New Alliance
New Collaboration
New Opportunity

A NEW Forum combining PPO, TPA and Workers’ Comp stakeholders in one event to foster growth, innovation and partnerships to improve health care for all...

Please Plan to Attend Our Inaugural Forum!

January 27 - 29, 2013
The Ritz-Carlton, Amelia Island
Invitation from the President & CEO

As host of the inaugural AAPPO/TPAAA 2013 Annual Forum, I want to acknowledge that our first year as the federal and state policy advocate for third party administrators (TPAs) – in addition to our established voice for preferred provider organizatons (PPOs) and workers’ compensation (WC) stakeholders – has taught us many things. The most important of these lessons is that the TPA, WC and PPO industries must work together to prepare for the challenges of reform implementation, competition and a constantly changing marketplace. With the stage set for more change in 2013, I am pleased to invite you to attend this new premier leadership forum that will bring these three important stakeholders together!

This year’s inaugural Forum, entitled “New Alliance. New Collaboration. New Opportunity,” promises to be the most widely attended and informative event offering insight from key TPA, WC and PPO decision makers assessing the political, regulatory and intra-industry environments and discussing collaborative strategies for success. Our Forum will literally be a “one-stop-shop” for all three stakeholders to gain the educational information, insight and relationships that will be needed for success in 2013 and beyond.

This year has been pivotal for the entire health care industry, from the “reform the reform” efforts we championed at the federal level during our 2012 Capitol Caucus, to the cliffhanger Supreme Court ruling that both dealt a blow to the Affordable Care Act as enacted and provided some much-needed clarity going forward. Our association — composed of the TPA, WC and PPO industries — was front and center for the unrelenting battles against debilitating state regulations that hamper the growth of our industry. The association worked tirelessly, educating leaders and building new relationships to fight hard for the flexibility and affordable care that our members and their customers need. We are looking forward to providing the same level of leadership, opportunity and representation to all of our members in 2013.

With our growing membership, and expanded offering to the TPA industry, the 2013 AAPPO/TPAAA Annual Forum provides exactly what busy TPA, WC and PPO executives need...a single event to share insights, network and find ways to work together.

Our joint Forum Educational Tracks will examine the uncertainty that the TPA, WC and PPO industries continue to face, discuss innovative approaches and strategic partnerships that can lead to mutual success and drill down into the challenges our members face moving forward in a constantly changing health care environment.

I’d like to extend to each of you a warm, personal welcome to this important industry event. We have worked to keep our members informed and connected and look forward to bringing all three important stakeholders together to...one venue...one forum...with one goal: working together to provide our customers with enhanced and affordable products and services. I hope you will join me in attending this exciting inaugural Forum.

I’m looking forward to seeing you there!

Karen Greenrose, President and CEO
Keynote Day 1: J.D. Kleinke, Resident Fellow, American Enterprise Institute

The Patient Is In: Health Care’s Next Economic Revolution

J.D. Kleinke is a Resident Fellow at the American Enterprise Institute. He is a pioneering health care information entrepreneur, medical economist, author and business strategist. Kleinke has been instrumental in the creation of four health care information organizations; served as a health care business columnist for the Wall Street Journal; advised both sides of the political aisle on pragmatic approaches to health policy and legislation; and has long been a leading advocate for a smarter, data-driven, post-partisan health care system. For audiences across the health care, medical, corporate, policy and patient communities, Kleinke provides a no-nonsense, practical, and often humorous look at the collision of government reform, increasing patient economic empowerment and emerging information and medical technologies — and their combined effects on the future challenges and opportunities for today’s health care organizations.

Session Description

Over the past two decades, the focus of medical decision making — via the rise and fall of “managed care” — has shifted from physician to health plan to patient. Tiered co-payments and the introduction of high-deductible health insurance, coupled with Health Savings Accounts, are ushering in the inevitable decline of first-dollar coverage by health plans and the often irrational demand-inducement behavior of consumers — a decline which will accelerate to full collapse with the next downturn in the health insurance underwriting cycle. How will those patients behave when they are confronted daily with a financial document that looks like a 401(k) plan statement — one which shrinks with every doctor visit, lab test, new prescription and refill? Everything we think we know about how consumers will behave when purchasing routine care from these new cash accounts — and about how desperately ill patients will behave when confronted with draining those same accounts when fighting a life-threatening illness — is completely speculative. This keynote session examines key moments in health care system history and policy for clues as to what the future will hold for all of us, not just as patients but as real health care consumers.

Keynote Day 2: Michael Staver, CEO, The Staver Group

Managing Change

The most courageous leaders look to Michael Staver for the inspiration and strategies they need to fight the battles they face. He provides keynotes as well as coaching, consulting and training programs that help every member of your team achieve amazing results. With a master’s degree in counseling psychology and a bachelor’s degree in business administration, he understands the importance of results and can assist your organization in the successful pursuit of its objectives. He has an uncanny ability to make the most complex ideas simple and memorable. His sense of humor, depth of knowledge and caring attitude will keep your attendees engaged from start to finish.

Session Description

Change is inevitable! Handling it effectively is a different story. This program is designed specifically for leaders who are...

