



CAPG

HEALTHCARE CONFERENCE

June 25 – 28, 2009 • San Diego, California

SPONSOR EDITION



HEALTHCARE CONFERENCE

June 25–28, 2009

San Diego Marriott Hotel & Marina

Presented by the California Association of Physician Groups

Dear CAPG Members, Friends, Sponsors and Exhibitors:

It is my pleasure to invite you to the 2009 CAPG Healthcare Conference scheduled for June 25–28 at the San Diego Marriott Resort & Marina. As usual, this conference is designed specifically for delegated model medical groups and IPAs providing coordinated healthcare. This is the delivery system we believe offers the best combination of high-quality care and long-term cost savings.

This conference is one of the most comprehensive healthcare events of the year, with a program that addresses broad trends as well as hands-on, day-to-day issues. **General session speakers include former U.S. Secretary of Health & Human Services Donna Shalala, former U.S. Secretary of Labor Robert Reich, and California HealthCare Foundation President and CEO Mark Smith, MD.** You'll find valuable educational sessions covering a wide range of clinical, technology and management subjects, many offering CME credits. Also on the agenda are special-topic roundtable discussions, an appearance by the political satire group **The Capitol Steps**, daily networking events, and our Saturday night gala featuring **Big Bad Voodoo Daddy**.

I urge everyone to attend Friday night's Exhibit Fair and Strolling Dinner. All of our sponsors and exhibitors will be there to help you learn more about their latest products and services. Please join us anytime Friday between 6 p.m. and 10 p.m. for an abundance of food, fun and friendship.

If you have time for only one conference in 2009, make it this one.

Donald Crane, President and CEO



Robert Reich
*Former U.S.
Secretary of Labor*



Donna Shalala
*Former U.S. Secretary
of Health & Human
Services*



Mark Smith, MD
*President & CEO,
California HealthCare
Foundation*



The Capitol Steps



Big Bad Voodoo Daddy

Register today to ensure your place at the Conference!

For CAPG Members and Others in the Healthcare Industry

- **Hear the views** of the experts on what is happening in the healthcare field in California and the nation.
- **Learn from the professionals** in two days of timely educational sessions, many offering CME credits.
- **Network with industry leaders, colleagues and associates**, sharing views and gaining new knowledge.
- **Bring your family** and enjoy the resort facilities at the beautiful San Diego Marriott Hotel & Marina.
- For CAPG member groups only, let us help you **arrange a private retreat for your organization** in conjunction with the Conference.

For Sponsors and Exhibitors of Products and Services

- **Meet the leaders** of approximately 150 of California's largest, most distinguished medical groups and IPAs.
- **Put your organization or products upfront** at our signature Friday night Exhibit Fair and Strolling Dinner.
- **Gain recognition for your company** name and logo when you select from many sponsorship opportunities.
- **Participate in Conference sessions and events**, depending on sponsorship level.

Preliminary Agenda

(Note the special Member/Sponsor/Exhibitor networking opportunities marked in bold.)

Thursday, June 25

8:00 a.m. – 5:00 p.m.	Member Strategic Planning Retreats
10:00 a.m. – 11:00 a.m.	Golf Check-in & Registration
11:00 a.m. – 4:30 p.m.	Golf Tournament (Shotgun start at Maderas Golf Club)
4:00 p.m. – 9:00 p.m.	Conference Registration with sponsor tabletop displays
6:00 p.m. – 9:00 p.m.	Welcome Reception
9:00 p.m. – 11:00 p.m.	Cocktail & Dessert Reception (Adults only)

Friday, June 26

7:00 a.m. – 9:00 a.m.	Continental Breakfast
7:00 a.m. – 7:00 p.m.	Conference Registration
8:30 a.m. – 3:00 p.m.	Babysitting and Youth Program
8:30 a.m. – 10:15 a.m.	Opening Ceremonies and General Session
	<i>The Challenges of Change: Jobs, Healthcare and Economic Stability</i>
	<i>Robert B. Reich, former U.S. Secretary of Labor, now Professor of Public Policy, University of California, Berkeley</i>
	Known as one of the nation's leading thinkers on the subjects of work and the economy, Robert Reich was the nation's Secretary of Labor during the first Clinton administration and served as an economic advisor on President Obama's transition team. He is the author of 11 books and more than 200 published articles and is a regular TV and public radio economic commentator.
10:45 a.m. – 12:00 noon	Concurrent Breakout Session I
12:15 p.m. – 1:15 p.m.	Buffet Luncheon
1:30 p.m. – 3:00 p.m.	General Session
	<i>Healthcare Reform: What Is Possible, What Is Probable</i>
	<i>Donna Shalala, Former U.S. Secretary of Health and Human Services, now Professor of Political Science and President of the University of Miami</i>
	Appointed by President Clinton in 1993, Donna Shalala served as Secretary of HHS for eight years, the longest term for that position in U.S. history. In 2007, President Bush selected her to co-chair a federal commission to evaluate the transition of wounded service members into civilian society. A leading scholar on the political economy of state and local government,

