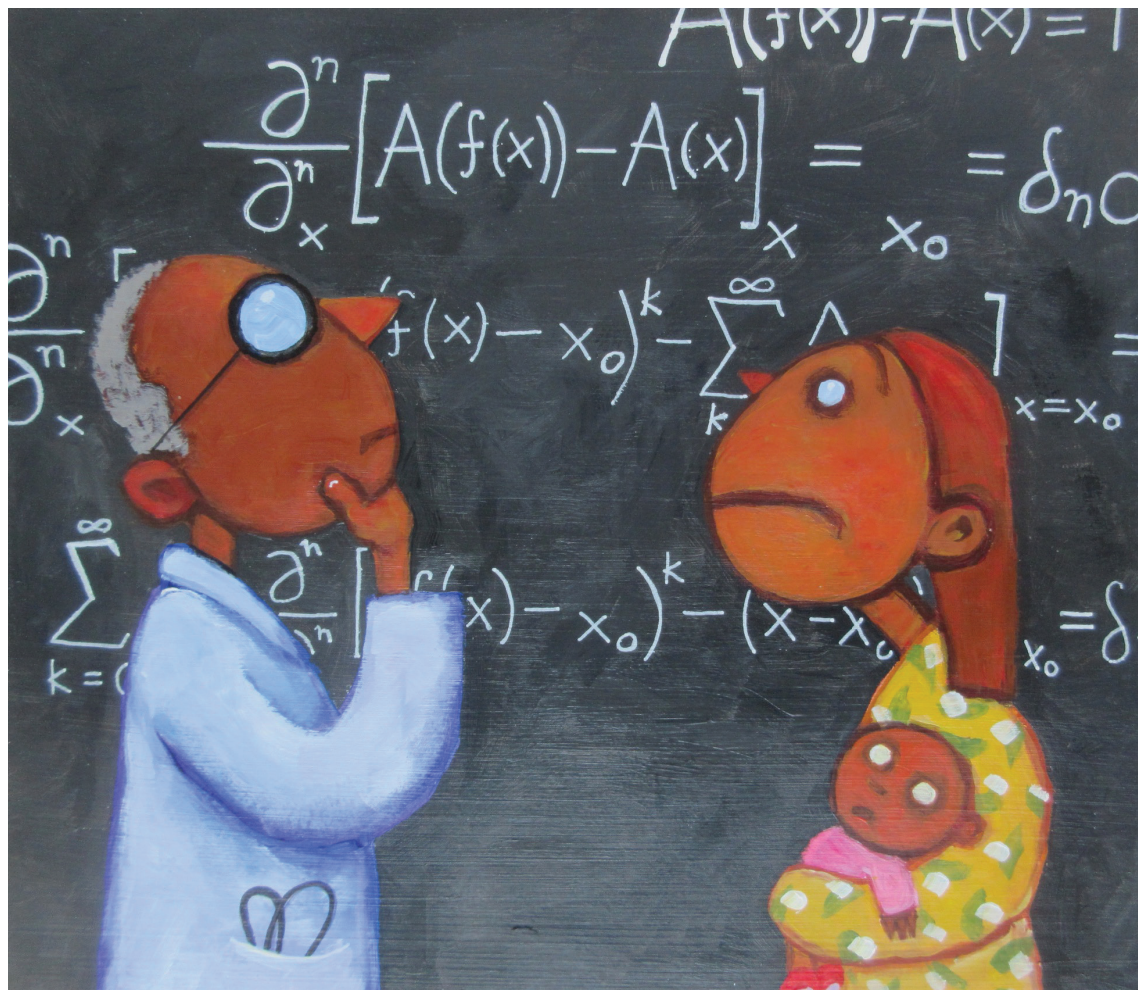


SOCIAL DISPARITIES IN HEALTH CARE

Correcting the curve



Thursday, April 25, 2019, 1–4 p.m.