- Navigating the waters of change and want a better chart
- Observing the people they lead struggle with change, having difficulty juggling all the initiatives, projects and plans
- Seeing change on the horizon and want to be proactive in their efforts

While no experience in the world will provide you with every skill for every situation, it is important to lead from awareness. Here’s a chance for you to learn the skills necessary to lead your staff through change. One of the primary challenges you face is how to get the people in your organization to understand the implications of resistance to change. Imagine the staff actually understanding and getting on board. The key to effective change management is leadership’s willingness to be flexible in their strategy.
Former Florida Governor Jeb Bush  
**Leading in a Climate of Change**

Jeb Bush was elected the 43rd governor of the state of Florida on Nov. 3, 1998, and was reelected by a wide margin in 2002. His second term as governor ended in January 2007. Bush served as Florida’s secretary of commerce under Bob Martinez, Florida’s 40th governor. As secretary of commerce, he promoted Florida’s business climate worldwide. Following an unsuccessful bid for governor in 1994, Bush founded the nonprofit Foundation for Florida’s Future, which joined forces with the Greater Miami Urban League to establish one of the state’s first charter schools. He also co-authored Profiles in Character, a book profiling 14 of Florida’s civic heroes: people making a difference without claiming a single news headline. As governor, Bush put Florida on the forefront of consumer health care advances by signing Medicaid reform legislation, “Empowered Care,” in June 2006. Bush is currently the head of his own successful consulting business, Jeb Bush and Associates, where his clients range from small technology start-ups to well-known Fortune 500 companies. He is also the chairman of Foundation for Excellence in Education, a national foundation focused on education reform. Bush is the son of former President George H.W. Bush and Barbara Bush. He lives in Miami with his wife Columba, and they have three children.

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**PPO/TPA TRACK**

**Track I: The PPO/TPA Partnership: Evolution Is Essential to Avoid Extinction**

Somewhere, Charles Darwin is smiling. His theory of evolution and survival of the fittest is being put to the test in the health care industry. PPOs – networks and payers – and TPAs are changing, joining forces and seeking strength in numbers. Existential threats, both legislative and regulatory, to these differing but important health care sectors have forced new alliances, new strategies and hopefully evolving partnership models that will stand the test of time and ensure the survival of these two essential stakeholders.

**Session 1: Strengthening Partnerships – Learning From the Past**

If new partnerships among PPOs, TPAs and providers are going to last, contracting conflicts and challenges need to be identified and resolved so that Summary Plan Descriptions ensure that stop loss, TPA and PPO groups are working in concert toward the same goal…quality, affordable care. This session will candidly look in the rear-view mirror in order to provide recommended solutions for the future that will promote effective communication and reduce conflicts of interest that have marred the past and should never be repeated.

**Session 2: Creating Better Partnerships Starting Today**

To create new PPO/TPA alliances, there needs to be an open debate concerning the issues. We must recognize that PPOs and TPAs have common goals and highlight the ways one group makes the other stronger. At the same time, incentives have to be aligned so that both groups are pushing in the same direction. Specialty services costs for dialysis, implants and the like need to be addressed. And, perhaps most important, PPOs and TPAs must agree upon a standardized, “apples to apples” way of showing savings in a transparent way so that the benefits of this partnership are evident to plan sponsors, providers and patients alike. The overall goal of this session will be debate and consensus. All parties will be represented, but we need your input to make certain the partnerships that we are on the verge of building take your organization’s interests in to account.

**Session 3: Predicting the Future by Creating It**

Predicting the future can be hard…and, so the best way for PPOs and TPA to predict our own future is to begin making it...NOW! We need to position our PPO/TPA partnership model to have a role in health care reform going forward. We have to proactively market our new alliance’s unique flexibility (such as tiered EPO models tailor-made for key markets) as the right network/support solution for these uncertain times. This, and so much more, must be donetoday if the PPO/TPA model is to develop and maintain a competitive edge in tomorrow’s health care marketplace.
Track II: Front and Center: Workers’ Compensation — Challenges, Opportunities and Trends

The world of workers’ comp is dynamic and challenging. Technological improvements are delivering increased efficiency in billing and claims processing, while taxing payers with rapid adoption and implementation time frames. Innovations in PPO network design are yielding increased choice and flexibility for injured workers and employers, yet face regulatory hurdles that may ultimately serve to stifle innovation. Escalating pharmaceutical expenses have fostered unique partnerships and collaborative efforts to reign in costly and potentially unsafe prescribing practices. Join us as we explore these and other topics, and share strategies for ensuring success in these challenging yet exhilarating times.

Session 1: When the Shoe Doesn't Fit

The application of legislative and regulatory requirements developed for group health networks and payers to workers’ comp organizations has become increasingly popular. Yet these requirements often create undue obstacles for and confusion among networks, commercial payers and employers. Some of these mandates simply overtax workers’ comp PPOs with costly tasks that add little value. Others may cripple or effectively prohibit workers’ comp managed care programs through insurmountable operational barriers. Benefit card, employee acknowledgment, geographic access, nonoccupational specialty participation and other ill-fitting regulatory requirements are at times applied to workers’ comp PPOs by well-meaning public officials who have little experience with the workers’ comp system. Consolidation of regulatory agencies and the retirement of knowledgeable legislative and regulatory staffs indicate more rather than less confusion in the future. Join our panel of experts as they discuss recent legislative and regulatory proposals, and share their strategies for successful outreach and education to discourage a “one size fits all” approach to regulating workers’ comp networks, payers and TPAs.

Session 2: Issues in Workers’ Compensation Pharmacy

Recent research from the Workers’ Compensation Research Institute, the National Council on Compensation Insurance and other organizations, as well as the experience of AAPPO’s member organizations, has highlighted the rapidly increasing pharmaceutical costs in workers’ comp. Medication costs are rising, and the percentage of overall expenditures on pharmaceuticals has also recently spiked. Repackaged and physician-dispensed drugs are among the significant cost drivers, typically resulting in significantly higher per-unit costs than pharmacy-dispensed medications. These practices — often done for legitimate purposes — also raise concerns about patient safety, fraud and waste. Join our group of industry leaders as they explore the results of recent research, and evaluate the shape and effectiveness of efforts by state policymakers and other stakeholders to address concerns about cost and patient safety, and the key role that PBMs, networks and payers can and should play in stemming the tide of escalating costs and compromised patient safety.

