RISE West 2025
August 25-27, 2025
Las Vegas, NV

Monday, August 25, 2025	
8:00 AM – 4:00 PM	*Information Desk Open*
9:00 AM – 3:00 PM	**Workshop A: HCC Coding 201 – Leading and Implementing HCC Coding and Documentation Programs** *Additional Registration Required (additional fee). Two refreshment breaks and lunch is included with workshop registration.* Join RISE for an in-depth managerial level workshop laying out best practices for an end-to-end method of aligning chart documentation, HCC code capture and audit-readiness at both the provider and health plan levels. There is finally an industry standard through the RISE Institute that shows the "how to" of setting up your department's workflows, aligning with your provider networks, preparing for RADV audits, and more. Attendees will walk away with the tools and tactical know-how to: • Achieve plan -level program process, collaboration and continuous Improvement • Create a framework for provider office-based program and learn how to roll this out • Review clinical documentation evaluation in current systems • Get a handle on program development and implementation: creating compliant & quality coding *Deb Curry, MBA, RHIA, CDIP, CCS-P, CRC* Risk Adjustment Programs Director **Medical Mutual** Donna Malone*, CPC, CRC, AHCCA, RAP, AAPC Approved Instructor, Director, Risk Capture* **Mass General Brigham F**
9:00 AM – 3:00 PM	**Workshop B: Operational Excellence in Medicare Advantage Plan Management: From Silos to Strategy** *Additional Registration Required (additional fee). Two refreshment breaks and lunch is included with workshop registration.* ***Now expanded to a 6-hour deep-dive workshop.***

	The margin for error in Medicare Advantage has never been smaller—and navigating today's environment requires more than isolated excellence in departments like quality, risk adjustment, or operations. It requires strategic, cross-functional alignment grounded in shared understanding of how a health plan actually *generates revenue*, *manages risk*, and *drives sustainable performance*. In this extended session, we'll guide participants through the foundational building blocks of health plan finance—from **the bid**, **risk adjustment mechanics**, and the **Star Ratings program** to the **core financial levers** that shape plan revenue and margin. Then, in the second half of the day, we'll move from theory to execution—exploring how departments intersect, how to not just break down silos but shatter them for good, and how to build internal business cases that resonate across teams and levels. If you've ever struggled to get your initiative funded or wondered how decisions really get made at the enterprise level, this workshop is for you. **Key Takeaways:** • Gain a working knowledge of MA plan bids, Star Ratings, and risk adjustment—and how they drive revenue for Medicare Advantage health plans. • See where operational departments intersect and how their priorities connect to overall plan performance • Learn how to co-fund and co-own cross-functional initiatives that drive ROI • Build internal business cases using shared metrics and strategic framing • Improve collaboration by understanding the goals, language, and constraints of other departments • Leave with practical tools and frameworks to foster alignment across your organization This session is ideal for all entry levels across Stars, risk adjustment, operations, compliance, member experience, and finance. Come ready to connect, learn, and leave with a new lens on how to drive outcomes that matter—together. Jenn Kerfoot Chief Strategy and Growth Officer **DUOS** Dr. Shannon I. Decker MBA, MBA, MEd., MEd, PhD CEO **VBC One** Kevin Pierce, FSA, MAAA

	Senior Consulting Actuary **Milliman**
9:30 AM – 12:30 PM	**Workshop C: Lead from the Middle: Strengthening Supervision with Yale's Proven Framework** *Additional Registration Required (additional fee). Two refreshment breaks and lunch is included with workshop registration.* This interactive workshop introduces the Yale Model of Supervision — a nationally recognized framework designed to strengthen supervisory practice, enhance team performance, and improve service delivery across health and human service settings. Participants will explore practical tools and strategies to lead effectively from the middle, support staff development, and navigate change with confidence and clarity. • Enhance your ability to lead from the middle by effectively communicating up and down the organization during times of change or uncertainty • Practice using structured tools such as Supervision Agreements and problem-solving frameworks to improve clarity and accountability • Develop skills to build trust, resilience, and emotional support in supervisory relationships — especially during high-stress periods • Leave with actionable strategies to foster staff engagement, improve outcomes, and elevate your impact as a supervisor Scott Migdole, MSW, LCSW Chief Operating Officer **Yale Behavioral Health &** **Yale Program on Supervision** Assistant Clinical Professor Department of Psychiatry **Yale University School of Medicine**
12:30 PM – 2:00 PM	**Women's Leadership Luncheon & Panel Discussion** *Additional Registration Required – Free to attend. Lunch will be provided for registered attendees.* **Panel - Steady in the Storm: Resilient Leadership Amid Health Care Shifts** Join RISE for an interactive panel discussion and networking opportunity with women leaders. Attendees will: • Gain actionable tools to stay calm, communicate clearly, and lead confidently during periods of uncertainty, policy shifts, or organizational change • Discuss mindset shifts and self-leadership practices that help you maintain focus, energy, and purpose — even when the system is in flux

