Maximize Your Performance as an MPL Leader!

Chief Executive Officer/Chief Operating Officer Meeting

March 11-14, 2015
The Westin Kierland Resort
Scottsdale, Arizona

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Join PIAA and Your Colleagues at the 2015 Chief Executive Officer/Chief Operating Officer Meeting!

The PIAA CEO/COO Meeting will be held at The Westin Kierland Resort, located in the heart of “new” Scottsdale and set against dramatic desert skies and amazing native plants. Experience breathtaking views of the Sonoran desert and surrounding mountain ranges, which will amaze you at every turn. This AAA Four-Diamond resort boasts accommodations that soothe and stimulate—championship golf at Kierland Golf Club, award-winning dining, an adventure water-park with a lazy river and waterslide, adult pool, tennis, and the popular Scottish bagpipes series at sunset. Also, discover outdoor plaza-style shopping, dining, and nightlife at Kierland Commons, located adjacent to the resort.

The PIAA Chief Executive Officer/Chief Operating Officer Meeting provides precisely what you need to maximize your performance as a leader in a PIAA member company. The program includes updates on the key indicators of performance for the medical professional liability (MPL) insurance industry, and also on the issues that matter most to PIAA member companies. Open discussion among attendees is encouraged, and there is ample time during the program for informal conversation. Plan now to attend this meeting if you are the chief executive officer (CEO), chief operating officer (COO), or an individual with a similar position in a PIAA regular or industry associate member company. Please note: PIAA Affiliate Partner personnel are not eligible to attend this meeting.

About the Location

The PIAA CEO/COO Meeting will be held at The Westin Kierland Resort, located in the heart of “new” Scottsdale and set against dramatic desert skies and amazing native plants. Experience breathtaking views of the Sonoran desert and surrounding mountain ranges, which will amaze you at every turn. This AAA Four-Diamond resort boasts accommodations that soothe and stimulate—championship golf at Kierland Golf Club, award-winning dining, an adventure water-park with a lazy river and waterslide, adult pool, tennis, and the popular Scottish bagpipes series at sunset. Also, discover outdoor plaza-style shopping, dining, and nightlife at Kierland Commons, located adjacent to the resort.

Continuing Education

The delivery method for all sessions is group live. Credit certification for individual sessions may vary dependent upon terms of compliance and conflict of interest issues and resolution. Continuing Education credits issued for participation in the CE activity may not apply toward license renewal in all states. It is the responsibility of each participant to verify the requirements of his/her state licensing board(s). The CEO/COO Meeting program content is designed for senior executive (advanced) level. Advance preparation is not necessary. For all inquiries regarding continuing education, including complaints and administrative policy, please contact Jan Ross at 301.947.9000, ext. 210 or jross@piaa.us. PIAA is an accredited provider of the following CE programs. Please review this information to be aware of all terms and conditions.
Learning Objectives

Based on the content of this meeting, insurance industry physician, and other healthcare provider learners will be able to:

- Use their professional liability insurance providers and PIAA as a resource for best business practices.
- Develop relevant, effective ethics and compliance programs to fulfill fiduciary responsibilities.
- Assess exposures so as to maintain insurability and reduce losses.
- Perform a gap analysis to determine areas for improvement in business processes and/or risk management initiatives and implement practical techniques to ensure effective leadership.
- Understand best-practice trends in healthcare delivery and MPL-related business services to address challenges and make improvements.

Reminder: Bring your electronic device of choice—laptop, tablet, or smartphone—so you can take full advantage of the WiFi connection and PIAA’s mobile app.