Session 3: Efficiency Through Technology – Electronic Transactions in Workers’ Compensation

Fueled by escalating administrative costs and the emphasis on administrative simplification in the Affordable Care Act, the move toward adoption of electronic medical transactions across all health care sectors continues at a healthy pace. Adoption in the workers’ comp medical arena is no exception. State by state, workers’ comp agencies are working with stakeholders to eliminate inefficient paper claims processing in favor of electronic transactions. Leading organizations — most notably, the International Association of Industrial Accident Boards and Commissions (IAIABC) — are driving the adoption of HIPAA EDI standards and the drafting of model legislation to create a single, national standard specifically tailored for adoption in the workers’ comp system. Our panel of state and industry experts will examine the current status of electronic transaction standards adoption. They will then examine the advantages and challenges faced by jurisdictions moving to adopt electronic transaction standards, and discuss what stakeholders can do to ease adoption and implementation in their states.
### Sunday, Jan. 27, 2013

- **8:00 a.m. – 9:00 a.m.**
  AAPPO 5K Fun Run/Walk Registration

- **9:00 a.m. – 10:00 a.m.**
  AAPPO 5K Fun Run/Walk Fundraiser

- **10:00 a.m. – 11:00 a.m.**
  AAPPO Flexibility 5K Brunch

- **10:00 a.m. – 6:00 p.m.**
  Registration/Information Desk Open

- **11:00 a.m. – 3:00 p.m.**
  AAPPO/TPAAA/NASHO Committee Meetings
  (Open to all member attendees of AAPPO, TPAAA and NASHO; R.S.V.P. required.)

- **12:00 p.m. – 2:00 p.m.**
  NAVCP Board Meeting (By invitation)

- **1:30 p.m. – 2:15 p.m.**
  AAPPO Executive Committee Meeting
  (By invitation)

- **2:15 p.m. – 3:00 p.m.**
  Joint AAPPO/TPAAA/NASHO Board Meeting (By invitation)

- **3:00 p.m. – 3:45 p.m.**
  AAPPO Board Meeting (By invitation)

- **3:30 p.m. – 3:45 p.m.**
  NASHO Board Meeting (By invitation)

- **4:00 p.m. – 5:00 p.m.**
  TPAAA Board Meeting (By invitation)

- **5:30 p.m. – 6:30 p.m.**
  AAPPO/TPAAA/NASHO Board Reception (By invitation)

- **6:30 p.m. – 9:30 p.m.**
  AAPPO PAC Fundraiser Dinner
  $200 contribution per attendee, includes dinner and a reverse raffle ticket. (Open to all Forum registrants and spouses; registration required.) Dinner will be served at 6:30 p.m.

### Monday, Jan. 28, 2013

- **7:00 a.m. – 6:00 p.m.**
  Registration/Information Desk Open

- **7:00 a.m. – 7:45 a.m.**
  Breakfast and Board of Directors Annual AAPPO, TPAAA and NASHO Business Meeting (Open to all Forum registrants; R.S.V.P. required.)

- **8:00 a.m. – 8:30 a.m.**
  Welcome/PPO Industry Address

- **8:30 a.m. – 8:40 a.m.**
  Break

- **8:40 a.m. – 9:40 a.m.**
  Keynote Address: The Patient Is In: Health Care’s Next Economic Revolution
  J.D. Kleinke, Resident Fellow, American Enterprise Institute

- **9:40 a.m. – 10:00 a.m.**
  Break

- **10:00 a.m. – 11:00 a.m.**
  Roundtable: The Pathway to Comprehensive Tax Reform in 2013: Risks/Rewards for Employers/Employees

- **10:00 a.m. – 6:00 p.m.**
  Registration/Information Desk Open

- **12:00 p.m. – 2:00 p.m.**
  Women’s Leadership Luncheon
  (Registration required. $175 per attendee.)

- **12:00 p.m. – 5:30 p.m.**
  AAPPO Annual Golf Scramble
  $250 per golfer. Includes greens fees, cart and box lunch. (Open to all Forum registrants, spouses and guests; registration required.)

- **2:00 p.m. – 4:00 p.m.**
  Workshop

- **5:30 p.m. – 8:00 p.m.**
  Forum Opening Reception & Exhibit Hall Opening

### Tuesday, Jan. 29, 2013

- **8:00 a.m. – 6:00 p.m.**
  Registration Desk Open

- **8:00 a.m. – 9:00 a.m.**
  Keynote Address: Managing Change
  Mike Staver, CEO, The Staver Group

- **9:15 a.m. – 10:15 a.m.**
  Roundtable: Regulating Stop Loss Insurance: Trend/Impact

- **10:15 a.m. – 10:30 a.m.**
  Break

- **10:30 a.m. – 11:30 a.m.**
  Concurrent Tracks

- **11:30 a.m. – 1:00 p.m.**
  Concurrent Tracks – Session I

- **1:00 p.m. – 2:00 p.m.**
  Concurrent Tracks – Session II

- **2:00 p.m. – 2:15 p.m.**
  Break

- **2:15 p.m. – 3:15 p.m.**
  Concurrent Tracks – Session III

- **3:15 p.m. – 4:00 p.m.**
  Break

- **4:00 p.m. – 5:00 p.m.**
  Concurrent Tracks – Session IV

- **5:00 p.m. – 6:00 p.m.**
  Concurrent Tracks – Session V

- **5:00 p.m. – 7:00 p.m.**
  Chairman’s Reception/Exhibit Hall Opening

- **6:00 p.m. – 6:45 p.m.**
  Jeb Bush Meet and Greet

- **7:00 p.m. – 9:30 p.m.**
  Chairman’s Dinner (Open to all full Forum registrants; R.S.V.P. required.)
  Keynote Address: Leading in a Climate of Change
  Jeb Bush, Former Governor of Florida

- **9:30 p.m.**
  Forum Adjourns

### Two Roundtables added to the Forum Agenda - Sessions you do not want to miss!!

**The Pathway to Comprehensive Tax Reform in 2013: Risks/Rewards for Employers/Employees**

This roundtable will assess the impact that such a fundamental change will have on costs for virtually every health care sector from employers to employees, payers and TPAs alike.