	• Examine how to pivot effectively in your career or organization by recognizing inflection points, engaging stakeholders, and staying aligned with your values **Moderator:** Rafat Fields Founder & CEO **Powered To Rise ®** **Panelists:** Shannon Wilson, DrPH Vice President of Population Health and Health Equity **Priority Health** Sarah Lechner SVP, Chief of External Affairs **Hackensack Meridian Health** Rachel Klein Executive Director Medicare **Kaiser Permanente**
2:00 PM – 3:00 PM	**Food Packing Event in Partnership with U.S. Hunger** *Additional Registration Required – Free to attend.*
3:00 PM – 3:15 PM	*Networking Break for All Conference Attendees*
3:15 PM	**General Session Opens**
3:15 PM – 3:30 PM	**Opening Remarks** **Co-Chair:** Rafi Cices Head of BOI, Coding & Billing **CityBlock** Jenn Kerfoot Chief Strategy and Growth Officer **DUOS**
3:30 PM – 4:20 PM	**Opening Keynote – The Power of the Pivot: Navigating Change with Purpose and Clarity** Healthcare is constantly evolving. Scientific breakthroughs, regulatory shifts, technological advancements, and shifting business priorities create a climate of both excitement and uncertainty. In this unpredictable environment, the ability to

	navigate change isn't just a skill, it's a necessity. For those who do it well, change is a path to opportunity. Dr. Archelle Georgiou – a nationally recognized physician, healthcare journalist, and consumer advocate – brings a unique lens to the art and science of navigating through uncertainty. From leading healthcare innovation in corporate boardrooms to co-founding a national COVID-19 data initiative, and transitioning across roles in media, medicine, and technology, Dr. Georgiou has pivoted with intention and impact. In this opening keynote, Dr. Georgiou draws on her multifaceted career—spanning clinical practice, executive leadership, strategic consulting, and national media—to offer a practical framework for embracing change, defining purpose, and making values-driven decisions. Whether you're leading organizational transformation or charting a new personal path, you'll leave this session empowered to lead through change with clarity and conviction. Dr. Archelle Georgiou, M.D. *C-Suite Leader, Advisor, Media Personality, Patient Advocate*
4:20 PM – 4:25 PM	*5-minute stretch break*
4:25 PM – 5:15 PM	**Patient Voices: Insights on Care, Coverage and What Matters Most** ***Presented in Partnership with the Camden Coalition*** This unique panel brings together patients and caregivers to share their personal journeys, what's working, what's not, and where there's opportunity for improvement. This candid conversation offers valuable insights for health plans, providers, and innovators committed to improving the member experience. Walk away with firsthand perspectives and actionable takeaways to better serve the Medicare population. Panelists discuss: • Their experiences navigating health plans and provider networks • Access to care, communication challenges, and care coordination • What trust and quality mean from a patient's perspective • Suggestions for how payers and providers can better support community health **Moderator:** Dr. Archelle Georgiou, M.D. C-Suite Leader, Advisor, Media Personality, Patient Advocate **Panelists:** Dionne L. Stalling Lived experience expert and Founder/Executive Director **Rare and Black**

	Alan Coker Lived experience expert and Board member **Advocacy Unlimited and Amplify of CT** Laura Carroll Lived experience expert, Rural storyteller, Social drivers of health champion
5:15 PM – 5:20 PM	**Closing Remarks** **Co-Chair:** Rafi Cices Head of BOI, Coding & Billing **CityBlock** Jenn Kerfoot Chief Strategy and Growth Officer **DUOS**
5:20 PM – 6:30 PM	**Exhibit Hall Opening & Networking Cocktail Reception** Join us for drinks, hors d'oeuvres, and face-to-face networking with peers in the Exhibit Hall.

