Dear PIAA members and colleagues:

Welcome to the 2014 PIAA Medical Liability Conference!

We are so pleased that you’re here with us in Toronto for what promises to be our best and most informative conference yet. We have a comprehensive schedule lined up for you over the next two days: high-profile speakers, panels with decades of experience in medical professional liability (MPL), and compelling perspectives on what’s happening. You’ll be able to get caught up with old colleagues and make new connections with the professionals who share a passion for the medical professional liability sector.

PIAA members and stakeholders from around the world are converging in Toronto. While we each bring a unique background and store of experiences to this conference, we all would agree on several foundational principles. We appreciate the critical importance of medical liability coverage in our healthcare system. We believe in the relentless pursuit of patient safety. We are dedicated to providing the highest-quality healthcare.

Over the next few days, you will learn the essentials about the current status of the MPL market, in the U.S. and around the world. You will gain important insights about the multitude of issues you need to think about every day in MPL. We all realize that the healthcare system is changing at a breakneck pace. Here, you will learn how to work best within this evolving system, and transform the new knowledge and insights you gain into action. You will participate in the personal interaction and sharing of knowledge that can only happen at a face-to-face conference.

PIAA has developed this conference with a focus on the many professions that contribute to MPL, as well as the different levels of experience that each brings to the conference. So, whether you’re just starting to explore the knowledge and issues in MPL, or are already a seasoned expert in them, you’ll find terrific speakers and a deeply engaged audience. So, learn all you can from the rich diversity of sessions. Ask all your questions. This is your opportunity to speak with the acknowledged experts in the MPL business. But don’t forget to set aside some time for the exciting social events we have planned.

Cordially,

Ted J. Clarke, MD
Chair, PIAA

Tamara D. Huffman
Chair, 2014 PIAA Medical Liability Conference

Brian K. Atchinson
President & CEO, PIAA
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• 2014 PIAA International Conference
  Booth #19
• Advanced Practice Strategies, Inc.
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• Center for Quality Improvement in Radiology Interpretations
  Booth #10
• Clear Review, Inc.
  Booth #18
• Delphi Technology
  Booth #12 & 13
• ECRI Institute
  Booth #17
• Elm Exchange, Inc.
  Table Top #7
• Garretson Resolution Group
  Booth #3
• GR-NEAM®
  Booth #6
• Imperial PFS
  Booth #22
• Johnson Lambert LLP
  Booth #1
• Madison Scottsdale
  Booth #23
• Medical Interactive Community
  Booth #4 & S/Table Top #2
• Oliver Wyman Actuarial Consulting
  Booth #2
• OneShield®
  Booth #24
• Pinnacle Actuarial Resources, Inc.
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• Prime Advisors, Inc.
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• Rembrandt SPC Ltd.
  Booth #21
• Salus Global Corporation
  Booth #20
• Swiss Re Group
  Booth #11
• Trinisys, LLC
  Booth #7
CONFERENCE AGENDA

WEDNESDAY, MAY 14, 2014
4:00–7:00 P.M. | Platinum Sponsors
Welcome Reception
Concert Hall
Sponsored by Delphi Technology and Prime Advisors, Inc.
Registration and Exhibit Area Open
Registered Attendees and Paid Guests Welcome

THURSDAY, MAY 15, 2014
7:30–8:45 a.m. | Silver Sponsors Breakfast
in Exhibit Area
Concert Hall
Sponsored by Milliman and Willis Re
Registered Attendees and Paid Guests Welcome

8:45–9:15 a.m. | Welcome and Opening Remarks
Presentation of Leadership Awards
Presentation of Peter Sweetland Award of Excellence
Canadian Room

- Ted J. Clarke, MD, Chair, PIAA
- Brian K. Atchinson, President & CEO, PIAA
- Hartley S. Stern, MD, FRCS, FACS, Executive Director/Chief Executive Officer, The Canadian Medical Protective Association
- Tamara D. Huffman, Chair, 2014 PIAA Medical Liability Conference

9:15–10:15 a.m. | Keynote Session
Canadian Room
Sustaining Cost-Effective, Patient-Centered Care in an Era of Transformation

- Reed V. Tuckson, MD, FACP, Managing Director, Tuckson Health Connections, LLC;
  Former Executive Vice President and Chief of Medical Affairs, UnitedHealth Group;
  Former Senior Vice President for Professional Standards, American Medical Association

Sponsored by COPIE

As the keynote speaker at the 2014 PIAA Medical Liability Conference, Dr. Tuckson will offer fresh perspectives on recent developments in U.S. healthcare, and on what we’ve seen so far as the rollout of the Affordable Care Act proceeds. He will also consider what reform might really mean to healthcare professionals, their patients, and the medical professional liability insurance community.