The Gallery, Hilton Minneapolis

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About:

The Minnesota Health Care Roundtable is a semi-annual conference featuring a panel of stakeholder group experts in a moderated discussion before a live audience covering topics that affect the evolution of health care policy.

Background and focus:

Astonishing advances in medical science are coming more quickly than they can be incorporated into best practice. Unfortunately, another area of rapid advance involves social disparities. Social and economic factors can account for the greatest single element of being healthy. Whether we call it health equity, health inequity, social disparity, health disparity, or any related term, matters of race, age, disability, sexual orientation, geography, and economics create barriers to care with measurable negative downstream consequences. The number of people who are suffering and dying needlessly is growing and in five years projects as a major epidemic.

Objectives:

To solve any problem we must first understand the question, and we will start by defining the terms. We will examine the reasons certain populations are alienated and discouraged by our health care delivery system. We will share some of the extensive work that has been done to address these issues and discuss why it is not being implemented. We will discuss the role that every health care industry sector plays in creating these disparities and ways they can work together to correct them.

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Overview:

Minnesota Physician Publishing's 51st Minnesota Health Care Roundtable on Thursday, April 25, 2019, will address social disparities in health care. An 8-person expert panel will represent various stakeholder positions before a live audience of about 100 registered attendees. The conference is recorded and transcribed. The 20,000 word transcription document generates a 7,000 word 8-page report that is published in Minnesota Physician and posted in several places on the internet. Conference sponsors receive electronic copies of this enduring document with full copyright access to post on their own websites or distribute as collateral materials to prospective and existing clients.

Sponsorship benefits:

- Placement of a member of your organization on the conference panel
- Participation in the development of conference themes through a three-phase curriculum development process
- Sponsor acknowledgement and branding through conference promotion in MPP journals—over six months and 150,000 copies
- Over six months of ongoing multimedia promotion
- Sponsor corporate bios in conference programs
- Sponsor recognition on conference signage
- Sponsor branding in published and online conference transcripts
- PDF of conference transcript/report to share with potential clients
- Online promotion includes weekly MedFax banners plus banners on the Minnesota Health Care Consumer Association site and newsletters

Sponsorship fee:

\$7,500 net

Contact: Mike Starnes, Minnesota Physician Publishing Inc., 612-728-8600 x210





51ST
SESSION

Event details

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Panel Dynamics:

The afternoon event will facilitate a policy discussion from different stakeholder perspectives. The goal is to promote deeper understanding, identify common ground solutions, and create an enduring conference report in print and online. A panel moderator will pose questions for panelists based on a curriculum that sponsors help to develop. For the last 30 minutes, he will pose questions from the live audience. Refreshments will be served before the program, during the break, and at the closing reception to encourage dialogue between panelists and health care leaders in the audience.

Event Schedule:

April 25, 2019

11:30 to 1:00 p.m. Private panelists orientation luncheon

1:00 to 2:15 p.m. Panelists address challenges

2:30 to 3:30 p.m. Panelists offer solutions

3:30 to 4:00 p.m. Panelists address questions from audience

4:00 to 5:00 p.m. Reception for panelists and audience (optional)





51ST
SESSION

Past sponsor details

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Correcting the curve

Thursday, April 25, 2019, 1–4 p.m. The Gallery, Hilton Minneapolis

Each session of the Roundtable is sponsored by a diverse group of corporations representing a broad cross section of health care delivery stakeholders. The organizations vary widely based on the conference topic.

Here is a partial list of companies who sponsored past sessions.