Wednesday, March 11, 2015

5:30–7:00 p.m.
Registration and Cocktail Reception
Registered Attendees and Paid Guests Welcome

Thursday, March 12, 2015

8:00–9:00 a.m.
Breakfast and Informal Discussion
Registered Attendees and Paid Guests Welcome

9:00–9:15 a.m.
Introductory Remarks
Scott Diener, Chair, PIAA CEO/COO Section

9:15–10:30 a.m.
Healthcare: Emerging Business Models, Healthcare Delivery, and New Exposures
Paul H. Keckley, PhD, Managing Director, Navigant Center for Healthcare Research and Policy Analysis

Dr. Keckley will address the major challenges in the current healthcare system along with future insights, discussing key topics that include evolving business models, new methods and sites of healthcare delivery, and the new

Continuing Medical Education

PIAA is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. PIAA designates this live activity for a maximum of 10.75 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Continuing Education for Dentists

PIAA is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. PIAA designates this activity for 10.75 continuing education credits.

Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/cerp.

Continuing Professional Education

PIAA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org. PIAA designates this activity for up to 12.5 CPE credits. For CPE credits through NASBA, the CEO/COO Meeting attendee must have attained the senior executive (advanced) level. The recommended field of study is business management and organization.
risk exposures that are affecting healthcare and MPL. After his opening statements and observations, he will address concerns specific to the CEOs/COOs and senior executives in the audience, which may include—but are not limited to—the Affordable Care Act and related systemic pressures; health insurance exchanges; transitions from group coverage to the retail market; and the role of CMOs in evolving business models that will require seamless communication among CIOs and CFOs, if they are to achieve their shared goals.

10:30–10:45 a.m.
Refreshment Break

10:45 a.m.–Noon
Health Information Exchanges: A Coordinated Effort
Moderator: Catherine Walberg, JD, General Counsel/Senior Vice President, Physicians Insurance A Mutual Company
Panel: 
Joy Duling, Executive Director, Central Illinois Health Information Exchange
Janice Lee, MD, Chief Executive Officer, Delaware Health Information Network
Laura McCrary, EdD, Executive Director, Kansas Health Information Network

The ability to exchange comprehensive health data electronically is essential for improving healthcare quality and safety. In this regard, health information exchanges serve as the connecting hub for an organized, standardized process for exchanging data among various statewide, regional, and local initiatives. These exchanges are also vital for reducing the duplication of services, which leads to lower healthcare costs. In this session, the panelists will discuss how the exchange of health information is coordinated at the point of care efficiently, through collaboration of multiple healthcare organizations. They will also explain why the coordination of this service from state to state is of singular importance for the success in the utilization of exchanges in improving healthcare.

Noon–1:30 p.m.
Working Lunch
Topic Roulette: Discussing MPL Challenges
Moderator: Robert E. White, Jr., Senior Vice President and Regional Operating Officer, The Doctors Company

In this innovative session, participants at each table will be presented one of four topics. The facilitators for the session will rotate through the tables every 15 minutes. The session will end with a quick wrap-up, summarizing what was discussed at each table. All registrants will be given a table assignment in advance of this working lunch session.

1:30–2:45 p.m.
Business Related Insurance Coverage—A Reinsurance Perspective
Moderator: John H. Mize, FCAS, MAAA, President & CEO, State Volunteer Mutual Insurance Company
Panel: 
Rob Littlemore, Head of Reinsurance, Catlin Group
Paul McKeon, Chief Underwriting Officer, Transatlantic Re
Richard Robin, Chief Executive Officer, NAS Insurance Services, LLC

Many MPL insurers now provide coverage for business-related risks, including cyber liability, billing errors and omissions, and employment practices liability. While the market may require that these coverages be offered, not all insurers have the skills needed to assess and mitigate the risk or the capability to adequately respond when an incident arises. This panel will address how reinsurers are supporting insurers in these areas and providing the reinsurance coverage they need in order to provide these products on a sound financial basis.

Friday, March 13, 2015

7:30–8:15 a.m.
Joint Event with Board Governance Roundtable
Breakfast and Informal Discussion
Registered Attendees and Paid Guests Welcome

8:15–9:00 a.m.
Joint Session with Board Governance Roundtable
PIAA Update

Brian K. Atchinson, President & CEO, PIAA

Mr. Atchinson will update attendees on the critical issues facing the Association and its members, and report on the proactive initiatives underway to deal with these issues. He will also discuss the pressing legislative and regulatory challenges for PIAA members, describe PIAA’s major areas of operation, and review the Association’s finances.

