



**Power
of
Pareo**

Conference Agenda

April 10-12, 2024
Nashville, Tennessee

Creating a Better Way Together

Welcome to POP!

It is with great pleasure that I welcome you to the Power of Pareo Conference. If it is your first time attending, then thank you for joining us. If you are a returning guest, thank you for coming back. It is an honor to host you in our beautiful hometown of Nashville.

POP is designed to offer something to everyone in payment integrity – whether you use the Pareo platform or not. We value your trust in what we have put together. We promise to make it worth your while.

I'd like to give you an idea of what you can expect and what we hope to achieve over the next few days.

More connections. You won't want to miss the many opportunities to network and connect with payment integrity and FWA experts from across the country. Such connections build a sense of community among POP attendees and set the stage for long-term relationships. Breakfasts, breaks, lunches, parties and networking activities provide forums to discover and discuss new ideas.

More innovation. POP brings together the brightest minds in payment integrity and FWA – leaders like you who understand the challenges of the industry, as well as the opportunities that new solutions promise. The exclusive sessions on our agenda highlight the real-world experiences of these health plan leaders so you can discover what's next and what's possible.

More momentum. This event is just the beginning. I hope you will take the connections and ideas that POP sparks back to your organizations and, newly empowered, continue to move payment integrity strategies forward. When you need us, it is our privilege to partner with you every step of the way.

And it's all without the vendors, sales pitches, and unnecessary pressure that accompany too many events. So we can focus on creating a better way together.

It's an exciting time to work in payment accuracy. You have the vision, the knowledge, the grit and the experience to help us continue to create the health plan of the future. We'll continue to meet and bring inspired people like you together to ensure this community remains at the leading edge.

Before I close, I'd like to thank each of you for attending POP and bringing your expertise to this event. I know it can be a challenge to travel – to make your business case on the value you will receive and leave your daily work and personal lives behind for a while. On behalf of the event planning committee and all of us at Team ClarissHealth, I'm glad you made that choice.

I appreciate each of you.

Jeff McNeese, CEO
ClarissHealth



Wednesday, April 10

Spark Downtown Nashville

2:00pm Registration Desk opens

2:30pm Hands-On Workgroups begin

2:30–4:00pm **Hands-On Workgroups**

Collaborating on Best Practices in Pareo

Come prepared to read, react and collaborate in these interactive, small group discussions. Attendees can choose from the following topic areas:

1. Ideal Vendor Collaboration

This workgroup will cover common vendor management functions, best opportunities for vendor communications to reveal shared workflow and processes, challenges and opportunities, and ways to drive value in vendor partnerships.

By participating in this workgroup you will:

- Discover shared vendor management processes across payer peers
- Understand trends and peer practices that can help you improve efficiency and value in vendor programs

2. Enhancing and Streamlining Audit Programs

This workgroup will cover audit program management today including the provider engagement process, pain points/challenges and opportunities to improve, and ways to help drive a more efficient and accurate claims review process while fostering strong provider relationships.

By participating in this workgroup you will:

- Explore what the optimal audit process should look like
- Determine best practices, including how other payers have successfully leveraged their audit programs
- Discover potential areas of opportunity (people, processes, technology) to improve the speed and accuracy of claim reviews while lessening provider dissatisfaction

3. Beyond the Standard Reports

This workgroup will cover how reporting is utilized and what insights are derived from specific data points today; pain points/challenges; key wins; what the best data shows from an action standpoint; and key areas to improve internal report generation.

By participating in this workgroup you will:

- Discover how peers are using reporting to drive value with key stakeholders
- Identify best practices and what key data points are needed in reporting for future success
- Understand and identify the opportunities for leveraging reporting

Wednesday, April 10, continued

4:00–5:00pm **Hands-On Exploration & Feedback** A Collaborative Dive into a New User Experience in Pareo

Facilitator: Bill Greer, Senior UX Designer, ClarisHealth

Are you ready to see the exciting changes we are making to Pareo? Your experience matters to us, and we want your input. This hands-on session isn't just for those excited over interfaces or efficiency hacks – it's for anyone who uses Pareo in their work routine or supports their users' work in Pareo. Your feedback will guide us in making Pareo more intuitive and a delight to use, boosting your and your teams' productivity and enjoyment.

