



NATIONAL
PLAN
AUTOMATION
GROUP



To: Prospective Exhibitors – 2016 National Plan Automation Group (NPAG) Conference

From: Tim Pearson, Director, Palmetto GBA
NPAG Steering Committee, Vice-Chair

Re: *Shifting Sands of EDI* – NPAG 2016 Conference

It is time to make your plans to be one of the exhibitors at the 2016 NPAG Conference at the Wild Dunes Resort in the beautiful Isle of Palms, SC. The conference will be held Sunday, September 18th through Wednesday, September 21, 2016. This year's theme is *the Shifting Sands of EDI*.



NPAG is an organization whose mission is to provide strategic value to all Blue Cross and Blue Shield Plans to meet the challenges of electronic commerce for administrative and clinical information exchange with providers to control the cost and improve the quality of health care by acting as a focal point for education and information exchange and by providing leadership, support, direction, and information to the Blue Cross and Blue Shield Association. NPAG membership is comprised of technical and business staff who are involved in EDI, clinical data and health IT projects and our membership represents the majority of Blue Cross and Blue Shield plans from across the country.

We are currently planning a dynamic program with great speakers who will address topics such as Health Information Exchange (HIE); National Health Networks; Electronic Health Records (EHRs); web portal strategies; mandating Electronic Data Interchange (EDI) and adoption strategies; updates on Centers for Medicare and Medicaid Services (CMS); and Association mandates. The conference also includes an Open Forum session where Blue Plan attendees and Vendors staff share their experiences and ideas, successes and challenges, as they improve business processes, reduce costs, increase productivity and maximize new opportunities.

As always there will be opportunities to network with Blue attendees, fellow vendors and other industry attendees during the special activity events. Not only will you have a chance to experience a bit of what Isle of Palms and nearby Charleston has to offer, these events also give you time to enjoy industry and social conversation outside of the conference venues.

The evening of Sunday, September 18th will be allocated as set-up time for exhibitors and is followed by a networking reception in the exhibition area early that evening. The registration desk will be open on September 18th from 2:00 to 5:00 pm.

Enclosed you will find information on the conference, including an application for exhibit space. There will be 25 exhibit booths available at this year's conference. Booth fees include exhibit space, conference registration, meals and social functions for two representatives. Exhibitors also have the opportunity to sponsor a breakfast, break, lunch or special event. Exhibitors that sponsor special events or meals will be given special consideration on booth location and will receive individual recognition during our luncheon on Monday. We have enclosed a list of events/activities available for sponsorship.

Full payment is required with your completed application to reserve a booth. We cannot honor telephone requests to hold a booth. Booth assignments will be made in the order in which the completed exhibitor application and payment are received. Special consideration for booth placement is given to conference sponsors. Due to the limited number of booths available, we do expect to sell out and encourage you to complete the application and return it with your check or credit card payment today!

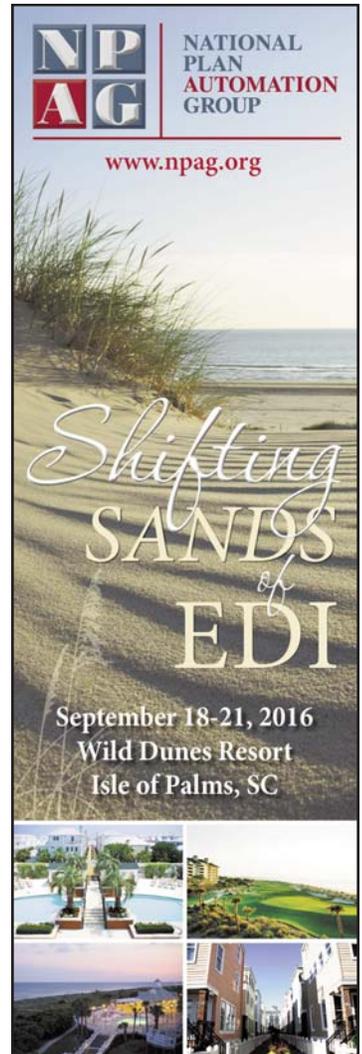
You can make your hotel reservations by calling the Wild Dunes Resort at (888) 778-1876, and mentioning National Plan Automation Group (3H448S). Group rates start at \$189 per night for a Standard room and go up based on room type. You can also make your reservations through our website by going to www.npag.org and clicking on the 2016 Conference Tab and the Hotel Information page and clicking on the Red Button that will direct you to the Wild Dunes website.

