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**To:** Conference Attendees – 2012 National Plan Automation Group (NPAG) Conference

**From:** Cindy Applewhite, Sr. Manager, Provider Connectivity Solutions, Blue Cross Blue Shield of FL and NPAG Steering Committee, Vice-Chair

**Re:** ***EDI, An Endless Sea of Solutions*** – NPAG 2012 Conference

Blue Cross Blue Shield of Florida is pleased to host the 2012 National Plan Automation Group (NPAG) Conference at the Ritz Carlton in beautiful Amelia Island, Florida, Sunday, September 16th through Wednesday, September 19, 2012. This year's theme is ***EDI, An Endless Sea of Solutions***.

For more than 30 years NPAG has offered a forum for Blue Plans around the country to share ideas, meet with industry leaders and learn more about the latest Electronic Data Interchange opportunities and mandates. This year's conference will cover a variety of topics including where the industry stands with the ICD-10 mandate, information on electronic medical records (EMRs), using mobile applications and social media, an update from the Blue Cross Blue Shield Association and much more.

Our conference includes open forum discussions where Blue Plan associates and vendor staff share their experiences and ideas, successes and challenges, to help individuals and organizations improve business processes, reduce costs, increase productivity and take advantage of new opportunities. Please let us know if you have any special topics or questions you'd like discussed during these open forum sessions.

We have also scheduled a series of events that will allow everyone to enjoy Amelia Island's southern hospitality and unique culture. These events will include NPAG vendors, your fellow Blue associates, and other industry attendees and will give everyone time to enjoy industry and social conversation outside of the conference venues.

**You can make your hotel reservations by calling the Ritz Carlton Amelia Island by calling 1-800-241-3333, Group Code is: npanpaa.** Group rates have been established at \$169 per night for a Coastal view room. **You can also make your reservations through our website at [www.npag.org/hotel.asp](http://www.npag.org/hotel.asp).**

**[To take advantage of this special rate, please book before Tuesday, July 31, 2012.](#)**



Through the years Electronic Data Interchange has evolved and now touches nearly every aspect of the healthcare industry. The NPAG conference is a great venue for your organization's staff directly responsible for EDI, the IT staff that supports EDI, as well as others throughout the organization in areas such as Provider Relations, Provider Network, and Medical Management etc. In consideration of the current economic conditions the NPAG steering committee has approved a \$100 discount to the normal \$350 registration rate for each attendee after one full paid registration from your Blue Plan. Please encourage others throughout your organization to attend this year's conference and take advantage of the discount. Your registration form is attached.

If you have any questions, please contact Lisa Beard at (205) 585-4000 or e-mail [npag2006@yahoo.com](mailto:npag2006@yahoo.com).

The NPAG Steering Committee looks forward to seeing you and your colleagues this September as we explore: **EDI-An Endless Sea of Solutions.**

Sincerely,

*Cindy Applewhite*

Cindy Applewhite  
NPAG, Vice Chair  
Blue Cross Blue Shield of Florida  
Host Plan, NPAG 2012 Conference



**EDI** *An Endless Sea of Solutions*

**NPAG 2012 Conference**  
**September 16-19, 2012**  
**Amelia Island, FL**  
**[www.npag.org](http://www.npag.org)**





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**NPAG 2012 Tentative Agenda**  
*EDI, An Endless Sea of Solutions*  
Amelia Island, FL - September 16-19, 2012

**Sunday, September 16th, 2012**

11:00 AM – 2:00 PM	Steering Committee Luncheon / Meeting
2:00 PM – 5:00 PM	Vendor Move In
2:00 PM – 5:00 PM	Registration Desk Open
5:00 PM – 7:00 PM	Opening Reception in the Exhibit Hall

**Monday, September 17th, 2012**

7:00 AM – 8:00 AM	Breakfast
8:00 AM – 8:30 AM	Executive Welcome
8:30 AM – 9:30 AM	<b>General Session - Motivational Speaker</b>
9:30 AM – 10:15 AM	Break and Visit Exhibit Hall
10:15 AM – 11:30 PM	<b>General Session</b>
11:30 PM – 12:45 PM	Vendor/Sponsor Recognition Luncheon
12:45 PM – 1:45 PM	<b>Breakout Sessions</b> - <i>Mobile Aps and Social Media</i> - Tonya Hick & Annie Erstling - <i>TBD</i>
1:45 PM – 2:00 PM	Break
2:00 PM – 3:00 PM	<b>Breakout Sessions</b> - <i>Mobile Aps and Social Media</i> - Tonya Hick & Annie Erstling - <i>TBD</i>
3:00 PM – 3:45 PM	Break and Visit Exhibit Hall
3:45 PM – 5:00 PM	General Session – <i>Plan Share</i> - (closed to exhibitors)
6:00 PM - 9:00 PM	<b>NPAG Event - Beach Party, Margaritaville</b>

**Tuesday, September 18th, 2012**

7:00 AM – 8:00 AM	Breakfast
8:00 AM – 9:30 AM	<b>General Session</b>
9:30 AM – 10:15 AM	Break and Visit Exhibit Hall
10:15 AM – 11:30 PM	<b>Breakout Sessions</b>
11:30 AM – 12:00 PM	Box Lunch
12:30 PM – 5:30 PM	<b>5th Annual Wheeler Foster Memorial Golf Tournament</b>
12:30 PM	<b>Sailing Excursion / Tour of Historic Fernandina Beach</b>
TBD	<b>Tour &amp; Time for Shopping in Fernandina Beach Historic District</b>
TBD	<b>Spa Appointments</b>



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**Wednesday, September 19th, 2012**