Tuesday, August 26, 2025	
8:00 AM – 4:00 PM	*Information Desk Open*
8:00 AM – 9:00 AM	*Networking Breakfast*
8:00 AM – 5:30 PM	*Exhibit Hall Open*
8:00 AM – 6:15 PM	*Headshot Cafe Open Sponsored by ComplexCare Solutions*
9:00 AM – 9:10 AM	**Opening Remarks** **Co-Chair:** Rafi Cices Head of BOI, Coding & Billing **CityBlock** Jenn Kerfoot Chief Strategy and Growth Officer **DUOS**
9:10 AM – 10:00 AM	

	Navigating the Transforming Medicare Advantage Political Landscape • Explore key changes finalized in the Contract Year 2026 Medicare Advantage and Part D final rule and the Calendar Year 2026 Rate Announcement and discuss the impact on plans / providers • Discuss potential legislation reforms that may occur within the next 2-3 years, how Congress is viewing the MA program overall, potential Congressional priorities, including legislation related to artificial intelligence, prior authorization, MA marketing, risk adjustment etc. • Gain insights into how health plans and providers can navigate these changes while ensuring compliance Carrie Graham, Ph.D. Research Professor and Director, Medicare Policy Initiative **Georgetown University** Neil Patil, MPP Health Policy Director, The Medicare Policy Initiative **Georgetown University**	
10:00 AM – 10:45 AM	**Keynote: Understanding OIG's Current Oversight of Managed Care Priorities** Join RISE for a special presentation with OIG leaders to understand current oversight priorities in risk adjustment, quality performance, and managed care operations. Ann Maxwell Deputy Inspector General for Evaluation and Inspections **HHS Office of Inspector General** Carolyn Kapustij Senior Advisor for Managed Care **HHS Office of Inspector General**	
10:45 AM – 11:15 AM	*Networking Break*	
	Track A: Risk Adjustment & Quality Strategies **Chair:** Laura Sheriff, RN, MSN, CPC, CRC **Risk Adjustment Consultant**	**Track B: Operations & Organizational Change** **Chair:** *Susan L Waterman, RHIT, CCS, CPC, CRC* *AHIMA ICD-10-CM/PCS Trainer* *Director, Risk Adjustment* ***Baylor, Scott and White Health Plan***
11:15 AM – 12:00 PM	**Track A**	**Track B**

	Medicare Advantage Under the Microscope: Policy, Priorities, and Planning Ahead Join policy experts from Georgetown's Medicare Policy Initiative for an engaging deep dive into the shifting political terrain for MA plans and risk-bearing provider groups. Building on the morning's session, bring your questions about new and emerging federal policies- and walk away with strategic insights to help plans and providers thrive in this evolving environment. Carrie Graham, Ph.D. Research Professor and Director, Medicare @ Policy Initiative **Georgetown University** Neil Patil, MPP Health Policy Director, The Medicare Policy Initiative **Georgetown University**	**Panel: From Disruption to Direction - Operational Leadership in the New MA Era** As the Medicare Advantage (MA) landscape undergoes profound shifts, operational leaders are no longer just reacting—they're redefining how to grow and scale with purpose. • Hear how forward-thinking MA leaders are pivoting from short-term adjustments to long-term strategy, turning industry disruption into opportunity • Uncover actionable strategies to help your organization lead through change and uncertainty • Explore how top MA organizations are aligning product design, marketing, brokers, and member communications under unified, holistic strategies **Moderator:** Cathy McClain Gordon, MHA Managing Partner & CEO **4E Health Care Ventures, LLC** **Panelists:** Jennifer Del Villar, CHC, PAHM VP of Operations **Elite Health Plan** Kwame Appiah-Yeboah, Ph.D., CPC., CRC Director, Risk Adjustment and Revenue Management **SENTARA HEALTH PLAN** Jacop Jung VP Risk Adjustment **Intermountain Health, PCSS**
12:00 PM – 12:15 PM	**Track A** **Tools & Technology Spotlight: Milliman IntelliScript**	**Track B** **Tools & Technology Spotlight: Inovalon**

