites empower the new health care consumer? Will Internet connectivity prove to be an effective surrogate for the bricks and mortar approach to health system integration of the past decade? Will e-commerce create a much more efficient health care supply chain? Only time will tell – Internet time that is, measured in months and years, rather than decades.

### Regulation

How and the extent to which California's health plans and provider should be regulated are hotly debated issues. Patent protection, health plan liability and medical group solvency regulation all hang fire. The implementation of the new Department of Managed Care is much anticipated.

### Leadership and the Future of California's Health System

The challenges facing California's health systems are daunting – the opportunities great. Leadership not found within the system will be imposed from without.

California's health system of the new century is complex – a mix of nonprofit and for profit; embracing organized labor and management; bringing together alternative healers with traditional medicine; facing all the complexities of California culture – the good with the bad.

Whether we will ultimately resolve the challenges through cooperation, collaboration, competition or outright conflict, we join in one goal: to provide accessible, cost-effective and quality health services to all Californians.

### Issues / Course Objectives

Among the questions and issues to be addressed at California Health Care Symposium 2000 are the following:

- What do California's health care consumers want?
- How will the Internet change the physician-patient relationship?
- What is the future of employer-sponsored health insurance in California?
- Will major health care purchasers contract directly with providers in California?
- How will California benefit packages evolve: defined benefit to defined contribution, copays and deductibles, annual maximums, etc?
- What is the future of Medicare risk in California?
- What role will Kaiser Permanente Health Plan play in the future of California health care?
- Premiums, capitation and risk adjustment in California – where are we and where ought we be?
- What is the regulatory agenda of California's new Department of Managed Care?
- What are the demographics of California's uninsured?
- What strategies can effectively be employed to enroll eligible uninsured in existing programs, e.g. Healthy Families, Medi-Cal, etc.?
- What private-sector solutions for the uninsured problem are being put in place by California employers, unions and health plans?
- What health reform legislation is needed to address the issue of the uninsured?

- The Plan/Provider nexus in California – What is its current status and future evolution?
- What is the future of the California Model of provider capitation and delegation?
- Can California's providers become more efficient?
- The Health System/Physician relationship in California – where we are and where ought we be?
- What are the major challenges and opportunities for California's medical group and IPAs?
- What is the role California's medical directors will play in the transformation of California health care?
- What is the impact of AB 1953, the seismic-safety law, on California's hospitals?
- What practical steps can be taken to enhance the cultural and linguistic competency of California's health plans and providers?
- How do we implement consumer satisfaction feed back and survey programs?
- How do we establish patient assistance and problem resolution ombudsman programs?
- How will the internet transform health care in California?

### Target Audience

The Symposium will be attended by the following individuals and institutional representatives:

- Consumers and Consumer Representatives
- Purchasers, including Private Employers and Public Purchasers
- Health Plan and Health Insurers
- Hospitals and Health Systems
- Medical Group and IPA Leaders
- Health Care Executives and Board Members
- Health Plan, Health System, Medical Group and IPA Medical Director
- Physicians, Nurses, Physician Assistants and Other Allied Health Professionals
- Investment Bankers and Venture Capitalists
- Health Care Consultants and Advisors
- Health Care Attorneys and In-House Counsel
- Health Care Policy Makers and Regulators
- Health Services Researchers and Academics
- Commentators and the Press



# CALIFORNIA HEALTH CARE SYMPOSIUM 2000

## IN SEARCH OF A NEW PARADIGM

Wednesday, May 10, 2000

11:00 AM – 9:00 PM **CONFERENCE REGISTRATION**  
 1:00 PM – 5:00 PM **PRECONFERENCE SYMPOSIA**  
 (OPTIONAL; ATTENDANCE LIMITED; CHOOSE ONE)

### P1 Career Opportunities and Transitions in California Health Care

Preconference Symposium 1 sponsored by the Society of Professionals in Healthcare