Past sponsors include:

Advanced Pain Management	Ingenix	Novo Nordisk, Inc.
Aging Services of Minnesota	Johnson & Johnson	Oppenheimer Wolff & Donnelly
Allscripts.com	Life Time Fitness, Inc.	Park Dental
Ambry Genetics	Lindquist & Vennum LLP	Pediatric Home Services
athenahealth	Luminat	Pfizer
Blue Cross and Blue Shield of Minnesota	Mayo Clinical Laboratories	Piper Jaffray
Carlson School of Management	Medica	PrairieCare
Center for Diagnostic Imaging (CDI)	Meegher Geer	PreferredOne Physician Associates
Children's Minnesota	Minneapolis Advanced Pain Specialists	Presbyterian Homes and Services
Coverys	Minnesota Community Healthcare Network	Prime Therapeutics
Daiichi Sankyo	Minnesota Department of Human Services	QuickCheck Health
Dorsey & Whitney	Minnesota Physical Therapy Association	Qwest Communications
Express Scripts	MMIC	Sanofi Aventis
Halleland Lewis Nilan	MN Association of Area Agencies on Aging	Stratis Health
Sipkins & Johnson	Natalis Outcomes	Tristate Brain and Spine
Health Risk Management, Inc.	nGage Health	Wausau Benefits
HealthEast	Northwestern Health Sciences University	WebMD
InforMED Group		West Group





51ST
SESSION

Past panelists details

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Each session of the Roundtable features a panel of between six and eight professional experts. They represent a broad cross section of health care delivery stakeholder perspectives. Panelists' backgrounds vary widely based on the conference topic.

Here is a partial list of panelists from past sessions.

Past panelists include:

Sue Abderholden, MPH

Executive Director, National Alliance
for the Mentally Ill of Minnesota
(NAMI)

Michael Ainslie, MD

Park Nicollet Clinic

Omar Amirana, MD

Vice President, MediaLogic

Richard L. Auld, PhD

Executive Director, Minnesota Board
of Medical Practice

Fran Bradley

MN State Representative

David Day, MS, RPh

Senior Director, Pfizer

Kenneth L. Dedeker, MD

Medical Director, PreferredOne

Steven S. Eisenberg, MD

Medical Director, Blue Cross Blue
Shield of Minnesota

Charles Fazio, MD

Senior Vice President, Medica

Mike Hatch, JD

Minnesota Attorney General

David K. Haugen

MN Department of Employee Relations

Craig Johnson, PT, MBA

President, Minnesota Physical
Therapy Association (MNPT)

Susan Johnston Lynx, RN, JD

Minnesota Nurses Association

Sheila Kiscaden, MPA,

MN Senator

Elizabeth Lincoln, JD

Vice President, MMIC

Richard L. Manning, PhD

Senior Director, Pfizer

Dawn McGinley,

Communication Manager, 3M

Michael P. McGrail, Jr., MD, MPH

HealthPartners

Judge Kerry W. Meyer

Hennepin County Criminal
Mental Health Court

Kathy Mock, JD

Vice President, Blue Cross and
Blue Shield of Minnesota

Jim Monroe

Executive Director, Minnesota
Association of Professional Employees

Dirk Nelson, MPH

Director, MMIC

Sheryl L. Niebuhr, PhD, LP

3M Health

Brian Osberg, MPH

Assistant Commissioner, MN
Department of Human Services (DHS)

Jane C. Pederson, MD, MS

Stratis Health

David W. Plocher, MD

Chief Medical Officer/Senior Vice
President, Blue Cross

Paul Sanders, MD - CEO

MN Medical Association

Mark Sonneborn, MS, CHE

Vice President, Minnesota
Hospital Associations

L. Read Sulik, MD

Executive Director, PrairieCare

Chris Tompson

Johnson & Johnson
Health Care Systems

Cody C. Wiberg, PharmD, RPh

Executive Director, Minnesota
Board of Pharmacy

Billie Zippel, JD

Senior Associate, Oppenheimer
Wolff & Donnelly





51ST
SESSION

Past attendee details

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Each session of the Roundtable is attended by a diverse group of professionals representing a broad cross section of health care delivery stakeholders. The organizations, individuals, and job titles vary widely based on the conference topic.

Here is a partial list of titles of the individuals that attended past sessions.