**Regulating Stop Loss Insurance: Trend/Impact**

This roundtable will provide a full analysis of the monumental impact that proposed legislation in support of stop loss regulations, like we have seen in California, could have on TPAs. Although our Golden State lobbying team has actively opposed this particular piece of legislation, experts believe that this type of proposed legislation could start a trend that other states may follow — in effect, increasing the cost of stop loss insurance to the point of becoming prohibitive for most employers. Attendees will learn firsthand what tactical approaches should be applied in opposition and why states committed to offering exchanges may favor similar legislation in the future.

These events are open to all full Forum registrants. Please visit [www.aappo.org](http://www.aappo.org) for more information.

**Sponsored By:**

[First Choice Health](http://www.firstchoicehealth.com)
The American Association of Preferred Provider Organizations (AAPPO) is the leading national association of preferred provider organizations (PPOs) and affiliate organizations. AAPPO was established in 1983 to advance awareness of the benefits — greater access, choice and flexibility — that PPOs bring to American health care.

Since its inception, AAPPO has been the only association advocating solely on behalf of PPOs and continues to lead the way in the promotion, support and advocacy of the PPO industry. In addition, for the past 27 years, AAPPO has researched and responded to many of the critical issues affecting its constituency and continues to advocate and promote the PPO value proposition. AAPPO is constantly working to serve as a resource for its members and policymakers on issues surrounding the PPO industry. AAPPO facilitates initiatives to support the business needs of all PPOs and releases an assortment of information on many important topics impacting the PPO industry.

The Association’s mission is to advance and promote the PPO industry for AAPPO members and their stakeholders, providers and consumers by:
- Informing and educating the public policy/regulatory arena about the PPO delivery model.
- Facilitating PPO best practices by developing and advancing PPO industry practices and guidelines.
- Promoting PPO networks and benefit products as the preferred health care solution.
- Supporting professional growth through comprehensive PPO training programs to meet ongoing employee needs for organizations that use, develop and support PPO networks and products.

The Third Party Administrators Association of America (TPAAA) advocates advancement of state public policy and business interests for Third Party Administrators (TPAs) to foster choice, innovation, and quality affordable health care delivery options for self-funded employers, Taft-Hartley and municipal health benefit plans nationwide.

Why Create TPAAA?
While advocating on behalf of payer and network stakeholders, AAPPO found itself increasingly advocating for Third Party Administrators (TPAs) as well. It is clear that the lines between these three important stakeholders are becoming more and more blurred. It is also clear that few, if any, TPAs have the representation necessary to support their positions and to educate legislators at the state and federal levels.

As state legislatures and regulators across the country begin to adopt laws and regulations to support the implementation the Affordable Care Act, (ACA), it is important that decision makers have a clear understanding of the role that TPAs play. TPAs provide important administrative services to employers, but they are not insurance companies and do not assume risk. AAPPO has established itself as an educational resource to federal and state legislators, as well as regulators for PPO networks and payers, but until now TPAs have been on their own.

Opportunities
Formed in January 2012, TPAAA combines AAPPO’s extensive industry relationships with in-depth knowledge to provide an experienced and fully equipped industry advocate for TPA public policy matters and business needs at both the state and federal levels. TPAAA’s vision is to enhance the brand of TPAs while establishing a new alliance of PPOs and TPAs. This alliance will empower both stakeholder groups to address issues of transparency, privacy and to work together to offer more cost effective health care services to their respective customers.

New Infrastructure
A new parent association, the American Association of Payers, Administrators and Networks (AAPAN) has been established. AAPPO and TPAAA will operate as independent subsidiaries of AAPAN with independent brand identities. The creation of AAPAN provides unification for TPAs and PPO payers and networks.
EXHIBITING AND SPONSORSHIP

The 2013 AAPPO/TPAAA Annual Forum is a fantastic opportunity to increase your visibility and expand your organization’s profile at the largest PPO/TPA event of the year! The Forum provides an exclusive opportunity for exhibitors and sponsors to target PPO and TPA executives with purchasing power! The Forum consistently draws the senior, key decisionmakers: CEOs, COOs, CFOs, presidents and vice presidents represented 62 percent of the 2012 Forum’s attendance and directors/managers made up 28 percent. Here’s a small sample of the feedback we received from last year’s Forum attendees:

“Excellent presentations! Entertaining, engaging and informative.”

“Good intel from people in the middle of what’s happening right now.”

“Fantastic! Great to have a regulator on the panel.”

“Great information regarding technology and how it will play a larger part in health care.”

“Excellent speakers with a sound sense of the problems facing medical/cost containment and providing quality health care!”

Forum Exhibits/Sponsorships present a unique opportunity for you and your organization to establish and grow your business contacts and relationships with these key buyers and key decision makers in one place. We pride ourselves on offering our Annual Forum exhibit space and sponsorship opportunities to only an exclusive group of companies – limited to 60 – that provide the best products and services to the PPO and TPA industries. Exposure to a select, C-Suite audience like ours has the potential to change the future growth of your company! Don’t be left out. Apply for an exhibitor space or Forum sponsorship before they are all gone.

DON’T MISS OUT on our MOST POPULAR NETWORKING EVENT!
2013 PAC Night at the “Masters”
Join Us for Great Food, Golf, Nintendo Wii®, Casino Games and More!

The AAPPO Political Action Committee fundraiser is BACK, but this year, we’re shaking things up a bit! This lively evening event will feature a variety of fun sports-related games for all to play, including a 9-hole indoor putting course; Nintendo Wii® gaming system with sports-related games; as well as our usual stocked bar, delicious dinner, reverse raffle and casino tables for chances to win cash and prizes worth more than $2,000. All that, plus a great opportunity to network with your colleagues! Your support helps ensure that we can continue to fight for your public policy priorities. Visit www.aappo.org for more information and to sign up.