Wild Dunes requires the individual to make a one-night deposit payable by credit card and applied to the first night of your stay. Deposits are fully refundable if a reservation is cancelled more than 7 days prior to the arrival date.

We always appreciate your support of our annual NPAG conference and hope that you plan to join us in September for this great opportunity to market your products and/or services and build relationships with the Blue community.

If you have any questions, please contact our conference facilitator, Lisa Beard, at (205) 585-4000. We look forward to your participation and thank you in advance for your support of NPAG.

**The NPAG 2016 Conference
is hosted by:**





NPAG 2016 Tentative Agenda

Shifting Sands of EDI

Wild Dunes Resort - Isle of Palms, SC - September 18-21, 2016

Sunday, September 18th, 2016

11:00 AM – 2:00 PM	Steering Committee Luncheon / Meeting
2:00 PM – 5:00 PM	Vendor Move In
2:00 PM – 5:00 PM	Registration Desk Open
5:00 PM – 7:00 PM	Opening Reception in the Exhibit Hall <i>Vendor Information Session</i> - allows vendors to share their story and services and attendees to gain information

Monday, September 19th, 2016

7:00 AM – 8:00 AM	Breakfast
8:00 AM – 8:15 AM	Welcome and Opening Comments - Tim Pearson
8:15 AM – 8:30 AM	Executive Welcome - Nella Bishop, CIO & Vice President, Systems & Support, Palmetto GBA
8:30 AM – 9:30 AM	General Session - HL7 Update - Durwin Day
9:30 AM – 10:15 AM	Break and Visit Exhibit Hall
10:15 AM – 11:30 AM	General Session - CAQH Index Report on Industry Adoption and the Cost of Electronic Administrative Transactions - Raynard Washington, PhD, MPH
11:30 AM – 12:45 PM	Vendor/Sponsor Recognition Luncheon
12:45 PM – 1:45 PM	Breakout Sessions - Florida Blue – Clinical Information Exchange - Jeanie Smith - 7030 X12 TR3 - Deborah Brown
1:45 PM – 2:00 PM	Break
2:00 PM – 3:00 PM	Breakout Sessions - - Security and EDI – Paige Easley - 2016/2017 CMS Update - Christol Green
3:00 PM – 3:45 PM	Break and Visit Exhibit Hall
3:45 PM – 5:00 PM	General Session – Plan Share - (Blues Only Session)
6:00 PM - 9:00 PM	NPAG Dinner - Oyster Roast