9:00–10:00 a.m.
Joint Session with Board Governance Roundtable
Financial Update: Signals of Stability or Change?

James D. Hurley, ACAS, MAAA, Consulting Actuary, Towers Watson

Aggregate medical professional liability financial results have been favorable over the last several years, some observers calling it the “new normal.” However, the most recent years suggest some changes beginning to emerge in these results. Will 2014 be a stabilizing influence on the run of favorable results or add to the signals of emerging change? This session
will focus on the critical elements and trends observed in company loss experience, premium, balance sheets, and income statements over the past 10 years. Participants will learn how to interpret the key ratios from income statements and balance sheets to compare their company’s financial performance with that of the combined industry.

10:00–10:15 a.m.  
**Refreshment Break**

10:15–11:45 a.m.  
**Joint Session with Board Governance Roundtable**  
*Advanced Communications: How Business Leaders Can Effectively Deliver Their Message*  
*Tamsen Webster, Senior Vice President, Executive Communications, Oratium*

Few executives are able to communicate with the degree of impact they would like to see. Yet, as we search for answers in this critical area, we discover that conventional thinking has little to offer. We intuitively understand that the traditional focus on eye contact and body language is insufficient—so what more do we need? In this session, you will learn a radically different approach for effective communication. The speaker will present a model of audience-centric communication design and delivery, based on the premise that the key to effective communications is understanding, and then aligning with, what people do to process information.

11:45 a.m.  
**Adjourn**

*Attendee free time—no PIAA functions are scheduled on Friday afternoon.*

6:30–7:30 p.m.  
**Joint Event with Board Governance Roundtable Cocktail Reception**  
*Registered Attendees and Paid Guests Welcome*

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### Saturday, March 14, 2015

7:30–8:15 a.m.  
**Joint Event with with Board Governance Roundtable Breakfast and Informal Discussion**  
*Registered Attendees and Paid Guests Welcome*

8:15–9:30 a.m.  
**The Importance of Political Action Committees**  
*Moderator: Mike Stinson, Director of Government Relations, PIAA*  
*Michael E. Dunn, Chairman and CEO, Dunn Associates*

Successful government relations programs depend on the effective involvement of well-informed members and stakeholders to influence public policy. Professional lobbyists are vital; however, in today's legislative process they cannot succeed without constituents who are willing to be grassroots advocates and financially support candidates through political action committees (PACs). The speaker will demonstrate how the fusion of committed, educated constituents and financial support of PACs is essential to meeting the MPL community's public policy objectives—regardless of the size and scope of those objectives. Attendees will gain insight in the public policy making process, and what they can do to shape that process to their advantage.

9:30–9:45 a.m.  
**Refreshment Break**

9:45–11:15 a.m.  
**Big Data—Why it Matters!**  
*Moderator: Michelle Hoppes, RN, AHRMQR, DFAHRM, President, Michigan Professional Insurance Exchange*  
*Panel: Riccardo Baron, PhD, Vice President, Big Data & Smart Analytics, Swiss Re*  
*Kimberly Holmes, SVP, Strategic Analytics, XL Group*

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For the business professional, the recent phenomenon of big data is quite possibly the single most important advance in the digital era. It is totally transforming business operations and behaviors, with a noticeable impact across many disciplines. It offers a deeper understanding of risk and its management, which in turn can provide strategic benefits to a business. In order to appreciate how to use big data, one must understand its value and application, and these are notably different from the traditional methods for collecting and disbursing data. In this session, the panelists will address the value of big data, and explain how it can best be applied, for optimizing a company’s business strategies.

11:15 a.m.  
**Adjourn**

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**Please note:**  
You can find faculty profiles on the PIAA CEO/COO Meeting Presentation Website prior to the meeting. Profiles will also be available on-site.