	Josh Brezovar Senior Actuarial Analyst **Milliman IntelliScript**	Kate Marta VP, Clinical Quality, Training, Oversight and Innovation **Inovalon**
12:15 PM – 1:15 PM	*Networking Lunch*	
1:15 PM – 2:00 PM	**<u>Track A</u>** **Risk Adjustment Before the Claim: The Case for Concurrent Review in a Shifting Regulatory Era** **Moderator:** Chad Wege VP & Head of Product, Risk Adjustment **Datavant** **Panelists:** Kelley Scott, DNP, FNP-C Manager, Risk Adjustment Clinical Programs **Providence Health** Chris Towner Manager, Risk Adjustment Analytics **Providence Health**	**<u>Track B</u>** **Panel: Navigating Quality Metrics in a Shifting Landscape** • Gain insights into recent CMS updates and their implications for plan performance, reimbursement, and member outcomes • Explore evolving quality measurement trends and how to future-proof your organization's approach to performance management • Discuss best practices in integrating cross-functional teams to drive sustained quality performance **Moderator:** Harlan Edlin **Reveleer** **Panelists:** Melissa Newton Smith Founder, Senior Advisor **Newton Smith Group** Katharine Iskrant President **Healthy People, Inc.** Melissa Cornejo-Burke, LSW Director, Quality Improvement **Fidelis Care**
2:00 PM – 2:05 PM	*5-minute transition*	
2:05 PM – 2:50 PM	**<u>Track A</u>**	**<u>Track B</u>**

	Actioning on Diagnosis Gaps Directly within the EHR Clinical Workflow • Discover how a cloud-based EHR platform enhances the deployment of clinical data at scale across our provider network • Understand how identifying diagnosis gaps within the EHR boosts performance, risk adjustment, and overall patient care • Gain insights into how alignment with industry standards has paved the way for innovative solutions and strong partnerships • Benefit from our "Lessons Learned" as we share valuable insights from our journey Dr. John Farley Chief Medical Officer **Complete Health** Gregory LeGrow Executive Director, Payer Market Strategy **athenahealth**	**Speaking the Language of Leadership** • Explore proven strategies for effectively communicating with senior leadership, ensuring your insights, proposals, and performance metrics align with organizational goals • Understand what executives care about most and how to tailor your message to support core business objectives • Learn communication techniques for delivering difficult messages with clarity, transparency, and professionalism • Gain tools for influencing organizational change, including driving decision-making, building buy-in, and framing data and messaging for executive audiences Rick Whitted CEO **U.S. Hunger** Sarah Aranguibel-Dávila Chief of Staff **U.S. Hunger**
2:50 PM – 3:20 PM	*Networking Break*	
3:20 PM – 4:05 PM	**<u>Track A</u>** **Who Wins in Medicare Advantage?** In the competitive landscape of Medicare Advantage, it's easy to see payers, providers, and enablers as working in opposition. But what if collaboration, not competition, is the key to success? This session will challenge conventional thinking, exploring how our panelists are reshaping partnerships to create value for all. Walk away with	**<u>Track B</u>** **Panel: Staffing for Scale – Examining Workforce Models to Power Sustainable Growth in Medicare Advantage** - Get insights into current staffing models within MA organizations - Learn how Medicare Advantage organizations are restructuring care teams to serve more members effectively without