Open to all Forum attendees, spouses and quests. Registration is required. $200 contribution per attendee, includes dinner, drinks and a reverse raffle ticket. Casino chips and game tickets purchased separately.

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<th>Exhibit Hall Hours</th>
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<td>12:00 p.m. – 5:00 p.m. Set Up</td>
<td>11:30 a.m. – 1:00 p.m. Lunch/Exhibit Hall Open</td>
<td>8:00 a.m. – 11:00 a.m. Tear Down</td>
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<td>5:30 p.m. – 8:00 p.m. Forum Opening Reception/Exhibit Hall Open</td>
<td>5:00 p.m. – 7:00 p.m. Chairman’s Reception/Exhibit Hall Open</td>
<td>7:00 p.m. – 9:00 p.m. Tear Down</td>
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[Photos of attendees at events]
## Sponsorship Opportunities

### Level One Platinum Sponsorships
Each Level One Platinum Sponsor opportunity includes the following...
- Exhibit space – 8’ x 10’ booth with priority placement ($3,700 value)
- Two Forum passes may be purchased at $400 each
- Signage displaying company logo (acknowledging sponsorship)
- Company description/marketing materials included in attendee briefcase
- Registration list provided three weeks prior to and immediately following Forum
- Company logo placement on AAPPO Web site for one year
- One guest invitation to Forum Board Reception
- Additional valuable benefits (see opportunity for specifics)

### Upgrade Platinum Sponsorship to a Premier Sponsorship and Receive Bonus Benefits

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<th>Cost: $2,000</th>
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<td>Company introduction/acknowledgment at Forum</td>
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<td>One half-page (5” x 8&quot;) four-color ad in the attendee program</td>
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### Chairman’s Dinner Sponsor SOLD

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### Track Sponsor (two available) SOLD

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<td>Opportunity for targeted e-mail marketing to attendees</td>
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<td>Acknowledgment in Forum marketing brochure and program</td>
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### Workshop Sponsor (two available)

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### Roundtable Sponsor (two-day sponsorship) SOLD

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### Board Meeting Sponsor

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<td>Presentation to AAPPO Board of Directors</td>
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### Room Key Sponsor

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<td>Company logo placement on attendee room key provided at hotel check-in</td>
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### Flexibility 5K Fun Run/Walk Overall Sponsor SOLD

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<tr>
<td>Company introduction/acknowledgment at 5K Fun Run/Walk</td>
<td></td>
</tr>
</tbody>
</table>
## SPONSORSHIP OPPORTUNITIES

### Executive Committee Meeting Sponsor **SOLD**
- Presentation to AAPPO Executive Committee
  - Cost: $10,000

### Registration Gift Bag Sponsor
- Company logo placement on attendee gift bag provided at registration
- Includes goodies and a raffle ticket that must be returned to sponsor’s booth for prize drawing
  - Cost: $10,000

### Attendee Briefcase Sponsor
- Company logo placement on both sides of attendee briefcase
  - Cost: $10,000

### Attendee Program Sponsor
- Company logo placement on front cover of program
- Full-page, four color ad on back cover of program
  - Cost: $10,000

### Wi-Fi Sponsor
- Company logo, message and Web site link on Forum Wi-Fi splash page
  - Cost: $10,000

### Keynote Speakers (two available) **SOLD**
- Company introduction at Forum
- Acknowledgment in Forum e-mail alerts
  - Cost: $10,000

### Annual Golf Scramble Overall Sponsor **SOLD**
- Two players in tournament ($500 value)
- Company introduction/acknowledgment at golf tournament
- One hole sponsorship at golf tournament ($500 value)
  - Cost: $10,000

### Online Forum Preview & Web Site Sponsor
- Company logo and brief message on Flash Preview on Web site and Presentation page
  - Cost: $10,000

### Level Two Preferred Sponsorships

Each Level Two Preferred Sponsor opportunity includes...
- Receive exhibit space – 8' x 10' booth with priority placement ($3,700 value)
- One Forum pass may be purchased at a discounted rate of $400
- One complimentary exhibitor hall pass ($350 value)
- Company acknowledgement at Forum
- Company description/marketing materials included in attendee briefcase
- Receive registration list three weeks prior to and immediately following Forum
  - Cost: $8,500

### Board Reception Sponsor **SOLD**
- Company introduction and brief remarks at reception
  - Cost: $8,500

### Chairman’s Reception Sponsor
- Company introduction/acknowledgment at reception
  - Cost: $8,500

### Opening Reception Sponsor **SOLD**
- Company introduction/acknowledgment at reception
  - Cost: $8,500

### Touchpoint Sponsorships

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pocket Guide Sponsor</td>
<td>$7,000</td>
</tr>
<tr>
<td>Speaker Meet &amp; Greet</td>
<td>$7,000</td>
</tr>
<tr>
<td>Note Pad &amp; Pen Sponsor <strong>SOLD</strong></td>
<td>$7,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lanyard Sponsor <strong>SOLD</strong></td>
<td>$7,000</td>
</tr>
<tr>
<td>Badge Sponsor <strong>SOLD</strong></td>
<td>$7,000</td>
</tr>
</tbody>
</table>
**Level Three Supporting Sponsorships**
Each Level Three Preferred Sponsor opportunity includes...
- Company acknowledgment at Forum
- Company description/marketing materials included in attendee briefcase
- Registration list provided three weeks prior to and immediately following Forum
- Additional valuable benefits (see opportunity for specifics)

**Flexibility 5K Fun Run/Walk Sponsorships (Select one or more)**
- Signage displaying company logo, acknowledging sponsorship