By participating in this workshop you will:

- Discover the new interfaces in Pareo
- Explore how to apply your use cases in the platform
- Provide feedback that will shape the product

Bridge Bar at Renaissance Nashville

5:30–8:30pm Welcome Reception

Thursday, April 11

Spark Downtown Nashville

8:00am Breakfast, Welcome Table

8:00am Ask the Experts Table

8:45–9:00am Welcome and Opening Remarks

Ask The Experts Table

Staffed by ClarisHealth product, data, services and analytics SMEs all day. Bring your questions for on-the-spot Pareo solutioning and troubleshooting – or a one-on-one review of the new Pareo user experience.

9:00–10:15am **Opening Keynote** The Art of Resilience—Make Your Life a Masterpiece

Presenter: Allison Massari

What is the mindset needed to be vibrant, alive and in command of your life? What does it look and feel like? At any moment, life can throw turmoil in our direction—uncertainty and

Thursday, April 11 continued

unrest from changes at work, the shock of sudden financial loss, an automobile accident, serious illness. What does it take to be ok inside of ourselves no matter what? Allison’s journey, delivered through the art of storytelling, reveals that we can discover untold amounts of strength, joy and aliveness when we learn to embrace our challenges in a new way. Allison states, “In the fullness of true resilience you don’t just survive—you become a better version of yourself on every level. You become a force of light for yourself and others.” With vision, clarity, and compassion, Allison teaches audiences the potent life lessons that she learned on each step of her path after she was severely burned in a fire and faced seemingly insurmountable odds. Her riveting keynote boosts confidence and well-being and offers a balm of hope as she intimately shares the nuances of how to respond to difficult circumstances and maintain personal command and integrity despite life’s disruptions.

During this session you will:

- Receive a new perspective from which to see the world
- Walk away with effective methods to handle challenges and move towards dreams and goals with courage, purpose, and the strength of an open heart

10:15–10:30am

Break, Ask the Experts Table

10:30–11:20am

SESSION

Rev Up: Building a Business Case to Fund Insourcing

Presenter: Kurt Spear, CFE, CISSP, VP Financial Investigation and Provider Review, Highmark Inc.; Drew Satriano, MBA, CPA, CFE, JD, VP of Payment Integrity, Highmark Inc.

Innovative payment accuracy programs are increasingly pursuing internalization strategies to increase control and improve cost efficiencies. Highmark’s comprehensive program operates at an industry-leading ROI of 17:1, results due in part to an aggressive pursuit of insourcing. In this session, business leaders share their secrets to building a business case for this strategy that any health plan can leverage.

During this session you will:

- Understand how technology investments that introduce automation and efficiency at scale support internal capabilities.
- Explore the soft and hard returns on insourcing, including reduced provider abrasion and increased value for Group partners
- Learn the indicators of audits and programs best suited to insource
- Identify steps and elements needed to build your own business case

11:20–11:45am

INTERACTIVE

Power Networking Activity

Facilitator: Christie Hill, Director of Training & Development, ClarisHealth

Thursday, April 11 continued

11:45am-12:45pm

Lunch, Ask the Experts Table

12:45-1:30pm

PANEL

Telling Your Payment Integrity Value Story with Data

Facilitator: Tara Dufrene, VP Client Engagement, ClarisHealth

Panelists: Adam Schneller, Senior Director PIO, Florida Blue; Tareyn Gillilan, VP of Business Operations, WellSense Health Plan; Bradley Martin, Director of Payment Integrity, Clover Health

Once you have all the data you need at your fingertips, what do you do with it? Data storytelling is the art of unifying data and objectives into a cohesive narrative. Separate from one another, data can be dry, and a story can lack statistical support. But when bridged together, the two can coalesce into an incredibly powerful method of influencing decisions and inspiring action. In this session, payment integrity leaders will discuss their tried-and-true approaches to using data to demonstrate strategic value.

During this panel discussion you will:

- Discover the difference between data-driven vs. data-informed strategies
- Explore methods for deriving insights from data
- Understand how to use data insights to create a relevant narrative

1:30-2:15pm

PANEL

Maximizing Your Payment Integrity Ecosystem

Facilitator: Joel Kelly, SVP Client Engagement, ClarisHealth

Panelists: Chad Roswick, VP of Healthcare Consulting, Curate Partners; Heather Rodemann, Director of Payment Integrity, Wellmark Blue Cross and Blue Shield; Kimberly Jones Schneider, Director of Payment Integrity Operations & Recoveries, Blue Cross Blue Shield of Michigan

Escalating healthcare costs – driven by heightened demand, new and existing drugs, and a surge in high-dollar therapies – have drawn the attention of varied stakeholders. Unfortunately, projections indicate a sustained upward trajectory in costs, necessitating a comprehensive strategy. Are you fully covered in this environment? Many payment integrity leaders are taking this moment to review and rationalize their portfolio breadth and stacking. Whether your programs need maturing, optimizing or revitalizing, this session offers strategies to meet you where you are.