- Overview of the California Health Care Employment Market  
**Mark M. Collins**  
 Managing Director  
 Korn Ferry International  
 San Francisco, CA
- FutureStep.com – An example of Employment Opportunities on the Web  
**Steve Fogel**  
 Regional Director, FutureStep  
 Korn Ferry International  
 San Francisco, CA
- Employment Transition Strategies  
**Jack Schlosser**  
 Partner  
 Heidrick & Struggles  
 Los Angeles, CA
- e-Health Employment Opportunities  
**Mark Yowe**  
 Managing Partner, eBusiness  
 Heidrick & Struggles  
 San Francisco, CA

### P2 Enforcement and Compliance California Style

Preconference Symposium 2 sponsored by the Health Care Compliance Association, Region IX

- Federal Issues  
**Joann M. Swanson**  
 Assistant United States Attorney  
 North District of California  
 San Francisco, CA  
**Mary Carter Andrews**  
 Assistant United States Attorney  
 Health Care Fraud Coordinator  
 Central District of California  
 Los Angeles, CA  
**Charles P. Murdter**  
 Of Counsel  
 Davis Wright Tremaine LLP  
 San Francisco, CA  
 (Moderator)
- California Issues  
**John Dratz, Jr., Esq.**  
 Supervising Deputy Attorney General,  
 Bureau of Medi-Cal Fraud & Elder Abuse  
 Office of Attorney General  
 State of California  
 San Diego, CA  
**Thomas A. Temmerman**  
 Senior Assistant Attorney General  
 Bureau of Medi-Cal Fraud and Elder Abuse  
 Office of Attorney General  
 State of California  
 Sacramento, CA
- Compliance Officer Panel

## HFMA

### Mark Your Calendar Today — Save the Date

Building on the strong traditions of the San Francisco and Santa Barbara Conferences on Managed Care held since 1991, we are joining forces to create an even better conference.

The Northern & Southern California Chapters, in cooperation with National HFMA, present

### Tenth Annual Conference on Managed Care

Renaissance Parc 55 Hotel  
 San Francisco, California  
 Sunday, September 17 –  
 Tuesday, September 19, 2000

For more information please contact conference co-chairs:  
**Greg Kusiak**, 626-301-7957 x152  
**Johanna Staple**, 818-728-3036  
 Corporate sponsorships available. Please contact:  
**Barbra Zoller Riegel**, 310-320-3990  
**Christine Hoskinson**,  
 209-948-8483 x3335

### Continuing Education Credit

**ABA - MCLE Credit.** This activity is pending approval for minimum continuing legal education by the State Bar of California.

**ACHE Credit.** Medical Education Collaborative is authorized to award 23 hours of pre-approved Category II (non-ACHE) continuing education credits for this program toward advancement, re-certification, or re-appointment in the American College of Healthcare Executives. Participants of this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when applying for advancement, re-certification, or re-appointment in ACHE.

**ACMPE Credit.** This program is approved to receive a maximum of 22.75 credit hours as assigned by the American College of Medical Practice Executives (ACMPE).

**CME Credit.** This activity has been planned and implemented in accordance with the Essential areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Medical Education Collaborative and Health Care Conference Administrators. Medical Education Collaborative, a

nonprofit education organization, is accredited by the ACCME to provide continuing medical education for physicians and takes responsibility for the content, quality and scientific integrity of this CME activity.

Medical Education Collaborative designates this educational activity for a maximum of 23 hours in category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

**CNA (Nursing) Credit.** This educational activity for 27.60 contact hours is provided by Medical Education Collaborative. Medical Education Collaborative is approved as a provider of continuing education in nursing by the Colorado Nurses Association, which is accredited as an approver of continuing education in nursing by the American Nurses Credentialing Center's Commission on Accreditation.

The Nursing Advisory Committee of the Congress includes Darla Robinson and Nola Palmer.

**NASBA Credit.** Registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Telephone: (615) 880-4200. (A maximum of 27 credits based on a 50-minute hour will be granted. Program Level: Intermediate to Advanced.)



**Pharmacy CEU Credit.** Medical Education Collaborative, Inc. is approved by the American Council on

Pharmaceutical Education as a provider of continuing pharmaceutical education. Medical Education Collaborative, Inc. has assigned 23 contact hours/2.3 CEUs of continuing pharmaceutical education credit. ACPE provider number: 815-999-00-012-L04. Participants will be required to sign in daily and complete an evaluation form for credit. Registration fee includes a certificate, which will be mailed within six weeks after the meeting.