<table>
<thead>
<tr>
<th>Brunch Sponsor</th>
<th>Cost: $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water and Snack Sponsor</td>
<td>Cost: $3,000</td>
</tr>
</tbody>
</table>

**Annual Golf Scramble Sponsorship (Select one or more)**
- Includes one player in tournament ($250 value)
- Signage displaying company logo, acknowledging sponsorship

<table>
<thead>
<tr>
<th>Beverage Cart Sponsor</th>
<th>Cost: $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch Sponsor SOLD</td>
<td>Cost: $3,000</td>
</tr>
<tr>
<td>Closest to the Hole Sponsor (includes hole sponsorship and prize)</td>
<td>Cost: $750*</td>
</tr>
<tr>
<td>Longest Putt Sponsor (includes hole sponsorship and prize)</td>
<td>Cost: $750*</td>
</tr>
<tr>
<td>Longest Drive Sponsor (includes hole sponsorship and prize)</td>
<td>Cost: $750*</td>
</tr>
<tr>
<td>Hole Sponsor</td>
<td>Cost: $500*</td>
</tr>
</tbody>
</table>

**“PAC Event” Sponsorships (Select one or more)**
- Signage displaying company logo, acknowledging sponsorship

| Dinner Sponsor SOLD | Cost: $3,500 |
| Casino Table Sponsor | Cost: $2,500 |
| Putting Green Sponsor | Cost: $2,500 |

**Breakfast/Lunch Sponsor (One Each)**
- Cost: $4,000 each

**Break Sponsor (Two Available)**
- Cost: $3,000 each

**Exhibit Sponsor**
- Exhibit space – 8’ x 10’ booth
- One complimentary exhibitor hall pass ($350 value)
- Registration list provided three weeks prior to and immediately following Forum
- Company description/marketing materials can be included in attendee briefcase for additional $500

**Exhibit Add-on Sponsorships (Select one or more)**
- Additional booth space (Limit 1) | Cost: $3,000 add-on
- Logo placement on Forum banner | Cost: $500 add-on
- Upgrade exhibitor hall pass to full Forum | Cost: $400 add-on
- Hole sponsorship at golf tournament | Cost: $350 add-on
- Additional exhibitor hall pass | Cost: $350 add-on
- Player in golf tournament | Cost: $250 add-on

* Complimentary or discounted passes, Company description/marketing materials included in attendee briefcase and the attendee list are not included for this Forum Sponsorship.
### Level One Platinum Sponsorships

(Select one or more)

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairman’s Dinner Sponsor</td>
<td>SOLD</td>
</tr>
<tr>
<td>Track Sponsor</td>
<td>SOLD</td>
</tr>
<tr>
<td>Workshop Sponsor</td>
<td>SOLD</td>
</tr>
<tr>
<td>Roundtable Sponsor</td>
<td>SOLD</td>
</tr>
<tr>
<td>Board Meeting Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>Room Key Sponsor</td>
<td>$12,000</td>
</tr>
<tr>
<td>Flexibility 5K Run/Walk</td>
<td>$10,000</td>
</tr>
<tr>
<td>Executive Committee Meeting Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Registration Gift Bag</td>
<td>$10,000</td>
</tr>
<tr>
<td>Attendee Briefcase Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Attendee Program Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Wi-Fi Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Keynote Speakers</td>
<td>$10,000</td>
</tr>
<tr>
<td>Annual Golf Scramble Overall Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Flexibility 5K Run/Walk Sponsorship</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

**Premier Sponsorship Upgrade**

- **Level Three Supporting Sponsorships**

### Level Two Preferred Sponsorships

(Select one or more)

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board Reception Sponsor</td>
<td>SOLD</td>
</tr>
<tr>
<td>Chairman’s Reception Sponsor</td>
<td>$8,500</td>
</tr>
<tr>
<td>Opening Reception Sponsor</td>
<td>SOLD</td>
</tr>
<tr>
<td>Pocket Guide Sponsor</td>
<td>$7,000</td>
</tr>
<tr>
<td>Speaker Meet &amp; Greet</td>
<td>$7,000</td>
</tr>
<tr>
<td>Notepad &amp; Pen Sponsor</td>
<td>SOLD</td>
</tr>
<tr>
<td>Lanyard Sponsor</td>
<td>SOLD</td>
</tr>
<tr>
<td>Badge Sponsor</td>
<td>SOLD</td>
</tr>
</tbody>
</table>

**Premier Sponsorship Upgrade**

- **$2,000**

### Level Three Supporting Sponsorships

- **Flexibility 5K Fun Run/Walk Sponsorships**
  - Brunch Sponsor | $5,000
  - Water and Snack Sponsor | $3,000

- **Annual Golf Scramble Sponsorships**
  - Beverage Cart Sponsor | $5,000
  - Lunch Sponsor (SOLD) | $3,000
  - Closest to the Hole Sponsor | $750
  - Longest Putt Sponsor | $750
  - Longest Drive Sponsor | $750
  - Hole Sponsor | $500

### PAC Event Sponsorships

- Dinner Sponsor (SOLD) | $3,500
- Casino Table Sponsor | $2,500
- Putting Green Sponsor | $2,500

### Exhibit Sponsor

- Breakfast/Lunch Sponsor (circle choice)
  - $4,000 each
  - Break Sponsor | $3,000 each

### Exhibit Add-on Sponsorships

(Select one or more)

- Additional booth space (limit 1) | $3,200 add-on
- Marketing Materials Included in Attendee Briefcase | $500 add-on
- Logo Placement on Forum Banner | $500 add-on
- Upgrade Exhibitor hall pass to full forum pass | $400 add-on
- Hole Sponsorship - Golf Tournament | $350 add-on
- Additional Exhibitor Hall Pass | $350 add-on
- Player in Golf Tournament | $250 add-on

**ALL FORUM SPONSORSHIP FEES ARE NONREFUNDABLE**

Authorization Statement: I am authorized by my organization to enter into a contractual agreement with AAPPO for a 2013 Annual Forum exhibit and/or sponsorship. I confirm my organization's intent to pay in full the exhibit and/or sponsorships identified above. I also acknowledge that I understand that exhibit and/or sponsorship fees are nonrefundable. I agree to accept exhibit space assignment made by AAPPO (if exhibiting).