A WiFi connection will be available in the session rooms at the CEO/COO Meeting.
Meetings Location
The Westin Kierland Resort
6902 E. Greenway Parkway
Scottsdale, Arizona 85254
480.624.1000

Hotel accommodations are available for PIAA Chief Executive Officer/Chief Operating Officer Meeting participants at The Westin Kierland Resort. The PIAA special discounted hotel rate is $299 per night for single/double occupancy (plus a 13.27% state and local tax per room per night). Early reservations are strongly advised. The PIAA discounted hotel room rate is available on a first-come, first-served basis and may sell out at any time. Please note that the discounted hotel room rate may not be eligible for nights before or after the PIAA CEO/COO Meeting dates. Arrangements for accommodations must be made directly through the hotel no later than Monday, February 9, 2015. Reservations made after Monday, February 9, 2015 are on a space and rate availability basis only. To make a reservation, please call 480.624.1000 and reference the PIAA meeting. Reservations may also be made online using: http://goo.gl/XriAqm.

Registration Deadline for Discounted Rate—Monday, February 9, 2015
Meeting registration is required for all participants. The registration fee for the PIAA Chief Executive Officer/Chief Operating Officer Meeting is $895 for all registrations postmarked or submitted on or before February 9, 2015. For registrations postmarked or submitted after that date, the registration fee is $995. Paid guests are welcome to attend all breakfasts and the receptions on Wednesday, March 11 and Friday, March 13. The guest fee is $125. For questions, please contact the Meetings Department at 301.947.9000 or via e-mail at PIAAMeetings@piaa.us

Online Registration
To register online for the 2015 Chief Executive Officer/Chief Operating Officer Meeting, go to the PIAA website at www.piaa.us and click on the “Events” tab on the homepage. Note: You must complete the one-time website registration process in order to login as a PIAA member and use the online meeting registration function. You may also register for the PIAA Chief Executive Officer/Chief Operating Officer Meeting by faxing, mailing, or e-mailing your registration form as specified below:

By Fax
Please fax completed registration forms to 301.527.0410

By E-mail
E-mail completed registration forms to PIAAMeetings@piaa.us

By Mail
Mail completed registration forms to:
2015 PIAA CEO/COO Meeting
2275 Research Blvd., Suite 250
Rockville, MD 20850

An e-mail confirmation will be sent to you within three business days of receipt of registration. Registration for the PIAA Chief Executive Officer/Chief Operating Officer Meeting is restricted to chief executive officers (CEOs) and/or Chief Operating Officers (COOs), or others in similar positions, of PIAA regular and industry associate member companies and their subsidiaries.

Meeting Materials
For your convenience, session presentation materials and faculty profiles will be available on the PIAA CEO/COO Meeting presentation website prior to the meeting. Printed copies of the presentations will not be available at the meeting. All paid registrants will receive login and password information via e-mail to access these materials.

Refund and Cancellation Policy
All requests for refunds must be made in writing and sent via fax, e-mail, or mail to PIAA. Those who request a refund on or before Monday, February 9, 2015 will receive a refund of 75% of the registration fee. Due to contractual commitments, cancellations received after Monday, February 9, 2015, including all no-shows, will not be eligible for a refund. Substitutions will be permitted with notification. For additional information regarding the refund or cancellation policy, please contact the PIAA Meetings Department at 301.947.9000.

Meeting Attire
The dress code for all PIAA meetings is business casual. March weather in Scottsdale averages a daytime high in the mid-70s, with nighttime lows in the low 50s.

Travel Information
The Westin Kierland Resort is located approximately 20 miles from Phoenix Sky Harbor International Airport (PHX). Taxi service is available at the airport and is approximately $50.00 one way between the airport and hotel. In addition, shuttle service is available from Super Shuttle Transportation Systems. Please call 800.258.3826 for more information. For those arriving by personal or rental car, valet and complimentary surface parking are available.