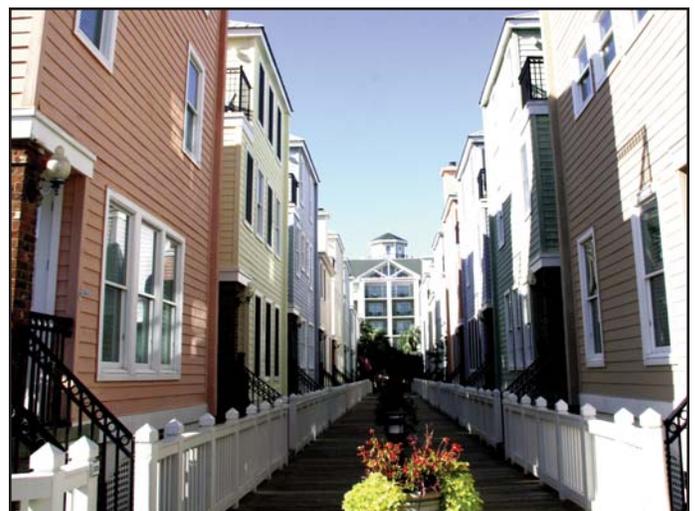
Tuesday, September 20th, 2016

7:00 AM – 8:00 AM	Breakfast
8:00 AM – 9:30 AM	Keynote Session - Why People Do What They Do - Tracy Spears
9:30 AM – 10:15 AM	Break and Visit Exhibit Hall
10:15 AM – 11:30 AM	General Session - WEDI Roadmap - Jim Daley, Director IT, BlueCross BlueShield of South Carolina, Past Chair, WEDI
11:30 AM – 12:00 PM	Box Lunch
12:30 PM – 5:30 PM	NPAG Annual Golf Tournament
1:00 PM	Harbor Cruise and Charleston Carriage Tour



Wednesday, September 21st, 2016

7:00 AM – 8:00 AM	Breakfast
8:00 AM – 8:30 AM	Preview of NPAG 2017 in Monterey, CA - Jenni Owens, California Blue
8:45 AM – 11:15 AM	General Session: Vendor Plan Share and Panel Discussion - <i>Clinical Data Exchange by leveraging the EHR</i> - <i>HL7 FHIR use cases and what is in production</i> - <i>Provider Data Management (Value of provider data): CMS Mandates</i> - <i>Attachments (Administrative and Clinical)</i>
11:15 AM – 11:45 AM	Break and Visit Exhibit Hall
11:45 AM – 12:30 PM	General Session - Update from the Association - Gail Kocher
12:30	Lunch
1:00 PM – 2:15 PM	General Session - National Committee on Vital Health Statistics (NCVHS) Update - Rich Landen
2:15 PM – 3:15 PM	General Session - Cooperative Exchange Update - Sherry Wilson
3:15 PM	Adjournment





Exhibitor Application
Wild Dunes Resort, Isle of Palms, SC
September 18-21, 2016

Please print: (This information will be used in printed conference materials)

Exact Company Name for Sign: _____

Contact _____ Phone _____ Fax _____

Address _____ City _____ St _____ Zip _____

Email: _____

Name of person in charge of exhibit and to whom instructions should be sent (include address if different from above):
_____ Email: _____

For conference promotional materials, please list your website, sales contact and applicable email addresses:

For name tags, list the names and emails of all who will attend:

1. _____ Name _____ Email _____

2. _____ Name _____ Email _____

Fees include exhibit space, educational sessions, name-badges, provided meals and Tuesday activities for two representatives, conference materials and list of attendees.

Additional Representatives - \$500.00 each

3. _____ Name _____ Email _____

4. _____ Name _____ Email _____

FEES: 8' x 10' Booth: _____ Number of booths at \$3000 each \$ _____

Additional Representatives (2 included) _____ at \$500 each \$ _____

Sponsorship Activity: _____ \$ _____

(For Activity name you wish to sponsor, please see Sponsorship Activities sheet.)

TOTAL AMOUNT \$ _____



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**Exhibitor Application, continued
Wild Dunes Resort, Isle of Palms, SC
September 18-21, 2016**

Company Name _____

Activities for Tuesday, September 19th

**(no charge but you must pre-register,
activities are at the same time so must only choose one per attendee)**

NPAG Golf Tournament

Name Handicap

Name Handicap

Harbor Cruise/Tour of Charleston

_____ Name _____ Name

Mail payment by check to:

National Plan Automation Group
(NPAG) Conference
Attn. Lisa Beard, Exhibit Coordinator
P.O. Box 380124
Birmingham, AL 35238-0124

**Pay with a credit card online at www.npag.org
2016 Conference under the Exhibit/Sponsorship Tab
[Receipt will be emailed once paid](#)**