Sponsoring Company Name: __________________________________________

Contact Name: ___________________________________ Title: __________________________

Address: __________________________

City/State/ZIP: __________________________

Phone: __________________ Fax: __________ E-mail: __________________

Signature: __________________ Date: __________________

Sponsorship Total: $ __________________________

Payment Options:

- □ Check (payable to AAPPO)
  - Name on Card: __________________________
  - Card Number: __________________________
  - Exp. Date: __________________________

- □ AMEX
  - Cardholder Signature: __________________________

Make all checks (in U.S. dollars drawn on U.S. banks only) payable to AAPPO. Postdated checks and bank transfers not accepted. Fill out this registration form and email to pciresi@aarpo.org, fax it to AAPPO (502) 403-1129, or mail it to AAPPO, 222 South First Street, Suite 303, Louisville, KY, 40202.
Surrounded by the natural beauty of an historic barrier island, the AAA Five Diamond Ritz-Carlton, Amelia Island is one of Florida’s premiere oceanfront luxury resorts. Since opening in 1991, Southern hospitality at its finest has always been on display at The Ritz-Carlton, Amelia Island. Featured amenities include an award-winning spa, on-site golf and tennis, five restaurants, three pools, more than 35,000 square feet of function space, several oceanside outdoor venues and private balconies in every room. Visit http://www.ritzcarlton.com for more information.

TRAVEL AND TRANSPORTATION

Amelia Island is an easy 30-minute drive from Jacksonville International Airport (JAX), making the airport a quick and convenient option for air travelers from all over the world. JAX offers flights on a dozen major airlines and a network of regional carriers, including AirTran, American, Delta, ExpressJet, Frontier, JetBlue, Southwest, United and US Airways. All major rental car companies are represented at JAX and the Ritz-Carlton, Amelia Island. Dana’s Limousine Service provides transportation, please call (904) 744-3333 for reservations.

AMELIA ISLAND, FLORIDA

Located just off the coast of Florida, Amelia Island is easy to reach but hard to forget. With 13 miles of beautiful beaches, abundant native wildlife and pristine waters, this barrier island has long been a beloved destination for visitors and residents alike. Amelia was voted #4 among Top 10 North American Islands by Conde Nast Traveler’s 2009 Reader’s Choice Awards, making it the highest ranked island destination in Florida for three years in a row. Nearby, the historic Victorian seaside village of Fernandina Beach welcomes visitors with interesting pirate tales, historic attractions, a shrimp boat fleet, unique shopping, dining and nightlife. For more information on specific attractions, visit http://www.ameliaisland.com/area-services/.

DRESS CODE

The dress code for the Annual Forum is business casual. Average January temperatures are 67 degrees daytime; 43 degrees evening.

Key Annual Forum Contacts

Registration Information
Amy Seiler
AAPPO Communications Specialist
Phone: (502) 403-1122, ext. 107
Fax: (502) 403-1129
aseiler@aappo.org

Exhibit/Sponsor Information
Julian Roberts
AAPPO Executive Vice President
Memberships & Sponsorships
Phone: (404) 634-8911
Fax: (502) 403-1129
jroberts@aappo.org

Meeting/Convention Planner
Denise Groza
Groza Meetings Corporation
Phone: (678) 475-6965
Fax: (678) 473-1612
info@grozameetings.com

Hotel Information
The Ritz-Carlton, Amelia Island
4750 Amelia Island Parkway
Amelia Island, FL 32034
Reservations: (904) 277-1100
Fax: (904) 277-1145
http://www.ritzcarlton.com
### REGISTRATION INFORMATION

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Register by Dec. 7, 2012</th>
<th>Register after Dec. 7, 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members AAPPO/TPAAA/NASHO/NAVCP</td>
<td>$850</td>
<td>$950</td>
</tr>
<tr>
<td>Non member PPOs/health plans/TPAs/employers</td>
<td>$1,095</td>
<td>$1,195</td>
</tr>
<tr>
<td>Non member vendors and others</td>
<td>$1,895</td>
<td>$2,195</td>
</tr>
</tbody>
</table>

**Partner Passes:**
- **Forum Events:** $350 – Includes exhibit hall access, receptions and Chairman’s Dinner. Does not include access to the “PAC Event.”
- **Chairman’s Event:** $250 – Includes reception and dinner.
- **PAC Event:** $200 contribution (all attendees, including partners) – Payment must be in the form of a personal check payable to AAPPO PAC or a personal credit card.

**Online Registration:**
www.aappo.org

**Written Registration:**
To register for this program, please mail or fax the registration form to:
AAPPO/TPAAA
222 South First Street, Suite 303
Louisville, KY 40202
Phone: (502) 403-1122, ext. 107
Fax: (502) 403-1129

**Hotel Reservations:**
Standard Guest Room: $189.00 plus 11% tax (tax subject to change). Please call the hotel directly at (904) 277-1100 to make room reservations for this event. Ask for the 2013 AAPPO Annual PPO Forum rate as listed above. Online registration is also available; insert the code “aapaapa” into the Group Code space to receive discount. All room reservations must be made by Dec. 21, 2012, to guarantee these rates based upon availability. Visit [http://www.ritzcarlton.com/en/Properties/AmeliaIsland/Default.htm](http://www.ritzcarlton.com/en/Properties/AmeliaIsland/Default.htm) for more information.

