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**To: Blue Cross and Blue Shield Associates**

**From: Christol Green, Sr. Business Consultant, EDI Operations - WellPoint, Inc.  
NPAG Steering Committee, Conference Vice-Chair**

**Subject: EDI the Biggest Little Division in Healthcare - NPAG 2009 Conference**

WellPoint is pleased to be hosting the National Plan Automation Group (NPAG) Conference to be held in beautiful Reno, NV from Sunday September 13th - Wednesday September 16th, 2009.

NPAG is celebrating 25 years of Blues business processes and technical expertise in the development and implementation of electronic data exchange standards. The conference will cover a variety of Healthcare Clinical, EDI, and eCommerce solutions and the business value realized by those solutions. With the blend of technology and business discussions planned, we would like to encourage those in the EDI, eCommerce, HIT, Pharmacy, Provider Relations, Provider Operations and Health Care Affairs arenas to attend. The conference schedules Open Forum discussions where Blues Plans associates and Vendors 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.

Some of the topics to be discussed are moving forward with 5010 and IDC-10, real-time claims, EHRs, e-Prescribing, web portal strategies, EDI adoption strategies, incentive programs, updates on CMS, COBC and Association mandates. We are also scheduling a series of events that will allow everyone to experience the history of the Wild West and Sierra Nevada Mountains. These events will include NPAG vendors, your blues associates, and other industry attendees. This will give everyone time to enjoy industry and social conversation outside of the conference venues.

You may want to plan to extend your stay in Reno. There are a wide variety of things to do. Whether fly fishing in local rivers, visiting historic towns like Carson or Virginia City, taking a drive to beautiful Lake Tahoe or playing a round of golf at one of the many beautiful courses, plan on having a fabulous time.

In consideration of the current economic conditions the NPAG steering committee has approved a \$100 reduced conference registration rate for each additional paying member attending from your Blues Plan. Please see registration form attached.

Please make your hotel reservation with the Peppermill Resort at our group website:  
[https://reserve2.peppermillcas.com/cgi-bin/lansaweb?PROCFUN+RN+RESNET+PRN+funcparms+UP\(A2560\)::awpi09;?](https://reserve2.peppermillcas.com/cgi-bin/lansaweb?PROCFUN+RN+RESNET+PRN+funcparms+UP(A2560)::awpi09;?) or you may follow the link from the NPAG website - [www.npag.org](http://www.npag.org). You may also call the hotel at 800-282-2444. Use Group Code "AWP109". The NPAG group room rate is \$99.00 per night for a Peppermill Tower 1 King or 2 Queen Beds accommodation. This special rate is available until August 20, 2009.

Please contact Lisa at 205-585-400 or e-mail [npag2006@yahoo.com](mailto:npag2006@yahoo.com) if you have any questions.

Sincerely,

**Christol Green  
NPAG Vice-Chairperson  
EDI Operations, WellPoint, Inc.  
Host Plan for the NPAG 2009 Conference**



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**NPAG 2009 Tentative Agenda**  
***EDI the Biggest Little Division in Healthcare***  
**Reno, NV - September 13-16, 2009**

**Sunday, September 13, 2009**

12:00 PM – 1:30 PM	Steering Committee Meeting
2:00 PM – 5:00 PM	Vendor setup
2:00 PM – 5:00 PM	Registration Open
4:00 PM – 6:00 PM	<b>Plan Share</b>
6:00 PM – 7:30 PM	Opening Reception in the Exhibit Hall

**Monday, September 14, 2009**

7:30 AM - 8:30 AM	Breakfast
8:30 AM - 8:45AM	Welcome and Agenda Review - <b>Christol Green</b>
8:45 AM - 9:00 AM	<b>Executive Welcome</b>
9:00 Am - 10:00 AM	Keynote Speaker
10:45 AM – 12:00 PM	<b>Breakout Sessions</b>
12:00 PM – 1:30 PM	Vendor/Sponsor Recognition Luncheon
1:30 PM – 2:45 PM	<b>General Session - General Session - <i>Update from the Association - Gail Kocher</i></b>
2:45 PM – 3:15 PM	Break and Vendor Visits
3:15 PM – 4:30 PM	<b>Breakout Sessions</b>
5:00 PM	Load Bus to Washoe Flats
5:30 PM – 8:00 PM	Dinner and Show at Washoe Flats