"The CAPG conference is the best networking and professional development event of the year. Motivating and inspiring are just two words that come to mind."
James G. Malone,
Southern California Permanente Medical Group

Preliminary Agenda *(continued)*

3:00 p.m. – 6:00 p.m.
5:30 p.m. – 6:30 p.m.
6:30 p.m. – 10:00 p.m.
6:30 p.m. – 10:00 p.m.
10:00 p.m. – 12 midnight

Saturday, June 27

7:00 a.m. – 8:00 a.m.
7:00 a.m. – 9:00 a.m.
8:30 a.m. – 2:00 p.m.
8:30 a.m. – 10:00 a.m.

10:00 a.m. – 11:30 a.m.

10:30 a.m. – 11:45 a.m.
12:00 noon – 1:30 p.m.

1:45 p.m. – 3:00 p.m.
3:15 p.m. – 4:15 p.m.
6:30 p.m. – 11:00 p.m.
6:30 p.m. – 7:30 p.m.
7:30 p.m. – 11:00 p.m.

Sunday, June 28

8:00 a.m. – 12:00 noon
9:00 a.m. – 12:00 noon
12:00 noon

she has held professorships and top executive positions at several prestigious universities. She has won many national honors, including the distinguished Medal of Freedom presented by President Bush in 2008.

Member Strategic Planning Retreats
CAPG Physician Group PAC President's Reception (by invitation)
Babysitting, Youth and Teen Programs
Exhibit Fair and Strolling Dinner
Dance Reception (Adults only)

Fitness Fun Run/Walk

Continental Breakfast

Babysitting and Youth Program

General Session

Healthcare in California: Checking the Vital Signs

Mark D. Smith, MD, President and CEO, California HealthCare Foundation

Dr. Smith heads the California HealthCare Foundation, which is dedicated to improving the health of the people of California through key programs: innovations for the underserved, better chronic disease care, and market and policy monitoring. A board-certified internist, he is a member of the clinical faculty at the University of California San Francisco and an attending physician at the Positive Health Program for AIDS care at San Francisco General Hospital.

Spouse/Adult Guest Program

Entertaining with Style

Lynn Chichi

For men and women, this exciting program shows you how to entertain with style, flair and humor. Lynn Chichi, a professional interior decorator, demonstrates how to use such unusual materials as a painter's drop cloth or old, packed away wedding gifts to create eye-catching table decorations.

Concurrent Breakout Session II

Attendee/Adult Guest Luncheon

How Would You Like to Be in Their Shoes? A Humorous Take on Washington Today

The Capitol Steps

Be prepared to laugh out loud no matter what your political leanings. Started more than 25 years ago by a group of Senate staffers who set out to satirize the very people who employed them, *The Capitol Steps* entertainers have no equal in their special brand of satirical political humor.

Concurrent Breakout Session III

Special Topic Roundtable Discussions

Babysitting, Youth & Teen Programs

Cocktail Reception

Dinner Dance Extravaganza featuring Big Bad Voodoo Daddy
(Black tie optional)

Member Strategic Planning Retreats

Sunday Buffet Brunch

Hotel Checkout

"I really enjoyed the CAPG meeting. It was the first time I've attended, and it exceeded my expectations. Lots of good contacts, great fun, new friends, and great hosts! Looking forward to the next one!"
Robert Taketomo, Pharm.D., Ventegra

Register online at capg.org

SPONSORSHIP OPPORTUNITY SELECTION

Thank you for considering a CAPG Healthcare Conference Sponsorship. Please review the benefits of each category and select the sponsorship of your choice. Then complete the following steps to reserve your place at the conference. We gratefully acknowledge our sponsors and their contributions.