	practical strategies for aligning incentives, overcoming challenges, and driving success in Medicare Advantage. **Moderator:** Reza Alavi, MD, MHS, MBA Founder **Quintuple Aim** Partner **ClinX Academy** **Panelists:** Aaron DeBoer, MBA Executive Vice President **Honest Health** Anthony Thompson Senior Vice President, Healthcare Network Strategy **CDPHP** Stephanie Lobosco-Navarro, PharmD, MHCDS, BCACP Senior Vice President, Strategic Initiatives **Community Care Physicians**	compromising personalized care - Examine emerging staffing models that optimize clinical and non-clinical resources across in-person and virtual settings Dr. Shannon I. Decker MBA, MBA, MEd., MEd, PhD CEO **VBC One** Tina Dueringer, BSN, RN, CCM, PCC CEO, Principal Advisor **Dueringer Advisors, Inc.**
4:05 PM – 4:10 PM	*Session Transition*	
4:10 PM – 4:55 PM	**Keynote Fireside Chat: Behind the Curtain – a Special Sit Down with the Honorable Christi A. Grimm** Christi A. Grimm, former Inspector General of the U.S. Department of Health and Human Services (HHS), is a nationally recognized authority in health care oversight, program integrity, and organizational leadership. Over the course of her 25-year career, she has advanced accountability, innovation, and performance across the nation's largest health and human service programs. As the sixth Inspector General of HHS, she provided independent oversight of up to $2 trillion in annual expenditures across Medicare, Medicaid (including managed care), public health, biomedical research, and social services. Join RISE for a thought-provoking discussion with Ms. Grimm as she reflects on her tenure and shares insights into the future of independent oversight, enforcement strategy, and the growing role of technology in the healthcare sector. Moderator: Ari Yampolsky Founding Partner **Whistleblower Partners**	

	The Honorable Christi A. Grimm Former Inspector General **U.S. Department of Health and Human Services**
4:55 PM – 5:00 PM	*Closing Remarks* **Co-Chair:** Rafi Cices Head of BOI, Coding & Billing **CityBlock** Jenn Kerfoot Chief Strategy and Growth Officer **DUOS**
5:00 PM – 6:00 PM	**Interactive Roundtables** Interactive roundtables featuring the latest technologies and solutions for boosting your organization's endeavors. These speed-networking type presentations are 20 minutes long, allowing you to make your way to several roundtables per session.
6:00 PM – 7:00 PM	**Networking Cocktail Reception** Join us for drinks, hors d'oeuvres, and face-to-face networking with peers in the Exhibit Hall.

Wednesday, August 27, 2025	
8:00 AM – 9:00 AM	*Networking Breakfast*
8:00 AM – 11:00 AM	*Information Desk Open*
8:00 AM – 11:15 AM	*Exhibit Hall Open*
9:00 AM – 9:10 AM	**Opening Remarks** **Co-Chair:** Rafi Cices Head of BOI, Coding & Billing **CityBlock** Jenn Kerfoot Chief Strategy and Growth Officer **DUOS**

9:10 AM – 10:00 AM	**Investor Perspectives: Where Capital is Flowing and Why** As the U.S. population continues to age and the Medicare Advantage market experiences sustained growth, investors are closely monitoring emerging models in care delivery, technology integration, and value-based service strategies. In this timely and insightful discussion, a panel of leading healthcare investors examine the current landscape of healthcare and the key factors driving investment decisions. From market trends and policy shifts to opportunities in scalable innovation, get insights into where capital is being deployed—and the rationale behind those choices. **Moderator:** Jenn Kerfoot Chief Strategy and Growth Officer **DUOS** **Panelists:** Rachel Kern Senior Vice President **First Trust Capital Partners** Charlotte Black Principal **Oak HC/FT** Abby Miller Levy Managing Partner **Prime Time Partners**
10:00 AM – 10:50 AM	**Panel: The Future of Aging in Place** As Medicare Advantage enrollment continues to rise, especially among older, more clinically complex, and socially diverse populations, aging in place has emerged as a critical component of long-term strategy for health plans, providers, and community partners alike. This panel brings together forward-thinking leaders who are taking a holistic approach to aging in place, not just through clinical interventions, but through scalable, person-centered models that address housing, transportation, nutrition, technology access, and social connection. Together, we'll explore: - How health plans are evolving their aging strategies to support long-term member well-being while managing costs and utilization - What innovative, interdisciplinary care models look like in practice and how they align with CMS guidance and quality frameworks