During this panel discussion you will:

- Understand how you can gain – and communicate – awareness on areas of high-potential overpayment exposure
- Discover methods for selecting and prioritizing key capabilities of internal teams and external vendors

Thursday, April 11 continued

2:15–2:30pm

Break, Ask the Experts Table

2:30–3:15pm

PANEL

Successful Strategies for Shifting Prepay

Facilitator: Ben Roberts, VP Client Engagement, ClarisHealth

Panelists: Erik Chase, CFE, Senior Director of Claims Integrity, L.A. Care Health Plan; Brian West, Manager Provider Audit & Payment Integrity, Blue Cross and Blue Shield of Louisiana; Lisa Lotz, Operations Manager, Premera Blue Cross

Cost avoidance offers many benefits over the traditional “pay and chase” approach, which increases administrative costs – both for payers and providers – and provider abrasion. But program silos, limited internal expertise, technology challenges, and incentives that prioritize savings continue to hold back progress on this goal. In this panel discussion, payment integrity leaders who have successfully pursued and implemented prepay programs share their approaches and lessons learned.

During this panel discussion you will:

- Identify the leading indicators of audits that are prime for shifting prepay
- Discover the top considerations for developing prepay capabilities, including timing and accuracy
- Explore what technology capabilities are necessary for supporting cost avoidance

3:15–4:00pm

PANEL

Don't Fear A.I. Here's why.

Facilitator: Joel Kelly, SVP of Client Engagement, ClarisHealth

Panelists: Drew Satriano, MBA, CPA, CFE, JD, VP of Payment Integrity, Highmark Inc.; Mahi Rayasam, Ph.D., MBA, Partner, McKinsey; Kurt Spear, CFE, CISSP, VP Financial Investigation and Provider Review, Highmark Inc.

There has been an explosion of A.I. solutions for payment integrity, from generative A.I. to anomaly detection. This hype presents an ideal opportunity to enable positive dialogue around how it can transform processes. In this panel, we'll speak with leaders in the industry and at innovative health plans that are exploring the use of A.I. in their payment accuracy initiatives – and learn how they are addressing any risk along the way.

During this session you will:

- Understand how health plans are exploring use cases for A.I.
- Identify where executives and payment integrity leaders see A.I. driving the most value
- Discover best practices for approaching explainability

Thursday, April 11 continued

4:00–5:00pm

SESSION

The Future of Payment Integrity with Pareo: What's new. What's next.

Presenters: Maggie Crockett, VP Product Strategy, ClarisHealth; Trent Jones, Sr. Director of Product, ClarisHealth; Dave Montgomery, Director of Product Operations, ClarisHealth

Join us as ClarisHealth's product leadership team shares their vision for the future state of Pareo and the industry as a whole. We will show you how the Pareo platform is staying close to the market to make sure we are adapting to ever-changing client needs.

During this session you will:

- Explore what Pareo is capable of today and understand what's coming to Pareo in the coming year
- Associate current and future solutions to your needs to maximize opportunities to gain additional value
- Learn what makes ClarisHealth the leader in Payment Integrity and how our future aligns with the future direction of the industry

Assembly Food Hall – Skydeck

6:30–10:00pm

Client Appreciation Party

Friday, April 12

Spark Downtown Nashville

8:30am

Breakfast, Welcome Table

9:00–10:00am

KEYNOTE

Healthcare's A.I. Strategy: From Revenue Integrity to Payment Integrity

Presenters: Tanya Sanderson, former Enterprise Director of Denial Management at Mayo Clinic; Michael Drescher, former Director of Value-Based Contracting, BlueCross BlueShield of Tennessee

Maintaining Revenue and Payment Integrity is paramount for hospitals and health plans

Friday, April 12 continued

alike to ensure financial sustainability while providing quality care. Artificial Intelligence (A.I.) presents a transformative opportunity to enhance the 360-degree revenue cycle and reimbursement process. From reducing administrative burden, increasing the accuracy of billing and coding, mitigating preventable denials, and even optimizing reimbursement strategies. Leveraging A.I. for these improvements is critical, but often met with scrutiny.