**Cancellations:**
Cancellations will be granted until Dec. 7, 2012. All cancellations must be sent in writing to AAPPO/TPAAA via mail, fax or e-mail. A $300 charge will be subtracted from your refund to cover processing fees. No refunds will be issued for cancellations received after Dec. 7, 2012.

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**Don’t Forget to Register for the 9th Annual Flexibility 5K Fun Run/Walk Fundraiser!**

Join us for the 9th Annual Flexibility 5K Fun Run/2.5K Walk on Sunday, Jan. 27, 2013.

- **Registration:** 8:30 a.m. – 9:00 a.m.
- **Race:** Starts at 9 a.m.
- **Flexibility Brunch:** 10 a.m. – 11 a.m.

Sponsored By: Cigna

Kick off the 2013 Annual Forum the healthy way – join us for the 9th consecutive Flexibility 5K Fun Run/2.5K Walk. Proceeds benefit the North Florida Affiliate of Susan G. Komen for the Cure®. There is a $50 registration fee per entrant to run/walk. **New this year! Don’t want to get out of bed but still want to donate?** We are offering a sleep-in donation for $25. Just select the appropriate registration fee on the registration form. All registration fees, combined with a generous contribution, will be donated to this nationally respected charity.
ANNUAL FORUM REGISTRATION

I want to attend the following: (Check all that apply and include event costs in your registration fee total.)
You may also register online at www.aappo.org.

Registration Type
$_________ Early Registration (by Dec. 7, 2012)
$_________ Standard Registration (after Dec. 7, 2012)

Forum Events
☐ Flexibility 5K Fun Run/Walk Registration ($50 fee/donation)
☐ Flexibility 5K Fun Run/Walk Sleep-In Donation ($25 fee/donation)
☐ AAPPO PAC Event ($200 contribution per attendee requested, including spouses and guests. Payment must be in the form of a personal check payable to AAPPO PAC or a personal credit card.)
☐ Breakfast and AAPPO/NASHO Annual Members Business Meeting (all full Forum registrants welcome)
☐ Annual Golf Scramble ($250 includes greens fees, cart and box lunch)
☐ Women’s Leadership Luncheon ($175 includes lunch)
☐ Chairman’s Reception/Meet and Greet and Dinner (all full Forum registrants welcome)

Spouse/Partner Registration
Spouse/Partner Name: ____________________________________________________________

☐ Forum Events $350 (does not include PAC Event)
☐ Chairman’s Event Only $250
☐ AAPPO PAC Event $200
☐ Annual Golf Scramble ($250 includes greens fees, cart and box lunch)
☐ Flexibility 5K Fun Run/Walk Registration ($50 fee/donation)
☐ Flexibility 5K Fun Run/Walk Sleep-In Donation ($25 fee/donation)

Attendee Name: ________________________________________________________________
Title: ___________________________ Company: __________________________
Billing Address: ______________________________________________________________
City/State/ZIP: ___________________________
Phone: ______________________ Fax: ______________________
E-mail: ________________________________

Registration Total (registration fee and event costs, excluding the PAC Event) $________________________

Payment Options:
☐ Check (payable to AAPPO) __________________________
☐ Visa __________________________________________
☐ AMEX ________________________________________
☐ MC __________________________________________

Name on Card: __________________________
Card Number: __________________________
Exp. Date: __________________________
Cardholder Signature: ____________________

PAC Event Contribution (PAC laws require a separate payment) $ ________________

Payment Options:
☐ Check (payable to AAPPO) __________________________
☐ Visa __________________________________________
☐ AMEX ________________________________________
☐ MC __________________________________________

Name on Card: __________________________
Card Number: __________________________
Exp. Date: __________________________
Cardholder Signature: ____________________

Special Needs: Please contact us at (502) 403-1122 or aseiler@aappo.org.

Forum Registration Fees and Terms & Conditions:
1. Early registration will be honored if the registration form and payment are received by 12/7/12.
2. Make all checks payable to AAPPO (please mail checks to address above).
3. No bank transfers will be accepted.
4. All checks must be in U.S. dollars drawn on U.S. banks only. Postdated checks are not accepted.
5. American Express, Visa and MasterCard are accepted.

Mail check to:
AAPPO Forum Registration
222 South First Street, Suite 303
Louisville, KY 40202
Credit card registrations fax to: (502) 403-1129
PAST FORUM SPONSORS AND EXHIBITORS

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American Specialty Health
Apollo Health Street, Inc
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Bellone Hearing Care Network
Block Vision, Inc.
CIGNA
Claim Edix
CSG/CHN
Caremak
Coalition America, Inc./NPPN
Coutler & Associates
Data Dimensions Corporation
Devon Health
EBIX
ECOM PPO Advisors, Inc.
Enclarity, Inc.
Ethicon Endo Surgery
Federated
First Choice Health
First Health
Global Care
Health Care News
Health Care Solutions
Health Dialog, Inc.
HealthHelp, Inc.
HealthLogix
HealthSmart
Health Solutions Plus
Healthways
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Ignition Group
InterGroup
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McKesson Health Solutions
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Med Advantage
MedFocus Radiology Network
Medical Mutual
MedImpact Healthcare
Systems, Inc.
MedSolutions
MedTronics
Medversant
Med-X Medical Management
Services
MultiPlan, Inc.
National Health Benefits Corp.
National Imaging Associates
NCOA
Newkirk
NPDB-HIPDB
Optum
OrthoRehab
ppoONE
PPOPlus
Preferred Medical Claim
Solutions
Preferred Therapy Providers
ProPath
Propeer Resources
PTPN
Quest Diagnostics
Qualcare
Rockport
SHPS
Smith & Nephew, Inc.
SBIPMG
Strenuus
The TriZetto Group, Inc.
URAC
ValueOptions
VestaCare, Inc.
Vistar Technologies
WebMD Quality Services
VSP
Walgreens Pharmacy
Management

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