DIAMOND SPONSOR

\$30,000

- Sponsorship of general session and/or breakout speaker plus opportunity to introduce speaker
- Preferential booth space at the Friday Night Exhibit Fair and Strolling Dinner, plus two Friday-night-only booth attendees
- Four complimentary Conference registrations with admission to all events (six registrations for CAPG Partners)
- One deluxe upgraded hotel room for Friday and Saturday nights
- Complimentary golf foursome at the Conference Golf Tournament
- Diamond Level sponsorship acknowledgment in Conference CD, meeting materials and *CAPG Health*
- Flag and premium signage featuring your corporate logo prominently displayed during the Conference
- Ten color slides of your logo displayed prior to general sessions
- Custom banner ad with website link on launch page of Conference CD
- Company name on Conference CD sleeve
- Upgraded listing—including logo web link and company information—in the Conference “Virtual Tradeshow”

PLATINUM SPONSOR

\$20,000

- Sponsorship of a breakout session with opportunity to introduce speaker
- Booth space at the Friday Night Exhibit Fair and Strolling Dinner, plus two Friday-night-only booth attendees
- Two complimentary Conference registrations with admission to all events (four registrations for CAPG Partners)
- Complimentary golf twosome at the Conference Golf Tournament
- Platinum Level sponsorship acknowledgment in Conference CD, meeting materials and *CAPG Health*
- Flag featuring your corporate logo, along with other top sponsors, prominently displayed during the Conference
- Eight color slides of your logo displayed prior to general sessions
- Logo with website link displayed on Platinum Sponsors banner ad of Conference CD
- Upgraded listing—including logo web link and company information—in the Conference “Virtual Tradeshow”

GOLD SPONSOR

\$15,000

- Booth space at the Friday Night Exhibit Fair and Strolling Dinner, plus two Friday-night-only booth attendees
- One complimentary Conference registration with admission to all events (two registrations for CAPG Partners)
- Gold Level sponsorship acknowledgment in Conference CD and *CAPG Health*
- Flag featuring your corporate logo, along with other top sponsors, prominently displayed during the Conference
- Four color slides of your logo displayed prior to general sessions
- Logo with website link displayed on Sponsors page of Conference CD
- Upgraded listing—including logo with web link and company information—in the Conference “Virtual Tradeshow”

CONTRIBUTING SPONSOR

\$5,000 – \$15,000

- Opportunity to sponsor Conference event(s) or materials. These are single-event opportunities that will be assigned on a first-come-first-serve basis and must be approved by CAPG.
- Events includes signage and may also include complimentary registration(s). Please contact Rick Swanson at 213-239-5043 or Lura Hawkins at 213-239-5046 for details.

Friday Buffet Lunch [\$7,000]

Golf Tournament—Cart Sponsor [\$5,000]

Conference Bottled Water [\$10,000]

Golf Tournament—Lunch Sponsor [\$8,000]

Friday and Saturday Continental Breakfast [\$7,000]

Golf Tournament—Title Sponsor [\$10,000]

Key Card Sponsorship [\$10,000]

Kids Programs [\$5,000]

Internet Café [\$10,000]

Sunday Brunch [\$8,000]

Friday or Saturday Night Photo Shoot [\$5,000]

Other Events Available* [\$1,000–\$4,000]

*Contact Rick Swanson or Lura Hawkins for details

EXHIBITOR

\$5,500 (\$4,500 for CAPG Partners)

- One complimentary Conference registration
- Booth space at the Friday Night Exhibit Fair and Strolling Dinner, plus one Friday-night-only booth attendee
- Two color slides of your logo displayed prior to general sessions
- Logo displayed on Sponsors page of Conference CD
- Listing in the Conference “Virtual Tradeshow”

**THE PREMIER
SHOWCASE FOR
ORGANIZATIONS
SERVING
CALIFORNIA'S
PHYSICIAN
GROUPS**

**NETWORK WITH
DECISION MAKERS
from 150-plus
California medical
groups and IPAs
on an informal,
get-to-know-you basis.**

**SEE YOUR CORPORATE
NAME AND LOGO
DISPLAYED
throughout the
conference and on our
conference CD, with
special recognition for
top sponsors.**

**DEMONSTRATE YOUR
PRODUCTS AND
SERVICES
at our popular Friday
Night Exhibit Fair and
Strolling Dinner.**

**PARTICIPATE
in our conference
educational sessions
and social events.**

Select sponsorship level online at www.capg.org

SPONSOR INFORMATION

Organization Name (as you would like it to appear in Conference materials)