Americans with Disabilities Act (ADA)
If you have special needs, as identified in the ADA, that require specific aids or services, submit your request on the registration form. You may also notify the PIAA Meetings Department by phone at 301.947.9000 or via e-mail at PIAAMeetings@piaa.us prior to the meeting.
PIAA thanks all Affiliate Partners for their continuing support of our educational programs

Executive Partner:

Premium Affiliate Partners:

Advantage Affiliate Partners:

Amlin plc
Aon Benfield
Berkley Re America, LLC
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Deutsche Asset & Wealth Management
Ernst & Young, LLP
Freeman Enterprises
General Reinsurance Corporation (GenRe)

Huggins Actuarial Services, Inc.
JLT Towers Reinsurance Brokers Ltd
Johnson Lambert LLP
Linda Crawford & Associates
Michael Maglaras & Company
Milliman, Inc.
Oliver Wyman Actuarial Consulting, Inc.
OneShield
Prime Advisors, Inc.

Professional Risk Associates, Inc.
SCOR Reinsurance
Second Chair Software, LLC
The Jacobson Group
Total Compensation Solutions, LLC
TPC International LLC
Transatlantic Reinsurance Company
Wells Fargo Asset Management
Willis Re Inc.

REGISTER NOW

2015 Medical Liability CONFERENCE
Caesars Palace
Las Vegas, Nevada
May 13-15
To register, complete all information requested below. For multiple registrations, you may photocopy this form. A separate form must be completed for each meeting registrant.

Full Name _______________________________________________________________________________________________________
First Name for Badge __________________________________________________________________________________________________
Professional Designation (i.e. MD, JD, CPA, etc.) ___________________________________________________________________________
Company ______________________________________________________________ Title _____________________________________

*Registration for the meeting is restricted to CEOs, COOs, or other similar positions of regular and industry associate member companies and their subsidiaries.

Mailing Address _______________________________________________________________________________________________________
City, State, Zip _______________________________________________________________________________________________________
Country_________________________________________________ Telephone ______________________________________________
E-mail Address _____________________________________________________________________________________________________
Additional e-mail address for registration confirmation ______________________________________________________________________

Payment Information
Total Amount Due: $ ______________________________________
❑ Check (make payable to PIAA, and reference the 2015 CEO/COO Meeting)
❑ Visa   ❑ MasterCard   ❑ American Express
Name on Card ___________________________________________
Credit Card Number ______________________________________
Expiration Date _________________________________________
Signature ______________________________________________

Cancellation Policy
All requests for refunds must be made in writing and sent via fax, e-mail, or mail to PIAA. Requests made on or before Monday, February 9, 2015, will receive a 75% refund of the registration fee. Due to contractual commitments, cancellations received after Monday, February 9, 2015, including all no-shows, will not be eligible for a refund. However, substitutions are permitted with notice.

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.

Registration Fee (please check one)
❑ Discounted Rate - $895 (must be postmarked or submitted by 2/9/15 with payment included)
❑ Regular Rate - $995 (postmarked or submitted after 2/9/15 with payment included)
Registrants who register after February 9, 2015 may not appear on the attendee list.

Guest Fee ❑ $125  First name for badge ________________________________

Paid guests are welcome at all breakfasts and the receptions on Wednesday, March 11 and Friday, March 13.

❑ Vegetarian  ❑ Food Allergies______________________________
Emergency Contact ________________________________________ Telephone ________________________________
❑ Check this box if you wish to have your phone/e-mail withheld from the meeting attendee list.

Hotel Reservations:
The Westin Kierland Resort
6902 E. Greenway Parkway
Scottsdale, Arizona 85254
480.624.1000

The PIAA discounted rate is $299 per night (plus a 13.27% state and local tax). To make reservations, please call the hotel by Monday, February 9, 2015, and reference the PIAA Meeting.

Americans with Disabilities Act (ADA)
If you have any special needs as identified in the ADA that require specific aids or services, please notify PIAA by phone at 301.947.9000 or via e-mail at PIAAMeetings@piaa.us prior to the meeting.
Comments:_____________________________________________________

Four Easy Ways to Register:
1. Online   2. E-mail   3. Fax   4. Mail
www.piaa.us   PIAAMeetings@piaa.us   301.527.0410   2015 PIAA CEO/COO Meeting
2275 Research Blvd., Suite 250
Rockville, MD 20850