Past attendee job description:

Administrator	Medical Director, Health Care	Senior Regional Director
Associate General Counsel	PBM Business Leader	Sr. Director, Strategic Accounts
CEO	Pharmacy Product Management	Sr. Product Consultant
Chief Medical Officer	President	SVP Mktg & Communications
Chief Safety Officer	President & CEO	SVP Operations
Dir. Mktg and Community Relations	Regional Director	VP & Medical Director
Director of Clinics	Regional Acct. Dir.	VP Surgical Practice Development
Emerging Segment Mktg Manager	Regional Acct. Mgr.	VP Outpatient Svcs & Clinical Ops
Executive Director	Regional Healthcare Policy Mgr.	VP Patient and Business Services
General Counsel	Regional Sales	VP Pharmacy Operations
Health Care Reporter	Senior Director	
Market Development Dir.	Senior Director of Clinical Consultative Services	



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Each session of the Roundtable is attended by a diverse group of medical professionals representing a broad cross section of health care delivery stakeholders. The organizations, individuals, and job titles vary widely based on the conference topic.

Here is a partial list of companies that have attended past sessions.

Past attendee companies:

AARP	Fairview Home Care and Hospice	MedImpact Healthcare Systems	Pfizer Pharmaceuticals
Abbott Laboratories	Fairview Partners	MEDNET	PhRMA
Allergan Neuroscience	Family Health Services Minnesota	Mercer	Physicians for a Nat'l Health Prog.
Allina Hospitals & Clinics	Fraser	Merck & Co., Inc.	Pricara
American Red Cross	Fredrikson & Byron	Midwest Medical Insurance Co.	Prime Therapeutics
American TeleCare	Genentech	Minerva Leadership Institute	Regional Diagnostic Radiology
Amgen, Inc.	Genzyme	Mpls/St. Paul Business Journal	Risdall McKinney PR
Associated Skin Care Specialists	GlaxoSmithKline	MN Am. Physical Therapy Assoc.	Roepeke Public Relations
Astrup Drug, Inc.	Goff & Howard, Inc.	MN Council of Health Plans	Sanofi-aventis
AXIS Healthcare	Grand Itasca Clinics & Hospital	MN Dept. of Health	SEARCH
Benefit Partners	Gundersen Lutheran	MN Dept. of Human Services	Sepracor, Inc.
Biogen Idec, Inc.	HealthEast	MN Epilepsy Group PA	Shriners Hospitals for Children
Blue Cross and Blue Shield of MN	HealthPartners	MN Gastroenterology PA	Spinal Designs International, Inc.
Boehringer Ingelheim	Healthways	MN Hospital Association	St. Croix Orthopaedics
Braas Company	Heartland Home Health	MN Oncology Hematology	Stratis Health
Bristol-Myers Squibb	Honeywell HomMed	MN Rural Health Coop	SUMA MRI
Buck Consultants	Humana	MN Visiting Nurse Agency	Surgical Consultants, P.A.
Center for Diagnostic Imaging	Institute for Clinical	Muve Inc.	Takeda
Cintas	Systems Improvement	mPay Gateway	TAP Pharmaceuticals
Consultants-Internal Medicine, PA	Integrated Healthcare Strategies	Navitus Health Solutions	Target
Courage Center	Intrepid Home Health Agency	New Life Medical Clinics	Thrivent Financial Bank
Davies & Associates	LearnCDHC	Noran Neurological Clinic	Twin Cities Spine Center
Diamond Women's Center	LiverHope	Northstar Physicians Network	UCare
Edina Family Physicians	Marsh USA Inc.	Novartis Pharmaceuticals	U of M, Medication Mgt. Systems
Edina Sports Health & Wellness	Mayo Clinic	Otto Bock	UnitedHealth Group
Eisai, Inc.	Meagher & Geer	Owatonna Clinic - Mayo	U of M Physicians
EJB LifeScience Consulting	Medica	Park Nicollet Health Services	Virginia Piper Cancer Institute
Emeritus Consulting, Inc.	Medical Advanced Pain Specialists	Paul Larson Ob/Gyn Clinic	Warm Health, Inc.
Fairview Health Services	MedImmune	Paynesville Area Healthcare System	Welliclicks