Mailing Address _____

City/ST/ZIP _____

Contact Person's Name/Title _____

Telephone _____ Fax _____

E-mail Address _____

REGISTRATION FEES

CAPG Corporate Partners	\$995 each (above complimentary number included in sponsorship)
CAPG Associate Partners	\$1,095 each (above complimentary number included in sponsorship)
CAPG Affiliate Partners	\$1,195 each (above complimentary number included in sponsorship)
Conference Sponsors (Diamond/Platinum/Gold/Contrib/Exhibitor) ..	\$1,495 each (above complimentary number included in sponsorship)
Non-Sponsor, Non-Member/Partner Attendee	\$1,795 each
Government Employees	\$1,195 each
Booth Attendee (Friday Night Exhibit Fair and Strolling Dinner)	\$495 each
Spouse/Adult Guest Full-Conference Attendee	\$325 each
Spouse/Adult Guest Friday or Saturday Pass	\$225 each
Spouse/Adult Guest Friday Night Only or Saturday Night Only Pass	\$125 each
Babysitting and Youth/Teen Programs	\$50 per session/per child
Golf Tournament Participants: Members/Partners (Thursday)	\$185 per player
Golf Tournament Participants: Non-Members (Thursday)	\$225 per player
Hotel Room	\$265 per night, excluding taxes. See Hotel section on page D for details.

SPECIAL PROGRAM INFORMATION

Babysitting: Ages 6 months–3 years (\$50 per child/per session; includes meals.)

Session 1: Fri 8:30 a.m. – 3 p.m. **Session 2:** Fri 6:30 – 10 p.m. **Session 3:** Sat 8:30 a.m. – 2:00 p.m. **Session 4:** Sat 6:30 – 11 p.m.

Youth Program: Ages 4–11 (\$50 per child/per session; includes meals.)

Session 1: Fri 8:30 a.m. – 3 p.m. **Session 2:** Fri 6:30 – 10 p.m. **Session 3:** Sat 8:30 a.m. – 2:00 p.m. **Session 4:** Sat 6:30 – 11 p.m.

Teen Party: Ages 12–16 (\$50 per child/per session; includes meals.)

Session 2: Fri 6:30 – 10 p.m. **Session 4:** Sat 6:30 – 11 p.m.

Golf Tournament at the Maderas Golf Club: \$185 per player member/partners; \$225 per player non-members. Includes green and cart fees, lunch and tournament. Open to full-Conference attendees only. No refunds; player substitutions OK. Thursday, June 25, 10:00 a.m. registration—shotgun start at 11:00 a.m. Information on shuttle service, pairing and tournament details will be e-mailed prior to the conference.

CONFERENCE REGISTRATION

BADGES ARE REQUIRED FOR ALL EVENTS

Please print legibly or type; make copies of this form for additional registrations. Please provide a **unique e-mail address** for each registrant.

Registrant 1: _____ **Title:** _____

E-mail: _____ **Fee:** \$ _____

Full Conference Booth Attendee: Friday Night Only Golf Tournament **Fee:** \$ _____

Hotel Arrival Date: _____ **Departure Date:** _____ **Room Type:** King Double/Double

Spouse/Guest: _____

Full Conference Fri. Only Fri. Night Only Sat. Only Sat. Night Only Golf Tournament **Fee:** \$ _____

Child 1 (full name): _____ **Age:** _____

Session 1 Session 2 Session 3 Session 4 **Fee:** \$ _____

Child 2 (full name): _____ **Age:** _____

Session 1 Session 2 Session 3 Session 4 **Fee:** \$ _____

Registrant 2: _____ **Title:** _____

E-mail: _____ **Fee:** \$ _____

Full Conference Booth Attendee: Friday Night Only Golf Tournament **Fee:** \$ _____

Hotel Arrival Date: _____ Departure Date: _____ Room Type: King Double/Double

Spouse/Guest: _____

Full Conference Fri. Only Fri. Night Only Sat. Only Sat. Night Only Golf Tournament **Fee:** \$ _____

Child 1 (full name): _____ Age: _____

Session 1 Session 2 Session 3 Session 4 **Fee:** \$ _____

Child 2 (full name): _____ Age: _____

Session 1 Session 2 Session 3 Session 4 **Fee:** \$ _____

Registrant 3: _____ **Title:** _____

E-mail: _____ **Fee:** \$ _____

Full Conference Booth Attendee: Friday Night Only Golf Tournament **Fee:** \$ _____