APPLICATION FOR EXHIBIT SPACE

**National Plan Automation Group
Sunday - Wednesday, Wild Dunes Resort, Isle of Palms, SC
September 19-21, 2016**

1. Twenty Five Two 8' x 10' booths are available. Booth fees include the basic booth set up. Each booth will be furnished with pipe and drape, a 6' draped table, two chairs, electricity, wastebasket and sign. When your booth is confirmed further information will be sent regarding your exhibit booth and drayage.
2. Booth fees for exhibit space include all conference meals and attendance at all educational sessions not restricted to Blue Plans for *two primary representatives. Each additional representative will cost \$500 each. **We ask that you limit your number of representatives in your booth to 4 total.** If you choose to sponsor an event or item for the NPAG conference, one additional representative fee will be waived for every \$3000 in sponsorship. For example, if you sponsor an \$6000 event your representative fees for 2 will be waived.
3. Exhibitors are encouraged to provide door prizes as time will be allotted throughout the conference for drawings.
4. Booth locations will be assigned in the order applications are received. **Special consideration for booth placement will also be given to conference sponsors.** Full payment is required with return of this completed application to reserve a booth. We cannot honor telephone requests to hold a booth or sponsorship. We can accept checks and credit cards (AMEX, Visa and MasterCard). **All credit card payments must be processed on the NPAG website under 2016 Conference Tab - Exhibit/Sponsors.**
5. A cancellation fee of \$500 per booth will be charged to exhibitors who cancel prior to June 1st, 2016. Cancellation after June 1st, 2016 or failure to occupy space obligates the exhibitor to full payment and NPAG reserves the right to re-sell the booth space. **In the event that the Conference has no control over the cancellation or relocation of any conference, Conference shall have no liability of any kind but shall refund the fees paid by Exhibitor.**
6. **You can make your hotel reservations by calling the Wild Dunes Resort at (888) 778-1876, and mentioning National Plan Automation Group (3H448S).** Group rates have been established beginning at \$189 per night for a Standard room. There options for upgraded rooms as well. You can also make your reservations through our website at www.npag.org under the **2016 Conference - Hotel Information tab.**
7. If you have any questions, please direct them to our Conference Coordinator, Lisa Beard at (205) 585-4000. Please keep a copy of your completed application and return the original with your check or credit card payment no later than June 1, 2016 to:

**National Plan Automation Group (NPAG) Conference
Attn. Lisa Beard, Exhibit Coordinator
P.O. Box 380124
Birmingham, AL 35238-0124**

Mission Statement - Provide strategic value to all Blue Cross and Blue Shield Plans to meet the challenges of electronic commerce for administrative and clinical information exchange with providers to control the cost and improve the quality of health care by acting as a focal point for education and information exchange and by providing leadership, support, direction, and information to the Blue Cross and Blue Shield Association.



NPAG 2016 CONFERENCE SPONSORSHIP ACTIVITIES

NPAG appreciates the monetary assistance provided by exhibitors and supporters who sponsor conference events. This sponsorship allows NPAG to provide a range of professional development activities for its members.

A variety of events are available for sponsorship for the September 2016 Conference. Sponsorship allows you to highlight your company while demonstrating your support of NPAG. Sponsors are recognized in the official program booklet, reference guide and during the sponsored event. Sponsoring companies that exhibit will receive prime booth space. **Sponsorships are available on a first come, first served basis to those companies who will also be exhibiting at the conference.**