# CALIFORNIA HEALTH CARE SYMPOSIUM 2000

## IN SEARCH OF A NEW PARADIGM

Thursday, May 11, 2000

8:00 am **INTRODUCTION**

*Molly Joel Coye, M.D., M.P.H.*  
Principal  
The Lewin Group  
San Francisco, CA  
Co-Chair

*Peter N. Grant, J.D., Ph.D.*  
Partner  
Davis Wright Tremaine LLP  
San Francisco, CA & Seattle, WA  
Co-Chair

8:05 am **WELCOME AND GREETING**

*The Honorable Willie Brown (invited)*  
Mayor of San Francisco  
San Francisco, CA

*Mark D. Smith, M.D., M.B.A.*  
President and CEO  
California HealthCare Foundation  
Oakland, CA

8:15 am **THE CALIFORNIA PARADIGM – AN OVERVIEW**

*Molly Joel Coye, M.D., M.P.H.*  
Principal  
The Lewin Group  
San Francisco, CA

*Carol B. Emmott, Ph.D.*  
Partner  
Heidrick & Struggles  
San Francisco, CA

**PLENARY SESSION I:  
CALIFORNIA'S INSURED, PURCHASERS AND PLANS**

8:45 am **California's Private and Public Purchasers**

*Thomas J. Davies*  
Regional Health Care Manager, West Region  
GTE Service Corp.  
San Ramone, CA

9:15 am **California Health Insurers**

*Leonard D. Schaffer*  
Chairman/CEO  
Wellpoint Health Network  
Thousand Oaks, CA

9:45 am **The Role of Kaiser Permanente**

*Francis J. Crosson, M.D.*  
Executive Director  
The Permanente Federation  
Oakland, CA

10:15 am **Medicare+ Choice Risk Programs in California**

*Alan Hoops*  
President and Chief Executive Officer  
PacifiCare Health Systems  
Santa Ana, CA

10:45 am **BREAK**

11:00 am **CURRENT SESSIONS I**

I.A. **Premiums, Capitation and Risk Adjustment in California: Where We Are and Where We Ought to Be**

*Hal S. Luft, Ph.D.*  
Director  
Institute for Health Policy Studies  
University of California, San Francisco  
San Francisco, CA

I.B. **Cultural and Linguistic Competency in California Health Care**

*Tomiko Conner*  
Executive Director  
California Pan-Ethnic Health Network  
Oakland, CA

*Tracy Rone*  
Information Specialist, Organization Performance  
Department  
Kaiser Permanente  
Pasadena, CA

I.C. **Implications of the Internet: California Health Care in the Digital Age**

*Jacque J. Sokolov, M.D.*  
Sokolov, Schwab, Bennett  
Los Angeles, CA

I.D. **Advanced Techniques in Pharmaceutical Cost Management**

*Richard E. Dixon, M.D.*  
Vice President, Physician Practice Services  
The Lewin Group  
San Francisco, CA

I.E. **Consumer Input, Consumer Impact – Models of Consumer Involvement**

*Ellen B. Severoni*  
President  
California Health Decisions  
Orange, CA

I.F. **The Plan/Provider Nexus in California: A Status Report and New Thinking**

*Richard E. Wesslund*  
Managing Director  
BDC Advisors, LLC  
San Francisco, CA

12:00 NOON

**LUNCHEON AND PLENARY SESSION II:  
THE CALIFORNIA CONSUMER**

12:30 pm **Implications of the Health Care Internet for Consumers**

*Albert L. Greene*  
Chief Executive Officer  
HealthCentral.com  
Emeryville, CA

