

## Session Agenda Topics (Tentative)

### The Diagnostic Conference: Personalized Medicine through Diagnostics

Hilton Financial District | San Francisco, CA | September 14-15, 2017

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#### State of the Union

**Presented by:** John Hanna, Vice President, Marketing for Veracyte

**Objective:** Provide an update on trending issues impacting our industry from the perspective of the Coalition for 21<sup>st</sup> Century Medicine.

#### MACRA: An Update on Reimbursement Reform and Value Based Payment Models for Oncology

**Presented by:** Bob Dowling, ION

**Objective:** Deliver an overview of MACRA, status of implementation by CMS, and current state of alternative payment models in oncology.

#### Partnering with Payers — How to Avoid the Denial Loop

**Presented by:** Michael Astion, MD, PhD, Medical Director, Department of Laboratories, Seattle Children's Hospital  
Lon Castle, Medical Director of eviCore

**Objective:** Demonstrate how building trust between provider and payer can be an effective way to expedite reimbursement.

#### The Latest from Washington DC on the Ever-evolving ACA ACHA Debate

**Presented by:** Dan Todd, Todd Consulting

**Objective:** Share the latest update from Washington DC (insight delivered by the former Special Assistant to the Office of Administrator at CMS).

#### Success Stories on Health Technology Assessments — What Works Best and What Doesn't

**Presented by:** Suzanne Belinson, Executive Director of Center for Clinical Effectiveness at Evidence Street; Lon Castle, Medical Director of eviCore

**Objective:** Explore what has worked best at approaching Payers and affiliates, and what to avoid when submitting literature, studies and communication to achieve the best outcome.

#### Payer Paloosa

**Objective:** Provide an opportunity to ask key questions of a panel of Medical Directors from Commercial and Medicare payers. A favorite conference feature!

#### The New World with Lab Benefit Management Providers

**Presented by:** Lori McLaughlin, AIM (Anthem)(invited); BeaconLBS (invited); Jason Bush, PhD, Avalon Healthcare Solutions;

Lon Castle, MD eviCore Healthcare

**Objective:** Discuss adherence to Medical Policy, medical necessity and impact on patient care, prior authorization; the panel will share their varied and unique approach's to providing services in the ever-growing genetic testing space.

#### Appeals can Work!

**Presented by:** Michael Yanuck, MD, Consultant; Natalie Thurston, Consultant

**Objective:** Review what you should consider when developing your appeals strategy to fit into your payer landscape and medical coverage roadmap. Case study on successfully analyzing cases on appeal, and which payers respond to which actions, as well as insight into why appeals are denied or overturned.

#### The Latest Coding Update

**Presented by:** Bruce Quinn, Principal at Bruce Quinn Associates, LLC

**Objective:** Share insights gathered during the AMA Coding conference.