**Tuesday, September 15, 2009**

7:30 AM – 8:30 AM	Breakfast in the Exhibit Hall
8:30 AM – 10:00 AM	<b>General Session - <i>U.S. Healthcare Efficiency Index - \$30 Billion in Savings- Miriam Paramore</i></b>
10:00 AM – 10:45 AM	Break and Vendor Visits
10:45 AM – 12:00 PM	<b>Breakout Sessions</b>
12:00 PM	Box Lunch
12:30PM	Wheeler Foster Memorial Golf Tournament
12:30PM	Virginia City Tour

Evening Reserved for Vendor/Hospitality Suites, Dinner with Attendees



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**NPAG 2009 Tentative Agenda**  
***EDI: The Biggest Little Department in Healthcare***  
**Reno, NV - September 13-16, 2009**

**Wednesday, September 16, 2009**

9:00 AM– 9:15 AM	<b>NPAG 2010!</b>
9:15 AM – 10:30 AM	<b>General Session – <i>CORE: Building Internal and External Partnerships: Streamlined EDI</i></b> - Rich Landen, MBA, MPH, Associate Director, CORE, CAQH
10:00 AM – 10:45 AM	Break and Vendor Visits
10:45 AM - 12:00 AM	Brunch
12:00 PM – 2:00 PM	General Session - <b><i>Plan Share</i></b> (Open to Exhibitors), Grand Prize Drawing

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

**Session Synopsis'**

***U.S. Healthcare Efficiency Index - \$30 Billion in Savings -***

**Miriam Paramore, SVP, Corporate Strategy, Government Affairs & Public Relations, emdeon**

National launch of the U.S. Healthcare Efficiency Index, a research-based national reference for raising awareness and monitoring the business efficiency of the dental market. Building on the U.S. Healthcare Efficiency Index, it creates an industry-wide benchmark to illustrate savings that arise from electronic transactions and to help accelerate adoption. By the end of this presentation, participants will be able to: Learn about the new national forum for measuring efficiencies and administrative savings gained from the use of standardized electronic business transactions. Transactions include: Claim, claim status inquiry, eligibility verification, claim payment, and remittance advice, Understand how to measure compare the efficiency level of a provider or health plan to the national benchmark established by the U.S. Healthcare Efficiency Index and Understand the barriers to adoption and routine use of electronic business transactions, and how the marketplace can overcome them.

***CORE: Building Internal and External Partnerships: Streamlined EDI -***

**Rich Landen, MBA, MPH, Associate Director, CORE, CAQH**

This session will build on the September 2008 NPAG presentation and provide attendees with ideas to leverage internal and external partnership connections based on recent case studies by CORE-certified entities, an update on CORE Phase II certification roll-outs and where CORE Phase III is headed. Besides fostering widespread adoption of the HIPAA transactions by developing operating rules for administrative data exchanges, CORE operating rules include infrastructure requirements such as connectivity/security "safe harbor" rules. These infrastructure rules have provided opportunities for cutting-edge health plans to both simplify trading partner connections/set-ups and more easily determine the role connectivity can play in helping with initiatives that are aimed at the movement of information needed for industry-wide goals such as EHRs/PHRs and Consumer Directed Health Plans. Attendees will review the current CORE connectivity rules, learn how they were developed, and hear what Plans are experiencing with regard to their implementations, including their impact to enhance Plan-provider and provider-vendor relationships. NPAG will also hear an up-to-the-minute report on

the HIPAA transactions, including those built on ASC X12 version 5010, and infrastructure rules that will be proposed for inclusion in the CORE Phase III rules. CORE is raising the bar on data content, promoting consistency and accuracy of administrative data exchanges and helping improve transactions to meet payer and provider expectations. CORE rules align with BlueExchange. CORE, the CAQH Committee on Operating Rules for Information Exchange, is a voluntary initiative of over 100 health plans, providers, clearinghouses, vendors, trade associations and government agencies. CORE participants maintain eligibility/benefits for over 130 million lives. CORE business operating rules complement HIPAA transactions by promoting real-time infrastructure, aligning business practices and improving transaction content so that the routine business information needs of providers and health plans are robustly met.