# CALIFORNIA HEALTH CARE SYMPOSIUM 2000

## IN SEARCH OF A NEW PARADIGM

1:00 pm	<p><b>What the California Consumer Wants – A Panel Discussion</b></p> <p><i>Diana Bianco</i> Staff Attorney &amp; Policy Analyst Consumers Union San Francisco, CA</p> <p><i>Tomeko Conner</i> Executive Director California Pan-Ethnic Health Network Oakland, CA</p> <p><i>Tom Porter</i> California State Director AARP Sacramento, CA</p> <p><i>Lois Salisbury</i> President Children Now Oakland, CA</p> <p><i>Ellen B. Severoni</i> President California Health Decisions Orange, CA</p> <p><i>Maryann O’Sullivan, J.D.</i> Consumer Education Officer California HealthCare Foundation Oakland, CA (Moderator)</p>		
2:00 pm	BREAK		
2:15 PM	<p><b>CONCURRENT SESSIONS II</b></p>		
II.A.	<p><b>The Future of the California Model of Provider Capitation and Delegation</b></p> <p><i>Howard Arkins, M.D.</i> Medical Director, Western Region Aetna/US Healthcare San Francisco, CA</p> <p><i>Steve McDermott</i> Chief Executive Officer Hill Physicians Medical Group San Ramon, CA</p> <p><i>Beau Carter</i> Executive Director Integrated Healthcare Association Walnut Creek, CA (Moderator)</p>		
II.B.	<p><b>Obligations of California Hospitals and Physicians under EMTALA to Provide Services to Hospital Emergency Patients Without Regard to Financial Status</b></p> <p><i>M. Steven Lipton</i> Partner Davis Wright Tremaine LLP San Francisco, CA</p> <p><i>Ruth Patience-Midcap</i> Nurse/Consultant Division of State Operations, HCFA, Region IX Department of Health and Human Services San Francisco, CA</p>		
		II.C.	<p><b>CALINX</b></p> <p><i>Nancy Oswald, Ph.D.</i> President/Senior Policy Advisor National IPA Coalition Oakland, CA</p>
		II.D.	<p><b>Private Sector Solutions to Enhance Health Care Access to California’s Children</b></p> <p><i>Mary Donnelly-Crocker</i> Executive Director Young &amp; Healthy Pasadena, CA</p> <p><i>Kathryn Mead</i> President and CEO Sharp Health Plan San Diego, CA</p> <p><i>Jean Nudelman</i> Director KP for Kids Kaiser Permanente Oakland, CA</p> <p><i>Michael Koch</i> Executive Director California Kids Healthcare Foundation Encino, CA (Moderator)</p>
		II.E.	<p><b>Kaiser’s Strategies in Pharmaceutical Cost Management: Clinical Discipline and Purchasing Power</b></p> <p><i>Sharon Levine, M.D.</i> Associate Executive Director The Permanente Medical Group, Inc. Oakland, CA</p>
		II.F.	<p><b>Community Clinic Managed Care Case Study: Alameda Health Consortium and Community Health Center Network</b></p> <p><i>Patricia Aguilera</i> Chief Financial Officer Alameda Health Consortium Oakland, CA</p> <p><i>Jane Garcia</i> Executive Director La Clinica de la Raza Alameda, California</p>
		3:15 pm	BREAK
			<p><b>PLENARY SESSION III: CALIFORNIA’S UNINSURED</b></p>
		3:30 pm	<p><b>An Analysis of California’s Growing Population of Uninsured</b></p> <p><i>E. Richard Brown, Ph.D.</i> Director, UCLA Center for Health Policy Research Professor, UCLA School of Public Health Los Angeles, CA</p>
		4:00 pm	<p><b>Private-Sector Solutions: Employer, Union and Plan Initiatives</b></p> <p><i>Clifton R. Gaus</i> Executive Vice President/ Chief Administrative Officer Wellpoint Health Networks Thousand Oaks, CA</p>
		4:30 pm	<p><b>Public-Sector Solutions: Getting Eligible Uninsured Enrolled – Health Families, Medi-Cal, AIM, etc.</b></p> <p><i>Lucien Wulsin</i> Director Insure the Uninsured Project Santa Monica, CA</p>

