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**Strategic Health Group Presentation on Challenges & Opportunities for Medicare Advantage Plans to be Part of Future Care Web Summit**

(LOS ANGELES – January 3, 2017) — A presentation on the challenges and opportunities for Medicare Advantage plans in 2017, conducted by Strategic Health Group Managing Director Hank Osowski, will be among the featured on-demand sessions at the 15<sup>th</sup> annual Future Care Web Summit on January 26.

The summit is designed to focus on key trends and issues that will affect the business of healthcare in 2017, including provider payment models; provider-sponsored health plans; the employer role in healthcare transformation; and the myriad of critical legal, regulatory and policy issues on the horizon. The event includes a featured 90-minute live webinar and three on-demand video sessions plus supplemental features addressing key business trends and issues for 2017 and beyond.

Osowski's on-demand session will provide participants access to his highly acclaimed September 22 webinar in which he explored the changes taking place in the Medicare Advantage arena along with practical suggestions on how to better position stakeholders for ongoing success. Among the topics covered are current and projected beneficiary demographics, the growth of the elderly poor, the increased competition for this market, and Medicare spending and trends. Also discussed are the specific implications for provider-sponsored and regional plans as well as potential strategic opportunities, including duals as a long-term opportunity, the growth of provider-sponsored Medicare Advantage options, and the creative solutions that are needed to address unfunded retiree liability.

“The Medicare Advantage market contains many of the elements needed for business success, from changing demographics moving in its favor to market receptivity for the product category,” says Osowski. “At the same time, however, this is an industry fraught with regulation, dependent on a single payer (CMS), and operating on slim margins. It is also reliant on provider cooperation, hostage to the introduction of costly new specialty drugs, and engulfed in

consolidations that give mega brands a decided competitive advantage. The combination of all of these factors makes understanding the MA environment more critically important than ever.”

Osowski is a frequent speaker and author on critical issues facing Medicaid and Medicare and has provided leadership to commercial, Medicare and Medicaid health plans for more than three decades. At Strategic Health Group, Osowski has led several recent engagements for clients concerning dual integrated care programs in California, Michigan, Illinois, New Mexico and Hawaii. He is a former senior vice president of corporate development for SCAN Health Plan and also served as a member of the senior management team at Blue Cross of California.

Among those expected to attend the Future Care Web Summit webinar are C-suite executives as well as strategic planning and contracting executives from health plans, hospitals, health systems, medical groups, accountable care organizations and pharmaceutical companies. Also expected are legal, regulatory and policy executives from both the private and public sector. The webinar is sponsored by Healthcare Web Summit Media and will be held from 1-2:30 p.m. (EST) on January 26. Participants may register at

<http://www.healthwebsummit.com/futurecare.htm> or by calling 209-577-4888.

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