	- What holistic strategies plans should be looking at during times of uncertainty **Moderator:** Rick Whitted CEO **U.S. Hunger** **Panelists:** Kali Peterson Director of Policy and Programs **The SCAN Foundation** Rachel Klein Executive Director Medicare **Kaiser Permanente**	
10:50 AM – 11:15 AM	*Networking Break*	
	Track A: AI & Digital Transformation **Chair:** Laura Sheriff, RN, MSN, CPC, CRC **Risk Adjustment Consultant**	**Track B: Compliance** **Chair:** *Susan L Waterman, RHIT, CCS, CPC, CRC* *AHIMA ICD-10-CM/PCS Trainer* *Director, Risk Adjustment* ***Baylor, Scott and White Health Plan***
11:15 AM – 12:00 PM	**<u>Track A</u>** **Fireside Chat: Unpacking AI Opportunities in Health Care – Risks, Rules & Real Talk** Join RISE for a special sit-down with Bennett B. Borden, data scientist, attorney and globally recognized authority on AI's legal, technological, and policy implications. Come prepared for your burning questions and walk away with a better handle on: • Classical AI (e.g., classification, recommendation systems) versus generative AI (e.g., LLMs), including their	**<u>Track B</u>** **Deep Dive: Current State of RA Litigation and Risk Areas for MA Plans, Physician Groups, Vendors and Downstream Entities** • Gain perspective on where fraud litigation in the MA space may be headed, with a focus on RA practices and potential expansion into Star Ratings-related enforcement • Get up to speed on the latest FCA cases, DOJ priorities, and OIG audit trends—highlighting fact patterns that courts and regulators are treating as credible violations, and those

	business applications and limitations such as hallucinations • Real steps to building and operationalizing an AI governance program • Practical advice on starting small, selecting low-risk/high-impact projects, building internal AI literacy, and handling resistance through collaboration rather than control • The ethics of AI, including, how we keep AI in check, using things like Constitutional AI and control frameworks to make sure systems are safe, fair, and aligned with organizational values • What regulators are saying, where the big risks are (think bias, transparency), and what health care organizations should watch for next **Moderator:** Tina Dueringer, BSN, RN, CCM, PCC CEO, Principal Advisor **Dueringer Advisors, Inc.** **Speaker:** Bennett B. Borden Founding Partner and CEO **Clarion AI Partners**	that are not gaining traction at the pleading stage • Hear about new developments in various FCA litigations, OIG audits, and other regulatory activities, with focus on what sorts of activities and fact patterns that the DOJ, as well as courts at the pleading stage, are finding to be plausible violations of the False Claims Act as opposed to fact patterns that are not meeting muster • Participate in a Q&A with panelists to discuss real-world compliance challenges and solutions Ari Yampolsky Founding Partner **Whistleblower Partners** Jason N. Silberberg, Esq. Partner **Frier Levitt**
12:00PM – 12:05PM	*Session Transition*	
12:05 PM – 12:50 PM	**<u>Track A</u>** **Engaging the Unreachable: Transforming Medicaid Member Outreach with AI** • Understand the Landscape of Medicaid Expansion and Member Dynamics in Arkansas	**<u>Track B</u>** **So you've been selected for an audit… now what?** ***An Interactive Discussion on RADV Audit Readiness*** Hear from plans that have undergone RADV audits and walkaway with tips for RADV audit readiness, with:

	• Explore the Role of AI in Enhancing Medicaid Member Engagement • Identify Quality-Related Applications for AI Two-Way Texting • Discover Strategies to Overcome Barriers in Underserved Populations • Envision Future Applications of AI in Healthcare Outreach Kaitlin Bates, Pharm D. Manager, ARHOME Quality **Arkansas Blue Cross and Blue Shield** Judy Chappell **Arkansas Blue Cross and Blue Shield**	• Proactive preparation to RADV audit preparedness including pros and cons in working with vendors to chase chart • Common trends and diagnosis that come up • Insights from real-world RADV audit case studies to inform your readiness approach Rafi Cices Head of BOI, Coding & Billing **CityBlock** Amanda Watkins Director, Coding / CDI Operations **CityBlock** Gail Blacklock, CHC Chief Compliance Officer **Elite Health Plan**
12:50PM – 1:00PM	**Closing Remarks**	