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- 5:00 pm **Public-Sector Solutions:  
Reform Alternatives**  
*Richard Kronick, Ph.D.*  
Associate Professor and Division Chief  
Department of Family and Preventive Medicine  
University of California at San Diego  
La Jolla, CA
- 5:30 pm **Panel Response to Questions**  
*Jill M. Yegean, Ph.D.*  
Program Officer  
Manager, California's Uninsured  
California HealthCare Foundation  
Oakland, CA  
(Moderator)
- 6:00 pm Adjournment  
6:30 pm Reception
- Friday, May 12, 2000**
- PLENARY SESSION IV –  
CALIFORNIA'S HEALTH CARE DELIVERY SYSTEM**
- 8:00 am **The Role of Primary Care**  
*Edward O'Neil, Ph.D.*  
Co-Director  
Center for the Health Professions  
University of California  
San Francisco, CA
- 8:30 am **The Reemergence of the Specialist**  
*Marie G. Kuffner, M.D.*  
President  
California Medical Association  
Los Angeles, CA
- 9:00 am **California's Medical Groups  
and IPAs**  
*Robert J. Margolis, M.D.*  
Chief Executive Officer  
Healthcare Partners Medical Group  
Torrance, CA
- 9:30 am **California's Hospitals and  
Health Systems**  
*Van R. Johnson*  
President/Chief Executive Officer  
Sutter Health  
Sacramento, CA
- 10:00 am **California's Safety Net Providers**  
*Mark Finucane*  
Director of Health Services  
Los Angeles County Department of Health Services  
Los Angeles, CA
- 10:30 am **Can California's Health Delivery System Get More  
Efficient?**  
*David P. Hunter*  
Chief Executive Officer  
The Hunter Group  
St. Petersburg, FL
- 11:00 am BREAK
- 11:15 am **CONCURRENT SESSIONS III**
- III.A. **Challenges and Opportunities Facing California's  
Physician Organizations**  
*Professor James C. Robinson, Ph.D.*  
Professor of Health Economics  
School of Public Health  
University of California at Berkeley  
Berkeley, CA
- III.B. **Healthy Families and Medi-Cal Full Enrollment  
Strategies**  
*Wendy Lazarus*  
Director  
Childrens Partnership/100% Campaign  
Santa Monica, CA
- Rita Moya*  
President/CEO  
National Health Foundation  
Los Angeles, CA
- Sandra Shewry*  
Executive Director  
MRMIB  
Sacramento, CA
- III.C. **Combating Medical Errors in California Health Care**  
*Molly Joel Coye, M.D., M.P.H.*  
Principal  
The Lewin Group, and  
Member, Institute of Medicine  
Committee publishing "To Err is Human"  
San Francisco, CA
- III.D. **Impact of AB 1953, the Seismic-Safety law, on  
California's Hospitals**  
*Roland J. Marshall*  
Vice President, System Development  
Sutter Health  
San Francisco, CA
- David Werdegar, M.D., M.P.H.*  
Director  
Office of Statewide Health Planning and Development  
Sacramento, CA
- Wanda J. Jones, M.P.H.*  
President  
New Century Healthcare Institute  
San Francisco, CA
- III.E. **The Role of the Internet in Plan and Provider  
Connectivity and Commerce**  
*Dennis J. Streveler, Ph.D.*  
Senior Strategist  
Healthon/Web MD  
Santa Clara, CA
- 12:15 pm **LUNCHEON AND PLENARY SESSION V**  
12:45 pm **Restoring Trust in California's Managed Care**  
*Daniel Zingale*  
Director Designee  
California State Department of Managed Care (to be  
established)  
Sacramento, CA
- 1:30 pm BREAK

