

Arkansas Blue Cross and Blue Shield

10TH ANNUAL CASE MANAGEMENT CONFERENCE

Case Managers on the Front Line:

Mindset

Assuming the Role

Shaping Up

Healthy Eating &
Humor

Thursday, October 9, 2008

Hot Springs Convention & Visitors Bureau : Hot Springs, Arkansas

A Message from our Executive Vice-President...



LEARNING OBJECTIVES

- IDENTIFY STRATEGIES TO ASSIST YOUR PATIENTS IN DEVELOPING A HEALTHY LIFESTYLE
- IDENTIFY STRATEGIES TO ADDRESS THE UNIQUE MEDICAL NEEDS OF OUR MATURING POPULATION
- BE ABLE TO EXPLAIN HOW SECONDS OF ACTIVITY CAN POSITIVELY IMPACT DISEASES SUCH AS DIABETES AND OBESITY
- UNDERSTAND HOW A COMMON-SENSE APPROACH TO HEALTHY EATING CAN IMPACT OBESITY, TYPE 2 DIABETES AND HEART DISEASE
- LEARN WAYS TO HELP MOTIVATE AND EDUCATE PATIENTS TO MAKE POSITIVE FOOD CHANGES/SELECTIONS
- UNDERSTAND THE CURRENT ISSUES IMPACTING CASE MANAGEMENT AND DISEASE MANAGEMENT TODAY
- IDENTIFY EVIDENCE FOR A WELLNESS BASED CASE MANAGEMENT MODEL

For several years Arkansas Blue Cross and Blue Shield has sponsored an annual Case Management Conference. The event is a critical part of our efforts to partner with case managers in our provider community. This conference provides an opportunity for our case managers to network across disciplines, to learn in a fun and collaborative environment, and to earn **Continuing Education Credits** from the **Commission for Case Management Certification, the Arkansas Nursing Association, and social worker licensing board.**

This conference typically brings together more than 200 case managers, nurses and social workers from across the state. Participants consistently rate this conference as “top-notch” and have found it to be well worth their time. Comments from a few participants from previous conferences are listed below:

“Very interesting and informative day!”

“Thanks very much for the opportunity to attend your conference; it was well worth our time-again thank you.”

“Always enjoyable / informative. Speakers are always very interesting. I try to attend every year– best conference!”

“Excellent Conference!”

This year’s conference theme is **“Case Managers on the Front Line: Mindset, Assuming the Role, Shaping Up and Healthy Eating & Humor”** The agenda includes four informative and engaging speakers who will focus on prevention / wellness to include nutrition, exercise, stress reduction and healthy behaviors. Also, more than 50 healthcare product and service providers will be present throughout the day in exhibitor area.

If you have any questions about this conference, please contact Niki Wilson, Manager of Enterprise Medical Management at njwilson@arkbluecross.com or (501) 378-2135.

Best regards,

A handwritten signature in black ink that reads "Mike Brown". The signature is written in a cursive, slightly slanted style.

Mike Brown
Executive Vice President
External Operations

AGENDA

7:15 -8:00	Registration
8:00 -8:15	Welcome
8:15 -9:30	“Prescription for a Long Independent Life” Dr. David Lipschitz, MD, Ph.D
9:30 -10:00	Exhibitor Break
10:00-11:30	“Case Managers: Assuming the Role of Health Educator” Kathleen Moreo, RN, BSN, BHSA, CCM, Cm, CDMS
11:30-1:00	Lunch
1:00-2:30	“The Power of One Good Habit in Disease Management” Zonya Foco, RD, CHFI, CSP
2:30-3:00	Exhibitor Break
3:00 -4:30	“Batteries Not Included” Bobbie Staten, RN, BSN, MPH
4:30	Closing Remarks

REMEMBER PATIENT CONFIDENTIALITY

During the conference we encourage you to share your experiences and knowledge with our participants. In doing this, please respect the privacy of your patients/members and individual confidential medical information.





