

## Transforming Medicare Advantage into a Strategic Asset

### Sheppard Mullin Chicago

03.16.2017

Event Sponsor: HealthScape Advisors

### Registration & Breakfast

8:00 a.m. - 8:30 a.m.

### Program

8:30 a.m. - 10:00 a.m.

Three First National Plaza  
70 West Madison Street, 48th Floor  
Chicago, IL 60602

### [Directions](#)

Medicare Advantage represents a market segment poised for continued growth, even when the only certainty in the market is uncertainty. Health systems, in particular, are well positioned to increase share in Medicare Advantage; however, execution risk can also be high. Join us as our experts discuss strategies for provider-sponsored plans to capitalize on the Medicare Advantage opportunity.

Please join us for breakfast as we cover the following topics:

- Why does Medicare Advantage continue to be an attractive market segment in an uncertain environment?
- Is it the right time to enter the Medicare Advantage health plan market?
- How does Medicare Advantage fit into my senior market strategy for Medicare patients?
- Real world experience from Providence Health Plan
- What is the playbook for starting a Medicare Advantage health plan?
- How can I align the operating model with my strategic objectives?

### Speakers:

- **Jack Friedman**, *Former SVP Accountable Care Services & Payer Relations, Providence Health & Services and Former CEO, Providence Health Plan*
- **Eric Klein**, *Partner and Healthcare Team Leader, Sheppard Mullin*
- **Cary Badger**, *Principal, HealthScape Advisors*

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- [Sheppard, Mullin, Richter & Hampton LLP](#)
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Attendees should be C-suite executives from Illinois hospitals or healthcare organizations.

*Questions?* Contact Chelsea Ross via [email](#) or at 202.747.3269

## Practice Areas

Healthcare