# CALIFORNIA HEALTH CARE SYMPOSIUM 2000

## IN SEARCH OF A NEW PARADIGM

1:45 pm	<b>CONCURRENT SESSION IV</b>	•	
IV.A.	Challenges and Opportunities for California Medical Directors – Herding More Modern Cats <i>Art Small, M.D.</i> <i>Vice President, Clinical Solutions</i> <i>Uniprise</i> <i>San Francisco, CA</i>	•	<i>C. Duane Dauner</i> <i>President</i> <i>California Healthcare Association</i> <i>Sacramento, CA</i>
IV.B.	Patient Assistance and Problem Resolution in California Health Care <i>Peter V. Lee</i> <i>Executive Director</i> <i>Center for Health Care Rights</i> <i>Los Angeles, CA</i> <i>Mark L. Andrews</i> <i>Vice President and General Counsel</i> <i>Molina</i> <i>Long Beach, CA</i>	•	<i>Carol B. Emmott, Ph.D.</i> <i>Partner</i> <i>Heidrick &amp; Struggles</i> <i>San Francisco, CA</i> <i>Alain Enthoven, Ph.D.</i> <i>Marriner S. Eccles</i> <i>Professor of</i> <i>Public and Private Management</i> <i>Stanford University</i> <i>Stanford, CA</i>
IV.C.	Benefit Package, Coverage Approaches and Purchasing Strategies of California Employers <i>Larry Levitt</i> <i>Director</i> <i>Changing Health Care Marketplace Project</i> <i>Henry J. Kaiser Family Foundation</i> <i>Menlo Park, CA</i> <i>Arnold Milstein, M.D., M.P.H.</i> <i>National Health Thought Leader</i> <i>William M. Mercer Incorporated</i> <i>San Francisco, CA</i>	•	<i>Viola Gonzales</i> <i>Executive Director</i> <i>Latino Issues Forum</i> <i>San Francisco, CA</i> <i>Peter V. Lee</i> <i>Executive Director</i> <i>Center for Health Care Rights</i> <i>Los Angeles, CA</i> <i>Philip Lee, M.D.</i> <i>Professor of Social Medicine Emeritus and</i> <i>Institute for Health Policy Studies</i> <i>School of Medicine, University of California,</i> <i>San Francisco</i> <i>San Francisco, CA</i>
IV.D.	The Health System/Physician Relationship in California: Where We Are and Where We Ought to Be <i>Michael J. Goran, M.D.</i> <i>Partner</i> <i>Ernst &amp; Young</i> <i>Walnut Creek, CA</i> <i>Gerald M. Hinkley</i> <i>Partner</i> <i>Davis Wright Tremaine LLP</i> <i>San Francisco, CA</i>	•	<i>John C. Lewin, M.D.</i> <i>Executive Vice President/CEO</i> <i>California Medical Association</i> <i>San Francisco, CA</i> <i>Denise K. Martin</i> <i>President and CEO</i> <i>California Association of Public Hospitals</i> <i>and Health Systems</i> <i>Berkeley, CA</i>
IV.E.	Structuring Successful California Health Care Mergers, Acquisitions and Conversions <i>Ross E. Stromberg</i> <i>Partner</i> <i>Jones, Day, Reavis &amp; Pogue</i> <i>Los Angeles, CA</i>	•	<i>Patricia E. Powers</i> <i>President and CEO</i> <i>Pacific Business Group on Health</i> <i>San Francisco, CA</i> <i>Steve Shortell, Ph.D.</i> <i>Blue Cross Of California Distinguished Professor</i> <i>of Health Policy and Management</i> <i>School of Public Health</i> <i>University of California, Berkeley</i> <i>Berkeley, CA</i>
2:45 pm	BREAK	•	
3:00 pm	<b>A Community Forum on the Future of Health Care Finance and Delivery in California</b> <i>Elizabeth Abbot</i> <i>Regional Administrator</i> <i>Department of Health and Human Services, Region IX</i> <i>San Francisco, CA</i> <i>Kali Chaudhuri, M.D.</i> <i>President and CEO</i> <i>KPC GlobalCare</i> <i>Riverside, CA</i> <i>Russell C. Coile, Jr., M.B.A.</i> <i>Senior Vice President</i> <i>Superior Consultant</i> <i>Plano, TX</i>	•	<i>Walter A. Zelman, Ph.D.</i> <i>President and CEO</i> <i>California Association of Health Plans</i> <i>Sacramento, CA</i> <i>Mark D. Smith, M.D., M.B.A.</i> <i>President and CEO</i> <i>California HealthCare Foundation</i> <i>Oakland, CA</i> <i>(Moderator)</i>
4:30 pm	Adjournment	•	