Hotel Arrival Date: _____ Departure Date: _____ Room Type: King Double/Double

Spouse/Guest: _____

Full Conference Fri. Only Fri. Night Only Sat. Only Sat. Night Only Golf Tournament **Fee:** \$ _____

Child 1 (full name): _____ Age: _____

Session 1 Session 2 Session 3 Session 4 **Fee:** \$ _____

Child 2 (full name): _____ Age: _____

Session 1 Session 2 Session 3 Session 4 **Fee:** \$ _____

Registrant 4: _____ **Title:** _____

E-mail: _____ **Fee:** \$ _____

Full Conference Booth Attendee: Friday Night Only Golf Tournament **Fee:** \$ _____

Hotel Arrival Date: _____ Departure Date: _____ Room Type: King Double/Double

Spouse/Guest: _____

Full Conference Fri. Only Fri. Night Only Sat. Only Sat. Night Only Golf Tournament **Fee:** \$ _____

Child 1 (full name): _____ Age: _____

Session 1 Session 2 Session 3 Session 4 **Fee:** \$ _____

Child 2 (full name): _____ Age: _____

Session 1 Session 2 Session 3 Session 4 **Fee:** \$ _____

CALCULATE YOUR FEES

Sponsorship Level (see page A for Sponsorship Levels) _____	\$ _____
Complimentary Conference Registrants (see Sponsorship Level for number) _____	\$ NO CHARGE
Additional Conference Registrants (see page B for fee structure)	\$ _____
Booth Attendees: Friday Night Only (\$495 each per additional booth attendee)	\$ _____
Spouse/Adult Guest Full Conference Attendees (\$325 each; includes all meals)	\$ _____
Spouse/Adult Guest Friday or Saturday Pass (\$225 each; includes all meals for the one day)	\$ _____
Spouse/Adult Guest Friday Night Only or Saturday Night Only Pass (\$125 each; includes meal for the one night)	\$ _____
Babysitting Registrants (\$50 per session/per child; includes meals)	\$ _____
Youth Program Registrants (\$50 per session/per child; includes meals)	\$ _____
Teen Party Registrants (\$50 per session/per child; includes meals)	\$ _____
Golf Tournament Registrants (Thursday, June 25; \$185 per player members/partners; \$225 non-members)	\$ _____
REGISTRATION FEE TOTAL	\$ _____

PAYMENT

Check/Money Order (make payable to CAPG) American Express MasterCard VISA

Credit Card Number _____ Exp. Date _____ Card ID#* _____

Name on Card _____ Signature _____

Billing Address _____

City/ST/ZIP _____

**For Visa and MasterCard, the Card ID Number is the 3-digit number located on the back of your card, usually at the top of the signature strip. For American Express, it is the 4-digit number printed on the front of your card.*

HOTEL RATES AND BILLING

(Please see General Information on page 5 of brochure for details.)

A special rate of \$265 plus taxes per room, single or double occupancy, has been arranged for this conference at the San Diego Marriott Hotel & Marina. **Hotel rooms are available on a first-come-first-serve basis; please register early as rooms fill up fast.** The CAPG special rate can only be guaranteed up to **May 29, 2009** or until our block of rooms sells out, and is only available through CAPG Registration. If it is necessary for you to cancel, please make arrangements through CAPG Conference Registration at 213-624-CAPG (2274).

ROOM GUARANTEE:

American Express MasterCard VISA

Credit Card Number _____ Exp. Date _____ Card ID#* _____

Name on Card _____ Signature _____

Billing Address _____

**For Visa and MasterCard, the Card ID Number is the 3-digit number located on the back of your card, usually at the top of the signature strip. For American Express, it is the 4-digit number printed on the front of your card.*

THIRD PARTY BILLING:

The Marriott Hotel requires that a Third Party Billing Request form be completed if you wish to charge multiple rooms to a single corporate or personal credit card or if the name of the occupant differs from the name on the credit card. Though you may reserve any number of rooms with one credit card, the payment for those rooms will be charged to the occupant unless the Marriott has the Third Party Billing Request form, along with required identification, on file. To request a Third Party Billing form, please contact CAPG Registration or download online at www.capg.org.

**For advance registration please send all completed forms by JUNE 11, 2009 to:
CAPG Sponsor Registration, 915 Wilshire Blvd., Ste. 1620, Los Angeles, CA 90017
Or fax to 213-683-0032**

Or register online at www.capg.org

Questions? Call 213-624-CAPG (2274) or email cperkins@capg.org.