10:15–10:45 a.m. | Refreshment Break in Exhibit Area
Concert Hall

10:45 a.m.–Noon | Concurrent Session I
Canadian Room
Hospital Employment: The Physician’s Changing Role
Moderator:
- Gregg L. Hanson, Chief Executive Officer & President, Coverys
Panel:
- Graham Billingham, MD, FACEP, Chief Medical Officer, Princeton Insurance Company
- Luke Sato, MD, Senior Vice President & Chief Medical Officer, CRICO
- Hayes V. Whiteside, MD, FACS, Chief Medical Officer, Senior Vice President, Risk Management, ProAssurance Corporation

The Affordable Care Act and the establishment of ACOs and other similar contract arrangements are clearly influencing the

CONGRATULATIONS TO THE 2014 PIAA AWARD WINNERS!

Peter Sweetland Award of Excellence
James L. Weidner, CIC
Cooperative of American Physicians, Inc.

Leadership Awards
- Scott Diener
  NORCAL Mutual Insurance Company
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- Donald J. Fager
  Medical Liability Mutual Insurance Company
  Government Relations Committee
- Mary Hedin
  Mutual Insurance Company of Arizona
  Underwriting Section
- Gordon Ownby
  Cooperative of American Physicians, Inc.
  Leadership Camp Section
delivery of healthcare. Hospitals have been deploying their resources so as to maintain market share and visibility in the market, through the employment of physicians. Within this context, the physician's role has been changing. This panel of doctors will discuss the evolving role of the physician in the new healthcare market and consider as well its impact on the MPL community.

10:45 A.M.–NOON | Concurrent Session I
Ontario Room

Attacks on Civil Justice Reform
Moderator:
• Joan Winters Burmaster, RN, JD, General Counsel, LAMMICO
Panel:
• Mark A. Behrens, Esq., Shook, Hardy & Bacon, LLP
• Dustin Corcoran, Chief Executive Officer, California Medical Association
• Jon Opelt, Executive Director, Texas Alliance for Patient Access
Sponsored by NORCAL Mutual Insurance Company

Personal injury lawyers are constantly inventing new strategies for whittling away at, or eliminating entirely, the MPL reforms that have been enacted in the states, including legal challenges and ballot initiatives. This panel will provide the latest information on what is being done to defend important reforms, including what has and has not been successful so far, and why. The panel will also review the newest strategies that you can use to protect the reforms in your state from these incursions.

NOON–1:30 P.M. | Gold Sponsors Luncheon
Ballroom
Sponsored by Johnson Lambert and Towers Watson

1:30–2:45 P.M. | Concurrent Session II
Ontario Room
Information Technology-Based Decision Support: The Good, The Bad, and The Unknown
Moderator:
• Jaan Sidorov, MD, MHSA, Chair, Board of Directors, NORCAL Mutual Insurance Company
Panel:
• Domenic Crolla, Esq., Partner, Gowling Lafleur Henderson, LLP
• Martin Kohn, MD, FACEP, FACPE, Chief Medical Scientist, Jointly Health

Physicians and attorneys have divergent opinions on the merits vs. risks involved in using clinical decision support tools. This session will provide an update on what’s been happening in the rapidly advancing science of health information-based decision support. The speakers will examine the range of potential liability risks associated with the use of this emerging technology, as it is utilized in both diagnosis and treatment. Attendees will learn the top three actions MPL carriers can take to minimize MPL risks before this technology is fully implemented in clinical settings.

1:30–2:45 P.M. | Concurrent Session II
Ontario Room
From Obstacles to Opportunities: Using ERM as a Platform for Business Success
Moderator:
• Catherine Walberg, JD, Senior Vice President, Legal and Government Relations, Physicians Insurance A Mutual Company
Panel:
• Gerry Glombicki, CPA, Director, Fitch Ratings
• David Ingram, CERA, FRM, PRM, Executive Vice President, Willis Re
• Mark Stephens, Managing Director–Corporate Risk Advisory Services, Milliman, Inc.
Sponsored by Huggins Actuarial Services, Inc.