# CALIFORNIA HEALTH CARE SYMPOSIUM 2000

## IN SEARCH OF A NEW PARADIGM

**Saturday, May 13, 2000**

**Post-Conference Symposium:  
e-Health Care California**

- 8:30 am Introduction  
*Molly Joel Coye, M.D., M.P.H.*  
Principal  
The Lewin Group  
San Francisco, CA  
(Chair)
- 8:35 am e-Health Care California – A Vision for the Future  
*Russell C. Coile, Jr., M.B.A.*  
Senior Vice President  
Superior Consultant  
Plano, TX
- 9:00 am Will the Health Care Internet Revolution Transform  
California Health Care – A Panel Discussion  
*Russell Hirsch*  
General Partner  
Mayfield Fund  
Menlo Park, CA  
*Sam Karp*  
Chief Information Officer  
California HealthCare Foundation  
Oakland, CA  
*Joseph M. O’Hehir*  
Co-Founder and COO  
Health Plan 2.0 and InCharge, Inc.  
San Rafael, CA  
*Alan R. Zwerner, M.D., J.D.*  
Senior Vice President  
Strategic Planning  
PersonalMD.com  
Pleasanton, CA  
*Henry R. Loubet, M.P.A., M.S.*  
Vice Chairman  
DrugEmporium.com  
Berkeley, CA  
*David Mack*  
Publisher/Editor  
Health Care Business Magazine and  
eHealthcare business.com  
San Francisco, CA  
(Moderator)

10:00 am CONCURRENT SESSIONS

- Venture Capital Panel
- Legal Issues in e-Health
- e-Health and the Uninsured
- Ethical Issues in e-Health
- Development of Physician Organization and Health System-Based Websites

*Including Presentations by the following leading healthcare.com companies:*

*Dr.Koop.com*  
*HealthCentral.com*  
*HealthonWebMD.com*  
*MedicaLogic.com*  
*Neoforma.com*  
*PersonalMD.com*

1:00 pm Adjournment

**HEALTHCARE**  
CALIFORNIA.COM

ANNOUNCING the launch of HealthcareCalifornia.com, the new Web hubsite designed to serve the information needs of the California healthcare industry. HealthcareCalifornia.com will feature daily news, career resources, regulatory and legislative updates, community forums, online directories, and much more. *Coming June 2000!*

FOR MORE INFORMATION or to inquire about affiliation or partnership opportunities, call 800-643-7600, x16. Or e-mail: [dmack@healthcarebusiness.com](mailto:dmack@healthcarebusiness.com).

TO RECEIVE UPDATES about the launch of this important new site, go to [HealthcareCalifornia.com](http://HealthcareCalifornia.com) and enter your e-mail address.

### • HOTEL ACCOMMODATIONS

The official hotel for the conference is the Palace Hotel, San Francisco, ITT Sheraton Luxury Collection. Today's Palace Hotel offers world-class service and amenities in the elegance of a historical landmark. Centrally located, the Palace is adjacent to the Financial District and within walking distance of the Moscone Convention Center, Union Square, the theatre district, and Chinatown. Palace Hotel has three fine restaurants, including the Garden Court, Maxfield's and the Pied Piper Bar, Kyo-ya, internationally acclaimed for its exquisite Japanese cuisine. In addition, guests dine from an extensive 24-hour room service menu.

To make Room Reservations please contact the Reservations Department at Palace Hotel directly at 415-512-1111.

Be sure to make your reservations by **April 10, 2000** and identify the meeting as the "California Health Care Symposium 2000" to get the special conference rate of \$205 per single or \$225 per double, per night, plus tax. After the cut-off date, reservations will be accepted on a space-available basis. You will be required to guarantee the reservation with a major credit card. Call early to ensure availability.

### TRAVEL PARTNERS

#### • UNITED AIRLINES

If you or your travel agent call United Airlines, 1-800-521-4041, to book your reservations, you will receive special discounts. Make sure you refer to the California Health Care Symposium 2000 and Code No. **593ND** when making your reservations.

#### • AMERICAN AIRLINES

If you or your travel agent call American Airlines Meeting Services, 1-800-433-1790, to book your reservations, you will receive special discounts. Make sure you refer to the California Health Care Symposium 2000 and File No. **1050UR** when making your reservations.

#### • AVIS RENT A CAR

Special meeting rates are available through American Airlines Meeting Services, 1-800-433-1790. Please mention the group number **AWD#B136000** in order to receive the special rates.