Registrations received after June 11 will be processed onsite and may delay check-in.



Educational Breakout Sessions

Seven different seminars and workshops will be offered during each of three separate breakout sessions. Choose from the following and other programs for clinicians, management and staff of CAPG groups, many offering CME credits. Sessions will be offered at 10:45 a.m. on Friday, and at 10:30 a.m. and 1:45 p.m. on Saturday. Please consult your on-site agenda for changes, additions and complete details.

Access to Care: Programs That Work

L.A. Care Health Plan will review its many programs for increasing access, including learning collaboratives, school-based clinics, equipment grants, and extended access hours.

- Howard A. Kahn, CEO, L.A. Care Health Plan

Achieving Your Ultimate Work-Life Balance

This interactive presentation will help participants break the “mental log-jam” of feeling stuck on a work treadmill, and offer steps for combining career and personal life.

- Cheryl Mann, President, Goals InSight

Boomers: The Generation That Could, Did and Will

The audience will gain understanding of the Boomer Generation, including the four key personality segments, as Procter & Gamble shares its research with this population.

- Mary Austin, Regional Customer Marketing Manager, Procter & Gamble Pharmaceuticals

CAPG Public Policy Update

Members of the CAPG Public Affairs team describe the political landscape in Sacramento and Washington, D.C.

- William Barcellona, Vice President for Government Affairs, CAPG
- Bruce Fried, Partner, Sonnenschein Nath & Rosenthal

Claim Data: Its Value in Clinical Settings

This presentation will explore the value of claim data, such as ER and office visit utilization, in clinical settings.

- Charles Kennedy, MD, Vice President, Health Information Technology, WellPoint, Inc.

Diversity and Opportunity: Patient Centered Care in Modern California

The audience will learn about some of the demographic changes, cultural knowledge, and human adaptations required for California health systems to deliver the promise of Patient Centered Care.

- David Hayes-Bautista, Ph.D, Director, Center for the Study of Latino Health and Culture
- Wells Shoemaker, MD, Medical Director, California Association of Physician Groups

Fear Not the PPO: It May Be Our Future

This session will examine pressures on the delegated model and offer strategies for bringing it continued value.

- John E. Jenrette, MD, CEO and CMO, Sharp Community Medical Group

Managing Healthcare Resources: Three Creative Approaches

Brown and Toland Medical Group will discuss the development, implementation and outcomes of three new initiatives for managing healthcare resources.

- Sheila Lyzwa, Director, Case Management and Referral Services, Brown and Toland Medical Group

Physician Group Consolidation: Walking the Walk

This session will explore how a large, successful IPA developed a strategic consolidation plan, found a strategic partner, and developed a merger transition plan.

- Eric Klein, Esq., Sheppard Mullin Richter Hampton LLP
- Stuart Levine, MD, HealthCare Partners
- Barton Wald, MD, President and CEO, Physician Associates of the Greater San Gabriel Valley

Power to the Patient: A New Look at Weight Management

Monarch HealthCare Medical Group will share its experience implementing and evaluating a yearlong, on-line, weight management intervention pilot program.

- Michael Weiss, DO, Medical Director, Monarch HealthCare, Inc.

Primary Care and the Medical Home

CareMore Health Plan offers one answer to providing quality care while reconciling a decrease in family practice residencies, a growing demand for PCPs, and a renewed interest in the Medical Home.

- Douglas Allen, MD, MMM; Vice President, Clinical Programs, CareMore Health Plan

Quality Home Care for The Frail: A Comprehensive Program

HealthCare Partners Medical Group will share the development, design, operations, and to-date results of its innovative patient-and-family-based HomeCare program.

- Lorrie Melby, MD, Lead HomeCare Physician, HealthCare Partners Marketing and Advertising College

Quality Journey: It Takes a Team

This interactive program will offer instruction on how to meet and exceed selected IHA P4P quality initiatives without electronic health records.

- Teresa Wilson, FNP, Senior Director of Managed Care and Quality, Sutter Regional Medical Foundation

Taking the Temperature of Value-driven Healthcare

In this session, the quality initiatives implemented by CMS since the Medicare Modernization Act of 2003 will be reviewed, followed by a discussion of the federal government's future role in quality improvement.

- David Sayen, Regional Administrator, CMS, Region IX (invited)

The Provider Web Portal: Discovering New Patient Care Benefits

This program will explore the benefits of provider portals for patient care, including cost reduction, timely decision-making, and clinical record sharing.

