

# Where <sup>Health Reform?</sup> do we go from here?



**The Octagon** is a forum for global conversation that connects health care philosophy, vitalism and integrated cultural and biological change. On April 12-14, we will bring together significant voices and stakeholders to address today's pertinent questions regarding health reform in an effort to develop templates for PCMHs and ACOs that incorporate a broad spectrum of health care options.

*This program is eligible for CE in some states.*

**Join us at the Octagon as we Reimagine Health Care**

**The Octagon** | Life University, Marietta, Georgia  
Register at [www.LIFEoctagon.org](http://www.LIFEoctagon.org)



**The Octagon**  
**April 12-14, 2012**

Life University,  
Marietta, Georgia  
(Greater Atlanta Area)

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## PRESENTERS

**Dee W. Edington, Ph.D.**  
Professor, Movement Science  
University of Michigan

**Andrew Webber**  
President, National Business  
Coalition on Health

**The Honorable Tom Harkin**  
U.S. Senator, Iowa

**The Honorable Johnny Isakson**  
U.S. Senator, Georgia

**Mr. Greg Etzel**  
Partner, Health Care Group,  
King & Spalding

**The Honorable Deborah Senn**  
Insurance Commissioner WA (Ret.)

**Ms. Linda Shelton**  
Partner, Discern Consulting,

**Mr. David O'Bryon, J.D.**  
Executive Director, Association  
of Chiropractic Colleges

**Ms. Laura Carabello**  
Principal, CPR Strategic  
Communications

**Matthew Buettgens, Ph.D.**  
The Urban Institute

**John Weeks**  
Executive Director, Academic  
Consortium for Complementary  
and Alternative Health Care

**Clem Bezold, Ph.D.**  
Founder and President  
Institute for Alternative Futures

**Darren White, D.C.**  
President, WorkSite Wellness

**Greg Goode**  
Director, Center for Health Policy  
and Leadership, Bastyr University

**Nancy Gahles, D.C., CCH**  
**Kevin Goodno, J.D., LL.M.**

**Gerard W. Clum, D.C.**  
Director, The Octagon

## THE OCTAGON 2012 - An In-Depth Review of Health Care Reform in America with Special Emphasis on the Implementation of the Patient Protection and Affordable Care Act (PPACA) of 2010

### LIFE UNIVERSITY IS PLEASED TO WELCOME THE FOLLOWING ORGANIZATIONS AS CO-SPONSORS OF THE OCTAGON 2012 CONFERENCE:

- National Chiropractic Mutual Insurance Company (NCMIC)
- Foundation for Chiropractic Progress (F4CP)
- International Chiropractors Association (ICA)
- American Chiropractic Association (ACA)
- Dynamic Chiropractic
- Integrated Healthcare Policy Consortium (IHPC)
- Life Chiropractic College West (LCCW)
- University of Bridgeport, College of Chiropractic (UBCC)
- Bastyr University
- Activator Methods

### THURSDAY, APRIL 12, 2012

2:00 pm - 3:00 pm

**Dee W. Edington, Ph.D.**

*Professor, Movement Science  
University of Michigan*

A discussion of the needs, past approaches and current strategies to explore how health and well being can be enhanced in and through the workplace for the best interest of everyone involved

3:30 pm - 4:30 pm

**Andrew Webber**

*President, National Business Coalition  
on Health*

A consideration of the business community's expectations of the health care marketplace during this critical period of cost containment and delivery reform, and the imperative for change with or without legislative mandates

5:00 pm - 6:00 pm

**Mr. Greg Etzel**

*Partner, Health Care Group  
King & Spalding*

"Mega-trends" in the government finance of healthcare programs and commentary on the effects that may be seen over the next several years at the individual provider level, including such trends as financial accountability for outcomes, a focus on quality, rationalizing payment rates among providers, expanding coverage and reliance on the market for driving price and quality

### FRIDAY, APRIL 13, 2012

8:30 am - 9:30 am

**The Honorable Deborah Senn**

*Insurance Commissioner, WA (Ret.)*

Expanding access and choice for your patients: A description of how the Affordable Care Act is important to the CAM Practitioner

9:30 am - 10:00 am

**Ms. Linda Shelton**

*Partner, Discern Consulting, Baltimore, MD*  
ACOs what are they? Why do they matter? How will they affect the delivery of health care in America?

10:30 am - 11:00 am

**Ms. Linda Shelton**

*Partner, Discern Consulting, Baltimore, MD*  
The Patient Centered Medical Home – A place? A concept? An opportunity? An obstacle?

11:00 am - 11:30 am

**Mr. John Falardeau**

*Senior Vice President,  
Government Regulations,  
American Chiropractic Association*

A discussion of the current approaches being taken toward the establishment and implementation of a "basic benefits package" under the PPACA legislation

11:30 am - 12:00 Noon

**Mr. David O'Bryon J.D.**

*Executive Director, Association  
of Chiropractic Colleges*

A review of the three central challenges to the basis and continued implementation of the Patient Protection and Affordable Care Act (PPACA) as expressed before the U.S. Supreme Court, March 2012

12:00 Noon - 12:30 pm

**Ms. Laura Carabello**

*Principal, CPR Strategic Communications,  
Elmwood, NJ*

Value-based design as a key element of greater return on investment in health benefits for the patient, the payer and the provider

### FRIDAY, APRIL 13, 2012 (CONTINUED)

1:30 pm - 2:00 pm

**Matthew Buettgens, Ph.D.**

*The Urban Institute, Washington, D.C.*

The concept, development, progress and value associated with insurance exchanges as envisioned under the PPACA legislation

2:00 pm - 2:30 pm

**John Weeks**

*Executive Director, Academic Consortium  
for Complementary and Alternative  
Health Care*

The seven key areas of interest and concern for all CAM providers under the PPACA legislation

2:30 pm - 4:00 pm

**Clem Bezold**

*Ph.D. Founder and President  
Institute for Alternative Futures*

A futurist's view of health care in the next decade exploring the impact of the economics of health care, the effect of legislation and changing social attitudes and expectations related to health and well being on patients, providers and the system itself

4:30 pm - 6:00 pm

**Darren White, D.C.**

*President, WorkSite Wellness, Redmond, WA*

A real-world, firsthand chiropractic perspective of creating change, promoting health and well being in the framework of a traditional chiropractic care approach in today's environment

### SATURDAY, APRIL 14, 2012

8:30 am - 9:30 am

**Greg Goode**

*Director, Center for Health Policy and  
Leadership, Bastyr University, Kenmore, WA*  
A report on the recommendations and action items of the Stakeholder's Conference convened at Georgetown University by the Integrated Healthcare Policy Consortium, the Institute for Integrated Health and Palmer College of Chiropractic, September 2010

9:30 am - 10:00 am

**Nancy Gahles, D.C., CCH**

A report from the National Healthcare Policy Forum – Federal legislation now offers many opportunities for Doctors of Chiropractic and other non-allopathic providers. The IHPC is a leading voice for our interests

10:30 am - 11:30 am

**Kevin Goodno, J.D., LL.M.**

A discussion of the challenges and opportunities that are before state professional societies representing the CAM community and a review of strategies to maximize the value of key elements of the PPACA legislation on a local level.



### THE OCTAGON

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