In the wake of the collapse of major financial power-houses in 2008 and 2009, companies initiated new and more rigorous efforts in the corporate-wide assessment, and management, of risk. Regulators and rating agencies are incorporating ERM metrics in their evaluations of an insurer’s financial strength. In 2012, the NAIC adopted the Risk Management and Own Risk Solvency and Assessment Model Act (ORSA) as a guide for performing an in-house assessment of current and future risk. Some states now mandate that insurers file reports with
state regulators based on this enterprise-wide self-assessment.

In its “Supplemental Rating Questionnaire for Property and Casualty Insurers Business of 2012” (SRQ), A.M. Best asks for detailed information on insurers’ ERM programs. This program explores the concept of ERM, identifies its key components, and explains how insurers can use ERM to identify and evaluate new business opportunities.

2:45–3:15 P.M. | Refreshment Break in Exhibit Area
Concert Hall

3:15–4:30 P.M. | Concurrent Session III
Canadian Room

Alternative Business Models for MPL Insurers
Moderator:
- Stephen Underdal, JD, CPCU, ARE, RPLU, Managing Director, Head of Global Healthcare, Guy Carpenter
Panel:
- Susan Forray, FCAS, MAAA, Principal and Consulting Actuary, Milliman, Inc.
- Michael Maglaras, CIC, Principal, Michael Maglaras & Company
- Neil E.S. Morrell, President, MAG Mutual Insurance Company

Times are changing. The private independent group practice, the traditional customer base for MPL companies, has been shrinking. In response, some PIAA companies have formed RRGs. This structure allows them to expand their market base to other states. Others have entered into contractual partnerships with hospitals, so they can write coverage for the hospital’s employed physicians. Still others have been unbundling the services they provide to their insureds, to gain additional income. Finally, some companies are setting up and managing captives for their larger customers. One thing is certain: the business-as-usual approach must be replaced with new business models. The speakers will discuss how this trend impacts the traditional PIAA company, and discuss the pros and cons of each of the alternative business models.

3:15–4:30 P.M. | Concurrent Session III
Ontario Room

New Systemic Risks in Medical Indemnity: Prediction, Mitigation, and Management
Moderator:
- Gerry Lewis-Jenkins, Executive Vice President, COPIC
Panel:
- Paul McKeon, Senior Vice President and Chief Underwriting Officer North America, Transatlantic Reinsurance Company
- Thom Petty, BSc, MBChB, FRCA, Senior Medical Claims Handler and Clinical Risk Manager, MDU Services Ltd.

Does the thought of serial claims, class action lawsuits, and all of the other types of systemic risks keep you up at night? In reality, how concerned should you be? In this session, you will hear a reinsurer and claims/risk manager tell you what you need to know about these potential threats. They will give you an accurate perspective on the extent of risk inherent in serial claims, class action litigation, and systemic risk. They will also tell you how to best protect your company from the potential risk of this type of major legal action.

4:30–6:00 P.M. | Platinum Sponsors Reception Balloon
Sponsored by Delphi Technology and Prime Advisors, Inc.
Registered Attendees and Paid Guests Welcome

FRIDAY, MAY 16, 2014

7:30–9:00 A.M. | Silver Sponsors Breakfast in Exhibit Area
Sponsored by Milliman and Willis Re
Registered Attendees and Paid Guests Welcome

8:00–9:00 A.M. | Annual Meeting of Members
Canadian Room
- Ted J. Clarke, MD, Chair, PIAA
- Brian K. Atchinson, President & CEO, PIAA

This session is the annual business meeting of the PIAA membership. It includes the following agenda items: the election of directors; reports from the Chair, President, and Treasurer; any bylaws modifications deemed necessary and any other business that need to come before the PIAA membership; and a discussion of PIAA’s governance and business activities. All PIAA members are encouraged to attend.

9:00–10:15 A.M. | General Session
Canadian Room

MPL Financial Update: What Exactly Is the “New Normal?”
While the political rhetoric on the ACA continues unabated, a thorough, and non-partisan, review of the potential consequences of the law is essential for MPL insurers. Mr. Van Horn will explain the current and projected economic impact of the Act, and then consider how those projections may need to change over time, as the various provisions of the Act are implemented.