7:00 AM – 8:00 AM	Breakfast
8:00 AM – 9:30 AM	General Session - <b>Update from the Association</b> (closed to exhibitors)
9:30 AM – 10:15 AM	Break and Visit Exhibit Hall
10:15 AM – 12:00 PM	General Session – <b>Plan Share</b> - (open to exhibitors)
12:00 PM	Lunch and Adjournment

**Topics to be covered include:**

***EMR Panel Discussion***

***Mobile Apps and Social Media***

***ICD-10 – Provider Readiness***

***Association Update***

***Other Hot Topics to be Determined***

Please check our website for frequent agenda updates! - [www.npag.org](http://www.npag.org)



REGISTRATION FORM - 2012 NPAG CONFERENCE

Ritz Carlton, Amelia Island, FL

September 16-19, 2012

PLEASE PRINT

Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Name to Appear On Name Tag \_\_\_\_\_

FEES:

Postmarked on or before August 15, 2012

NPAG Member (Blue Plan Employee) \$350 each \$ \_\_\_\_\_

Second Paid Registration and Each Additional

From the same Blue Plan \$250 each \$ \_\_\_\_\_

(please return a separate registration form for each attendee)

Postmarked after August 15, 2012

NPAG Member (Blue Plan Employee) \$400 each \$ \_\_\_\_\_

Guest Registration

\_\_\_\_\_ @ \$150 each \$ \_\_\_\_\_

(Guest registration will include: Sunday Night Reception in the Exhibit Hall, Monday Night Event/Dinner and Group Planned activities, due to space limitations, breakfast and lunches are not included in guest registration)

Guest Name \_\_\_\_\_ TOTAL ENCLOSED: \$ \_\_\_\_\_

Activity Sign Up (free to paid attendees and guests) ONLY SIGN UP FOR ONE ACTIVITY!

Wheeler Foster Memorial Golf Tournament: \_\_\_\_\_, \_\_\_\_\_
name of participant name of participant

Sailing Excursion / Tour of Fernandina Beach: \_\_\_\_\_, \_\_\_\_\_
name of participant name of participant

Shopping Time / Tour of Fernandina Beach: \_\_\_\_\_, \_\_\_\_\_
name of participant name of participant

\$25 Spa Credit: \_\_\_\_\_, \_\_\_\_\_
name of participant name of participant

Please make checks payable to NPAG and mail to:

National Plan Automation Group (NPAG)
Lisa Beard, Conference Coordinator
P.O. Box 380124
Birmingham, AL 35238-0124

You May Fax Registration with Credit Card to (205) 981-2901

Credit Card Type - VISA Mastercard American Express (please circle one)

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ V-Code (3 or 4 digit number on back of card) \_\_\_\_\_

Billing Zip Code \_\_\_\_\_ Date \_\_\_\_\_



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## 2012 Conference Host Hotel



### Ritz Carlton, Amelia Island

Find yourself on Amelia Island, Florida - where Southern charm meets the sea and live oaks meet white sandy beaches. Southern hospitality at its finest is on display at The Ritz-Carlton, Amelia Island. One of the most popular beach destinations on the East Coast, this luxurious barrier island hotel provides a welcome barrier between you and the world beyond.

Located on a grand stretch of the island's 13 miles of coastline, The Ritz-Carlton, Amelia Island hotel is a resort that features: 444 well-appointed guestrooms each that feature a private balcony, Four restaurants and lobby lounge,

The Ritz-Carlton Spa, Fitness center, On-site tennis facilities, and 18 holes of private championship golf right out front door of our Amelia Island hotel

Located on Amelia Island, Fernandina Beach, was once a vibrant Victorian village by the sea. Amelia Island also owns the unique distinction of being the only U.S. city to have once been under the domain of eight different nations, and is still known as the Isle of 8 Flags.

Today, this seaside retreat is perfect for nature lovers and those who thrive on sun, sand and outdoor sports and offers an abundance of Amelia Island things to do. Visitors will also encounter a wealth of fine dining, and a variety of interesting shops and museums to browse as they stroll the cobblestone streets in the heart of historic Fernandina Beach, Florida.



**Ritz Carlton, Amelia Island  
4750 Amelia Island Parkway  
Amelia Island, FL 32034  
(904) 277-1100**

**To make your hotel reservations online, please visit our website at: [www.npag.org/hotel.asp](http://www.npag.org/hotel.asp) or by calling 1-800-241-3333, Group Code is: npanpaa**





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## Offering of Business Courtesies

### NPAG Exhibitor Giveaway Guideline

NPAG Conferences provide the opportunity for Blue Plans across the country to network with their peers, suppliers and business partners.

Recognizing that each Plan has its own policy relating to business courtesies and, in an effort to administer one consistent policy in this area, it is requested that vendors adhere to the following NPAG Conference ground rules.

A "business courtesy" is a gift or favor for which the recipient pays nothing or less than fair market value. It may be a tangible or intangible benefit, including but not limited to, such items as non-monetary gifts, meals, drinks, entertainment, hospitality, recreation, door prizes, transportation, discounts, tickets, passes, promotional items or use of a giver's time, materials or equipment.

- The offering of any business courtesy may not violate any law, regulation or known policy of the recipient.
- Infrequent/nominally priced meals, company mugs, tee-shirts, etc. under \$50.00 may be offered.
- Under no circumstances shall gifts of money be offered.

Please recognize that NPAG Conference attendees are also bound by their individual Blue Plan's policies governing acceptance and reporting of business courtesies.

We appreciate your cooperation with this policy and invite you to contact Lisa Beard at 205-585-4000 if you should have any questions relating to the above terms.