- Rasheed Baqai, EMR Product Manager, CERECONS
- Bernard Katz, MD, Co-CEO, Bay Area Community Medical Group
- Mark Needham, MD, Medical Director, Santa Monica Bay Physicians
- Frank Rhie, MD, Chief Medical Advisor, Founder-Alteer EMR, CERECONS

To Integrate or Not: That Is the Question

This discussion will address the choices physician groups and IPAs have when considering strategic alignments with larger groups or hospital systems.

- Bill Gil, CEO, Facey Medical Foundation
- Paul Jaconette, CEO, Sansum Medical Clinic

Special Events

SPECIAL TOPIC ROUNDTABLE DISCUSSIONS

- Be sure to take part in our popular and informative one-hour Special Topic Roundtable Discussions at 3:15 p.m. Saturday. Join in a discussion of timely topics ranging from Medi-Cal Managed Care to Pay-for-Performance, all led by experts.

NETWORKING AND ENTERTAINMENT

• **Thursday Evening Receptions**

Enjoy Thursday's Welcome Reception from 6:00 p.m. until 9:00 p.m. followed by a Cocktail and Dessert Reception from 9:00 until 11:00 p.m. Please check your on-site registration packet for locations.

• **Friday Night Exhibit Fair and Strolling Dinner**

Don't miss our signature event, the Friday Night Exhibit Fair and Strolling Dinner, where you can talk directly with our sponsors and exhibitors, mingle with friends and colleagues, and sample the food of the Islands. A South Seas theme sets the tone, and Island or casual dress is encouraged. Please take advantage of our separate babysitting, youth and teen activities offered at the same time.

• **Friday Dance Reception**

Music, dancing and refreshments will be available for dancers, listeners and late-night revelers at Friday night's "party after the party." Begins at 10 p.m. and ends at midnight.

• **Saturday Night Dinner Dance Extravaganza**

A favorite every year, this dress-to-impress event starts with a cocktail reception at 6:30 p.m. followed by dinner, dancing and entertainment by Big Bad Voodoo Daddy.

• **Sunday Farewell Brunch**

Don't leave Sunday morning without joining your old and new friends at a spectacular CAPG brunch. Open 9 a.m. until 12:00 noon.

SPORTS, FITNESS AND RECREATION

- **Thursday Golf Tournament**, a highlight for members, associates, sponsors and exhibitors, will take place Thursday, June 25 at the Maderas Golf Club, 17750 Old Coach Road, in nearby Poway. The tournament is open to all full-conference attendees regardless of skill or handicap. We have a limit of 144 players, and a waitlist will be started when that number has been reached. To ensure your place, please complete the enclosed conference and golf registration form and return it as soon as possible. For further information, please contact Rick Swanson at rswanson@capg.org.
- **Saturday Fitness Fun Run/Walk**, a chance to enjoy the San Diego sunshine and get in a little exercise at your own speed: 7:00 a.m. Saturday, June 27.

FOR SPOUSES AND ADULT GUESTS

- We offer full conference pass (\$325 each); Friday or Saturday full-day pass (\$225 each); and Friday or Saturday night only pass (\$125 each) for spouses and non-industry adult guests of conference registrants. Your pass will entitle you to all meals, general sessions and evening events for the date and period for which your pass covers. The Spouse/Adult Guest Program, **Entertaining with Style**, is available to full conference and Saturday full-day-pass attendees only.

FOR KIDS AND TEENS

- **Babysitting**: We offer babysitting for children six months to three years of age during the same hours as the youth programs listed below. Meals are provided. Please use the enclosed registration form to ensure your space.
- **Youth Program**: Children ages 4–11 will enjoy supervised activities, including Tahitian-themed games, optional in-the-pool play, and an amazing Friday night visit from master magician and juggler Christopher Howe. Add in some lively dance time and Nintendo Wii games, and the kids won't want the night to end. Saturday afternoon includes a visit to the fantastic San Diego Children's Museum. Youth Program hours are 8:30 a.m. – 3:00 p.m. and 6:30 – 10:00 p.m. Friday; and 8:30 a.m. – 2:00 p.m. and 6:30 p.m. – 11:00 p.m. Saturday. Meals are included. Please use the enclosed form to reserve space.
- **Teen Party**: For ages 12–16, it's a hip and happenin' party on Friday from 6:30 – 10:00 p.m. and Saturday from 6:30 – 11:00 p.m. Teen-friendly choices include dancing to a DJ, karaoke, Nintendo Wii games, and just kicking back with friends. Meals are included. Please use the enclosed form to reserve space.