### • SCHOLARSHIP APPLICATION FORM

The California Health Care Symposium 2000 offers a limited number of full scholarships to cover the Symposium registration fee, including pre- and post-conference symposia, to qualifying representatives of nonprofit providers and hospitals, educational institutions and governmental agencies. Scholarship applicants must complete and submit this Scholarship Application form on or before May 1, 2000. Qualifying scholarships will be granted on a rolling forward basis commencing January 1, 2000.

NAME

TITLE

ORGANIZATION

TYPE OF ORGANIZATION

ADDRESS

TELEPHONE

FAX

E-MAIL ADDRESS

REASONS FOR REQUESTING SCHOLARSHIP

### • SCHOLARSHIP CRITERIA

A variety of factors will be considered in determining the issuance of scholarship aid. These factors include financial need and the desirability of geographic and organizational representation at the Symposium. Funding for scholarships is limited, and scholarships will be issued on a rolling basis commencing January 1, 2000.

This Scholarship Application form should be submitted to:

BY FAX: 760-771-3183

BY E-MAIL: lindaihi@aol.com

BY MAIL: California Health Care Symposium 2000  
53881 Avenida Villa  
La Quinta, CA 92253

# CALIFORNIA HEALTH CARE SYMPOSIUM 2000

## IN SEARCH OF A NEW PARADIGM

MAY 10-13, 2000

PALACE HOTEL • SAN FRANCISCO • CALIFORNIA

*Program and Schedule subject to change*

### HOW TO REGISTER

Fully complete steps 1-3 (one form per registrant, photocopies acceptable).  
Payment must accompany each order.

FAX: 760-771-3183 PHONE: 760-771-5102 TOLL-FREE: 877-775-8157

BY E-MAIL: lindaihi@aol.com

BY MAIL: California Health Care Symposium 2000  
53881 Avenida Villa, La Quinta, CA 92253

### 1 COMPLETE THE FOLLOWING

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_ DEPARTMENT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

➔ Please advise us if you will need interpretive services or other reasonable accommodations.

### 2 PRICING

PreConference Symposia (Wed., May 10) ..... \$195.00 \_\_\_\_\_

California Health Care Symposium 2000  
(Thursday and Friday, May 11-12))

• Before April 15, 2000	
First Registrant .....	\$745.00
Additional Registrants .....	\$695.00
• After April 15, 2000	
First Registrant .....	\$795.00
Additional Registrants .....	\$745.00

e-Health Care California  
(Saturday, May 13, 2000) ..... \$195.00 \_\_\_\_\_

### OR Single Price — All Four Days

• Before April 15, 2000	
First Registrant .....	\$895.00
Additional Registrants .....	\$855.00
• After April 15, 2000	
First Registrant .....	\$945.00
Additional Registrants .....	\$895.00

Total ..... \$ \_\_\_\_\_

**Note:** Each event optional. Scholarships available based upon financial exigency.  
Registration fees are not refundable or transferable.

### CONFERENCE HOTEL INFORMATION

A special rate of \$205 (plus tax) per single and \$225 per double, per night, plus tax, has been arranged. Please make your reservations directly with the hotel and mention the California Health Care Symposium 2000 to receive the reduced rate. Reservations will be accepted until April 10, 2000. After that cut-off date, reservations will be accepted on a space-available basis.

**PALACE HOTEL**  
**SAN FRANCISCO, CA**  
**RESERVATIONS: 415-512-1111**

(Please reference the California Health Care Symposium 2000 to receive the reduced rate.)

### 3 PAYMENT OPTIONS

Please enclose payment with your registration and return it to the conference registrar at the above address, or fax your credit card payment to 206-441-6369.

- Check/money order enclosed (checks payable to):  
**California Health Care Symposium 2000**
- Payment to be made by check/money order. Credit card must be given to hold registration. If payment not received by date of conference, credit card payment will be processed.
- American Express       Visa       Mastercard

\*TAX ID NO. 91-1892021

TOTAL \$ \_\_\_\_\_

ACCOUNT # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

NAME OF CARDHOLDER \_\_\_\_\_

SIGNATURE OF CARDHOLDER \_\_\_\_\_

All registrations require faxed or original signature on this form.

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