A ***Plan Share*** session is an open forum session where there is facilitated discussion between the Plans on a particular topic of interest. One topic we will be discussing is "Did your plan use incentive programs to increase edi adoption"? Another topic suggested is "How have consumer directed health plans impacted your edi adoption rate?" Any attendee is welcome to submit or request a topic for discussion at our ***Plan Share*** Session. **Please contact Lisa Beard at [npag2006@yahoo.com](mailto:npag2006@yahoo.com) to submit a topic for *Plan Share*.**



# REGISTRATION FORM - 2009 NPAG CONFERENCE

Peppermill Reno Casino Resort, Reno, NV

September 13-16, 2009

**PLEASE PRINT**

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

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

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

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

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

**FEES:**

**Postmarked on or before August 10, 2009**

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

Second Registration and Each Additional  
From the Same Blues Plan \$250 each \$ \_\_\_\_\_  
(please return a separate registration form for each attendee)

**Postmarked after August 10, 2009**

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

**Guest Registration** \_\_\_\_\_ @ \$150 each \$ \_\_\_\_\_

(Guest registration will include: Sunday night Reception in the Exhibit Hall, Monday night Dinner at Washoe Flats 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)

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

**Virginia City Tour:** \_\_\_\_\_ , \_\_\_\_\_  
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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## 2009 Conference Host Hotel

**The Peppermill Resort Casino Reno** - The Peppermill is Reno's premier hotel-casino resort, where you will be treated to the most luxurious accommodations offered in any Reno hotel and casino. Selected as one of the "Top 10 casinos in America" by MSN with Citysearch, the Peppermill offers:



- 1,635 luxurious rooms and suites
- Ten distinctive restaurants feature award-winning dining
- 17 themed bars and lounges offer Reno's most exciting nightlife
- World-class gaming featuring all the latest slots, video poker, Keno, Sports Book and table games, including single-deck blackjack, roulette, Pai Gow Poker and Tiles, and live poker in a smoke-free poker room
- Free entertainment nightly in our Casino Cabaret
- Full-service Spa Toscana offers 30,000 square feet of Tuscan architecture featuring a variety of 24 treatment rooms to invigorate all senses

With 1,635 of the most award-winning rooms in Reno, including 720 beautifully appointed suites, the most in Reno, the Peppermill is the pinnacle of Reno hotels and resorts. Stunning panoramic views of snow-capped mountains and the city lights of Reno. The Peppermill's luxury amenities and attention to personal service set the standard for accommodations in Reno.

Great Reno dining begins and ends at the Peppermill. Year after year the Peppermill's ten restaurants continue to win top honors in local, regional and national ratings! The Peppermill features the most awarded Reno restaurants - very few Nevada restaurants can match the accolades received by the Peppermill. With menus to suit any taste, you're sure to find something to delight your palate.

**Directions:** The Peppermill is conveniently located to all the major Reno attractions. Downtown Reno is two miles away and the Reno-Tahoe International Airport and the Reno-Sparks Convention Center are nearby as well. The Peppermill features an easy and convenient airport shuttle which departs from the valet area outside the Hotel Lobby, and runs every half-hour beginning at 4 am. The last shuttle departs from the Peppermill going to the airport at 11:30 pm. In addition, the airport shuttle departs from the airport going to the Peppermill every half-hour beginning at 4:15 am, and continuing to 11:45 pm. This shuttle picks-up at the North exit of the Baggage Claim area.

Hotel Group rates are \$99 per night for a standard room. NPAG's Group Code is: AWPI09. You may call to make reservations at 800-282-2444 or online, go to the NPAG website and follow the link.

**The Peppermill Resort Casino Reno**  
2707 South Virginia Street  
Reno, NV 89502 • 1-866-821-9996  
[www.peppermillreno.com](http://www.peppermillreno.com)



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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 or 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.