"This conference always reminds me what a terrific membership we have in CAPG."
*James Slaggert,
Alta Bates
Medical Group*

Sponsorship Opportunities

Our Sponsors and Exhibitors help make the CAPG Healthcare Conference possible, and we greatly appreciate their continuing support. We invite you to consider joining the CAPG Healthcare Conference as a Sponsor or Exhibitor. Your organization will enjoy unsurpassed exposure to the leaders of California's top physician groups as well as many other benefits. Please review the following opportunities, or contact us for more details.

- **Diamond Sponsor: \$30,000**
Offers the greatest recognition and visibility to a limited number of sponsors, plus four complimentary conference registrations (six for CAPG partners).
- **Platinum Sponsor: \$20,000**
Offers excellent recognition and visibility, plus two complimentary conference registrations (four for CAPG partners).
- **Gold Sponsor: \$15,000**
Offers generous acknowledgment, plus one complimentary conference registration (two for CAPG partners).
- **Contributing Sponsor: \$5,000 – \$15,000**
Offers visibility in specific areas that are important to the participating sponsor.
- **Exhibitor: \$5,500 (\$4,500 for CAPG Partners)**
Offers booth space in our combined Exhibit Fair/Strolling Dinner, a lively event that provides exceptional interaction with physician group leadership; also includes one complimentary conference registration.

General Information

Badges: Badges will be required for all events. Please check in and pick up conference badges for yourself and your guests immediately upon arrival. The full-conference or one-day/one-event badges you receive will admit you and your guests to all conference and social events for which you are registered.

Travel: The San Diego Marriott Hotel & Marina is located at 333 West Harbor Drive, San Diego, California 92101. Offering a resort-style setting and a spectacular waterfront view, the hotel is just minutes from San Diego International Airport, major freeways and Amtrak Station.

Hotel Registration: CAPG has arranged a special rate of \$265 plus taxes, per room, single or double occupancy, and reservations are accepted on a first-come-first-serve basis. To ensure your space and CAPG rate, please complete the hotel registration form on Page D and send it with your conference registration by **May 29** to the address on the form. For additional hotel registrations, please photocopy the form, or register online at www.capg.org.

Third Party Billing: The Marriott Hotel requires that a Third Party Billing Request form be completed if you wish to charge multiple rooms to a single corporate or personal credit card or if the name of the occupant differs from the name on the credit card. Though you may reserve any number of rooms with one credit card, the payment for those rooms will be charged to the occupant unless the Marriott has the Third Party Billing Request form, along with required identification, on file. To request a Third Party Billing form, please contact CAPG Registration or download online at www.capg.org.

Americans with Disabilities Act: We make every effort to accommodate the needs of our conference registrants and their families. If you require any of the auxiliary services identified in the Americans with Disabilities Act, please e-mail Lura Hawkins at lhawkins@capg.org.

Special Meal Requirements: We will make our best efforts to accommodate conference registrants with special dietary requirements. Please submit your request by e-mail to Lura Hawkins at lhawkins@capg.org.

Private Hospitality Events: No hospitality event or other activity may be scheduled during the conference without the express permission of CAPG. Any such scheduling will result in cancellation of the event and forfeiture of any deposits for food and beverage orders. For more information, please e-mail lhawkins@capg.org.

Cancellations: Cancellations received in writing prior to **JUNE 11** will be subject to a \$50 processing fee. Conference refunds cannot be issued after June 11, nor will they be given to registrants who do not attend.

Dress: Dress for the conference is business casual except for the Saturday night Gala, a black-tie-optional event.

The California Association of Physician Groups

CAPG is the voice of coordinated healthcare in California.

We are the nation's largest professional association for physician groups practicing in the managed care model.

Our members are committed to the delivery of coordinated, accountable, clinically integrated healthcare services.

We support our members through public advocacy, educational services, and collaboration with other stakeholders in California healthcare.

We stand for clinical and management excellence and the improvement of healthcare for all Californians.



CALIFORNIA ASSOCIATION OF PHYSICIAN GROUPS

915 Wilshire Blvd., Suite 1620

Los Angeles, CA 90017

213-624-CAPG (2274)

www.capg.org

1215 "K" Street, Suite 1915

Sacramento, CA 95814