Join leaders from both the provider and payer perspective as they discuss how objective, A.I.-driven insights can align both teams to streamline concurrent authorization hand-offs, ensure appropriate reimbursement and reduce the back-end delays associated with avoidable denials. We'll also identify collaboration and impartial automation opportunities that exist between providers and payers.

During this session you will:

- Identify methods for pushing past A.I. skepticism to embrace the innovation needed to drive change in revenue and payment integrity
- Discover how providers have improved patient status accuracy from bedside to final payment by leveraging A.I. and automation
- Understand automations and workflows that reduce manual rework for providers and payers
- See examples of improved provider-payer relationships with reduced friction that benefit the revenue cycle and reimbursement end-to-end

10:00-10:15am

Break

10:15-11:00am

FIRESIDE CHAT

Power Your Right-sourcing Strategy

Presenter: Tate McDaniel, Chief Revenue Officer, ClarisHealth

Facilitator: Jason Medlin, Head of Strategic Partnerships, ClarisHealth

Guests: Boyd Stewart, VP Payer/Provider Collaboration, KLAS; Ryan McCartney, Principal, In Focus Analytics Consulting

“Right sourcing” asserts that the most robust payment integrity programs don’t rely on insourcing alone. How can health plans approach the optimal mix of internal vs. vended programs? And, how can enterprise technology support these capabilities over time to help you drive incremental value?

During this session you will:

- Identify program indicators that highlight when it’s time to begin exploring an insourcing strategy for complex audits
- Understand navigation tips around resourcing, compliance, appeals, provider abrasion, clinical documentation requests, and other concerns and restraints
- Identify elements needed to build your internal business case: people, process and technology
- Determine when to build vs. buy and the technology decisions associated with this strategy



Friday, April 12 continued

11:00am–12:00pm **ROUNDTABLE**

Industry hot topics and emerging technologies

How are the industry's hottest topics impacting your payment integrity strategy? Join fellow health plan leaders, industry analysts and ClarisHealth subject matter experts for a casual, topically-focused exchange of ideas. These discussions will center around payer innovations in generative A.I., population health, data interoperability, value-based partnerships and more.

12:00–12:15pm

Closing Remarks and Awards Presentation

Presenters: Jeff McNeese, CEO, ClarisHealth; Joel Kelly, SVP Client Engagement, ClarisHealth; Gary Eeds, COO ClarisHealth