NooN–2:00 P.M. | Gold Sponsors Luncheon
Canadian Room
A Framework™ for Cultivating Resiliency in Healthcare
• Daniel Friedland, MD, President & Chief Executive Officer, SuperSmartHealth

Sponsored by Johnson Lambert and Towers Watson
Healthcare professionals are facing tremendous changes and experiencing an epidemic of stress and burnout. Burnout has been found to be associated with an increase in medical errors. In this presentation, Dr. Daniel Friedland will share the research on burnout and how it relates to satisfaction, medical errors, and quality of care. He will also introduce you to an innovative 4-Step Framework and Program for cultivating resiliency to enhance healthcare professional wellbeing, patient satisfaction, and mitigate risk in delivering healthcare.

2:00 P.M. | Adjourn

• SATURDAY, MAY 17 •
Niagara Falls Wonders & Wine Tour
8:00 A.M.—5:00 P.M.
Registration required. Meet by Clock Tower in Main Lobby no later than 7:40 a.m.
Don't Miss the PIAA Fall Workshops!

**Technology, Human Resources, and Finance**
September 10-12
Fairmont Olympic Hotel
Seattle, WA

**Introduction to Medical Professional Liability Insurance**
September 30-October 1
Omni San Diego Hotel
San Diego, CA

**Underwriting**
October 1-3
Omni San Diego Hotel
San Diego, CA

**International Conference**
October 8-10
Renaissance Hotel
Amsterdam
Amsterdam, Netherlands

**Corporate Counsel**
October 16-17
Fairmont Hotel Vancouver
Vancouver, Canada

**Claims/Risk Management**
November 5-7
Baltimore Marriott Waterfront Hotel
Baltimore, MD

PIAA Medical Liability Conference
Caesars Palace
Las Vegas, Nevada
May 13-15
REGISTRATION FORM
Fairmont Royal York, Toronto, Canada
2014 PIAA MEDICAL LIABILITY CONFERENCE
MAY 14-16, 2014

Registrant Information: (Please Print)
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My relationship with the member company listed above is the following:
☐ Employee ☐ Board ☐ Member ☐ Consultant
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Confirmation will be provided by e-mail within three business days of receipt of registration.

Dietary Needs:
☐ Vegetarian ☐ Food Allergies _______________________________

Registration Fees:
Advance Rate: (Registration completed online or postmarked by 4/7/14 with payment included.)
☐ Regular & Industry Associate Member $995 ☐ Premium-Level Affiliate Partner $995
☐ Defense Law Firm Affiliate Partner $1,245 ☐ Advantage-Level Affiliate Partner $1,245
☐ Non-member $1,495

Full Rate: (Registration completed online or postmarked after 4/7/14.)
☐ Regular & Industry Associate Member $1,095 ☐ Premium-Level Affiliate Partner $1,095
☐ Defense Law Firm Affiliate Partner $1,345 ☐ Advantage-Level Affiliate Partner $1,345
☐ Non-member $1,595

Guest Rate: (Includes Wednesday and Thursday night receptions, Thursday lunch, Thursday and Friday breakfasts. Guests are not permitted in the Conference session rooms.)
☐ $250
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Children (15 & under): (Includes Wednesday and Thursday night receptions, Thursday lunch, Thursday and Friday breakfasts. Children are not permitted in the Conference session rooms.)
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☐ Check (Please make check payable to PIAA and reference 2014 Medical Liability Conference.)
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Americans with Disabilities Act (ADA):
If you have any special needs as identified in the ADA that require specific aids or services, please comment below. You may also notify the PIAA Meetings Department by phone at 301.947.9000 or via e-mail at meeting@piaa.us prior to the workshop.

Online Registration:
To register online for the 2014 Medical Liability Conference, go to the PIAA website at www.piaa.us and click on the Events tab link on the home page.

Mail:
2014 PIAA Medical Liability Conference
2275 Research Blvd., Suite 250
Rockville, MD 20850

E-mail: meeting@piaa.us Fax: 301.527.0410

Payment must accompany registration form.
Please note that in cooperation with the hotel and the discount afforded to PIAA registrants, PIAA will confirm all registrations in its hotel room block.