David A. Lipschitz, MD, Ph.D is among the most renowned geriatricians in the world - and he has a plan for the future. Using decades of clinical experience and scientific research, Dr. David has developed a strong, personal philosophy for lifelong health. This simple and down-to-earth approach relies on two key principles: health and happiness. Director of the Longevity Institute at St. Vincent Hospital, Dr. David is nationally recognized as a leader in the field of geriatrics. www.drdauidhealth.com

Kathleen Moreo, RN, BSN, BHSA, CCM, Cm, CDMS, is the President and COO of PRIME. She has more than 25 years experience in the health care industry, and has served as the corporation's president since its inception in 1994. Ms. Moreo is an accomplished international speaker and author in managed care, rehabilitation, health care business management and case management. She is the co-author of the 2001 and 2005 updated book, Case Manager Review and Resource Manual: The Essence of Case Management, published by the American Nurses Association (ANA). Ms. Moreo is a national past president of the Case Management Society of America (CMSA) and inaugural chair of the Case Management Society International. In 2001, she was honored by CMSA as Distinguished Case Manager of the Year. www.primeinc.com



Zonya Foco, RD, CHFI best selling author, television host, Certified Speaking Professional and nutrition spokesperson for Health Alliance Plan (HAP) of Michigan. She is a master of inspiration, motivation and visual humor. As America's Nutrition Leader, Zonya provides hard-fact information and simple solutions that help everyday people improve health, create balance and maximize energy. www.zonya.com

Bobbie Staten RN, BSN, MPH is a nationally known motivational humorist. She holds the coveted Certified Speaking Professional credential from the National Speakers Association, an earned designation held by less than 10 percent of the professional membership. Bobbie's background prior to speaking was in nursing. Bobbie holds both a Bachelor of Nursing and a Master of Public Health degree from the University of North Carolina at Chapel Hill. www.bobbie Staten.com



Registration and Information

Complete the registration form and enclose a check in the amount of \$150.00, payable to Arkansas Blue Cross and Blue Shield by September 29, 2008 or register on-line at

www.quia.com/sv/196363.html

Cancellations made after September 29, 2008 will not be refunded. An application has been submitted to ARNA for Nursing Education Hours. Continuing Education will also be available for Case Managers and Social Workers. Please contact the conference registrar, Terry Jones at 501-399-3889 or via email at CMConference@arkbluecross.com

Lunch Menu

Buffet Lunch: Chef's choice of (2) soups, garden salad bowl with cherry tomatoes, homemade croutons, and tossed with your choice of dressing. Fresh fruit tray, deli sliced meats: roast beef, turkey and ham. Cheddar, pepper jack and swiss cheese with your choice of condiments relishes, and assorted breads. Black-bean salsa and tortilla chips with assorted gourmet cookies and brownies.

Hotel Information

Embassy Suites Hotel and Arlington Resort & Spa have rooms blocked for Arkansas Blue Cross and Blue Shield Case Management Conference attendees until **September 11, 2008**. Room reservations made after this date will not be guaranteed the conference rate. Please make your reservations early!

Embassy Suites Hotel

400 Convention Boulevard
Hot Springs, AR 71901
(501) 624-9200

Single: \$139.00
Double: \$139.00
*taxes not included

(Price includes cook to order breakfast and manager's reception)

Arlington Resort & Spa

239 Central Avenue
Hot Springs, AR 71901
(501) 623-7771

Single: \$89.00
Double: \$99.00
*taxes not included

Austin Hotel

305 Malvern Avenue
Hot Springs, AR 71901
(501) 623-6600

Single: \$60.00
*taxes not included

Register on-line: www.quia.com/sv/196363.html

Registration Form OR Register On-Line: www.quia.com/sv/19636.html

REGISTRATION FEE: \$150.00 – Make check payable to Arkansas Blue Cross and Blue Shield. You may send the payment in now or you may pay at the conference. Cancellations made after September 29, 2008 will not be refunded. Make your individual hotel reservations with the hotel of your preference.

Please print clearly and enter your name, as you would like it to appear on your name badge. Complete a separate registration form for each registrant. You may photocopy this form.

Register On-Line: www.quia.com/sv/196363.html

First Name	Last Name	Designation (RN, BSN, CCM, LSW)
Company	Position	
Business Address (street, city, state and zip code)		
Business Telephone	Business Fax	
E-mail address (Business or Home)		
Special Needs (dietary needs, seating arrangements, etc.)		

Send registration form with payment by September 29, 2008 to the following:

**Arkansas Blue Cross Blue Shield
Attn: Terry Jones, 2UCC
320 W. Capitol, Suite 247, P.O. Box 2181
Little Rock, AR 72203-2181
Phone: (501) 399-3889, Fax: (501) 378-2914**

Application has been submitted to ARNA for Nursing educational credit hours. Continuing education hours will also be available for CCM and Social Work. You may contact the conference registrar, Terry Jones at 501-399-3889 or CMConference@arkbluecross.com for more information.