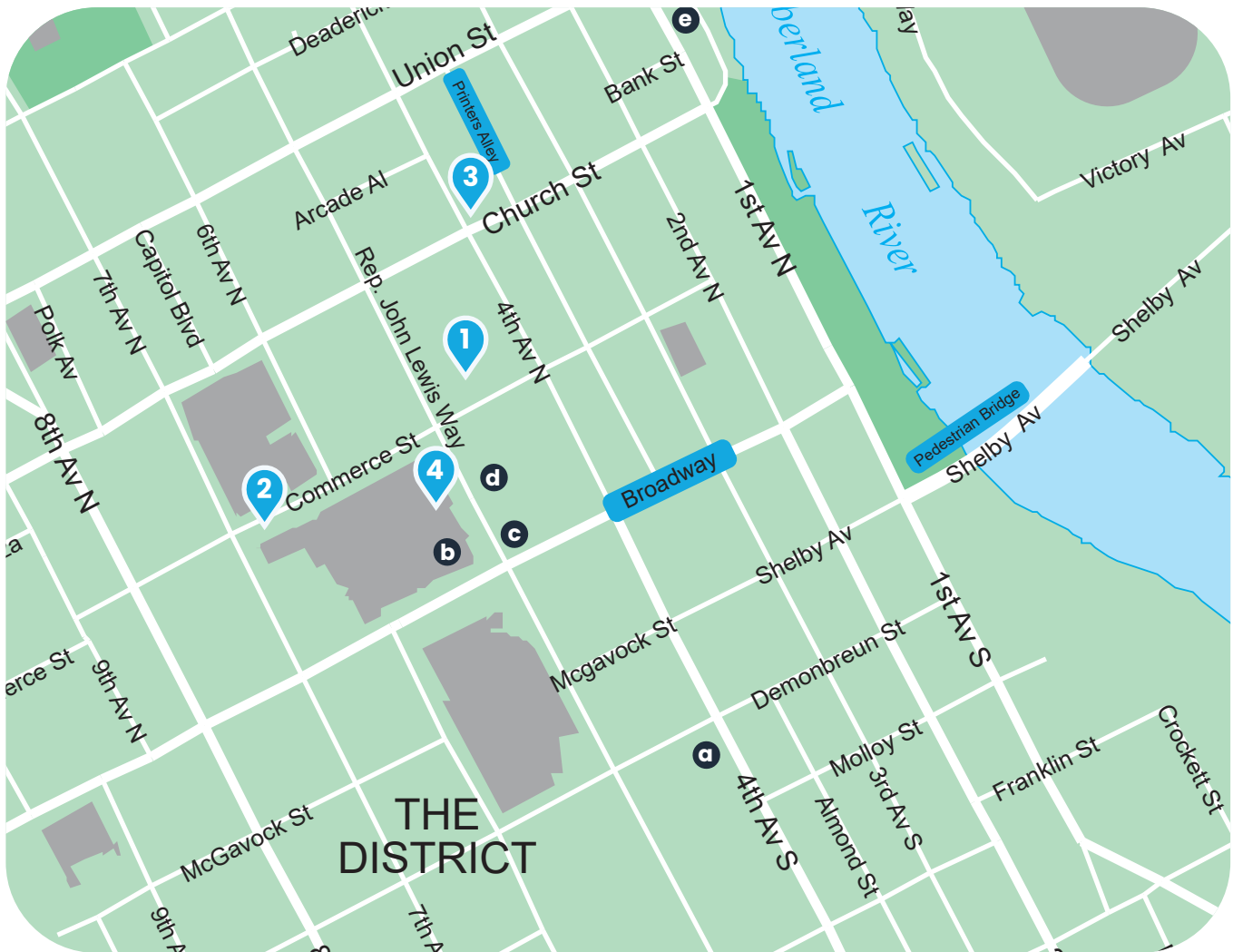
12:15pm

Lunch

Downtown Nashville- Important Locations

Event Locations

1. Spark Downtown Nashville, 400 Commerce St.
2. Renaissance Hotel and Bridge Bar, 611 Commerce St.
3. Noelle hotel, 200 4th Ave N
4. Assembly Food Hall, 5055 Broadway



Points of Interest

- a** Country Music Hall of Fame and Museum
- b** Fifth + Broadway/Assembly Food Hall/National Museum of African American Music
- c** Honky Tonk Highway: Legends, Tootsie’s, Layla’s, Robert’s Western World
- d** Ryman Auditorium
- e** Bicentennial Park



SCHEDULE-AT-A-GLANCE

Wednesday, April 10

- 2:00pm Welcome Table
- 2:30pm **Hands-on Workgroups:** *Collaborating on Best Practices in Pareo*
- 4:00pm **Hands-on Exploration & Feedback:** *A Collaborative Dive into a New User Experience in Pareo*
- 5:30pm Welcome Reception, Bridge Bar at the Renaissance

Thursday, April 11

- 8:00am Breakfast, Welcome Table, Ask the Experts Table
- 8:45am Welcome Address
- 9:00am **Keynote:** *The Art of Resilience—Make Your Life a Masterpiece*
- 10:15am Break, Ask the Experts Table
- 10:30am **Session:** *Rev Up: Building a Business Case to Fund Insourcing*
- 11:20am **Interactive:** *Power Networking Activity*
- 11:45am Lunch, Ask the Experts Table
- 12:45pm **Panel:** *Telling Your Payment Integrity Value Story with Data*
- 1:30pm **Panel:** *Maximizing Your Payment Integrity Ecosystem*
- 2:15pm Break, Ask the Experts Table
- 2:30pm **Panel:** *Successful Strategies for Shifting Prepay*
- 3:15pm **Panel:** *Don't Fear A.I. Here's why.*
- 4:00pm **Session:** *The Future of Payment Integrity with Pareo: What's new. What's next.*
- 5:00pm Evening Break
- 6:30pm Client Appreciation Party, Assembly Food Hall - Skydeck

Friday, April 12

- 8:30am Breakfast, Welcome Table
- 9:00am **Keynote:** *Healthcare's A.I. Strategy: From Revenue Integrity to Payment Integrity*
- 10:10am Break
- 10:15am **Fireside Chat:** *Power Your Right-sourcing Strategy*
- 11:00am **Roundtable:** *Industry hot topics and emerging technologies*
- 12:00pm Closing Remarks and Awards Presentation
- 12:15pm Lunch