- Reception in the Exhibit Hall:** Sunday, September 18th, 5:00 - 7:00 PM. **Sponsorship is \$7500**
Sponsored by Optum
- Conference Printed Program:** **Sponsorship is \$4000**
- Monday Breakfast:** Monday, September 19th, 7:00 - 8:00 AM, in the exhibit area. Breakfast will be a full buffet breakfast. **Sponsorship is \$2500**
- Monday Morning Break:** Monday, September 19th, 9:30 - 10:15 AM, in the exhibit area.
Coffee, Soft Drinks & Bottled Water. **Sponsorship is \$1400**
- Monday Keynote Speaker:** Monday, September 19th, 10:15 - 11:30 PM - **Sponsorship is \$3000**
- Monday Recognition Lunch:** Monday, September 19th, 11:30 - 1:00 PM - **Sponsorship is \$3000**
Sponsored by Edifecs
- Monday Afternoon Break:** Monday, September 19th, 2:15 PM - 3:00 PM, in the exhibit area.
Coffee, Soft Drinks, Bottled Waters and Snacks. **Sponsorship is \$1750-Sponsored by Availity, LLC**
- Monday Night Event:** Monday, September 19th, 6:00 - 9:00PM
Sponsorship is \$10,000 - Sponsored by ABILITY
- Tuesday Breakfast:** Tuesday, September 20th, 7:00 - 8:00 AM, in the exhibit area. Breakfast will be a full buffet breakfast. - **Sponsorship is \$2500**
- Tuesday Morning Break:** Tuesday, September 20th, 9:30 - 10:15 AM, in the exhibit area.
Coffee, Soft Drinks & Bottled Water. **Sponsorship is \$1400 - Sponsored by DentalXchange**
- Tuesday Box Lunch:** Tuesday, September 20th, 12:00PM.
Sponsorship is \$2500.
- Tuesday Afternoon NPAG Golf Tournament at Harbor Course:**
Tuesday, September 20th, 12:30 - 5:30PM. **Sponsorship is \$5000.**

_____ **Tuesday Afternoon Tour of Charleston:**
Tuesday, September 20th, 12:30 - 4:00pm - **Sponsorship is \$2500**

_____ **Wednesday Breakfast:** Wednesday, September 21st, 7:00 - 8:00 AM. - **Sponsorship is \$2500**

_____ **Wednesday Morning Break:** Wednesday, September 21st, 9:30 - 10:15 AM, in the exhibit area.
Coffee, Soft Drinks & Bottled Water. **Sponsorship is \$1400**

_____ **Wednesday Lunch:** Wednesday, September 21st, 12:30 - 1:00 PM **Sponsorship is \$2500**

Please indicate which activities you would like to sponsor and return this form along with your check or credit card payment. **Sponsored activities will be sold on a first come, first served basis.** Special consideration of Exhibit Booth placement will be given to conference sponsors. Full payment is required to confirm sponsorship.

Exact Company Name: _____

Contact _____ Phone _____ Fax _____

Address _____ City _____ St _____ Zip _____

Email: _____

Representative Signature _____ Date _____

Please make your check Payable to NPAG and return to:

National Plan Automation Group (NPAG)
Attn: Lisa Beard
P.O. Box 380124
Birmingham, AL 35238-0124

Pay with a credit card online at www.npag.org
2016 Conference under the Exhibit/Sponsorship Tab
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Offering of Business Courtesies

NPAG Exhibitor Giveaway Guideline

NPAG Conferences provide the opportunity for Blue Plans across the country to network with their peers, suppliers and business partners.

Recognizing that each Plan has its own policy relating to business courtesies and, in an effort to administer one consistent policy in this area, it is requested that vendors adhere to the following NPAG Conference ground rules.

A "business courtesy" is a gift or favor for which the recipient pays nothing or less than fair market value. It may be a tangible or intangible benefit, including but not limited to, such items as non-monetary gifts, meals, drinks, entertainment, hospitality, recreation, door prizes, transportation, discounts, tickets, passes, promotional items or use of a giver's time, materials or equipment.

- The offering of any business courtesy may not violate any law, regulation or known policy of the recipient.
- Infrequent/nominally priced meals, company mugs, tee-shirts, etc. under \$50.00 may be offered.
- Under no circumstances shall gifts of money be offered.

Please recognize that NPAG Conference attendees are also bound by their individual Blue Plan's policies governing acceptance and reporting of business courtesies.

We appreciate your cooperation with this policy and invite you to contact Lisa Beard at 205-585-4000 if you should have any questions relating to the above terms.





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2016 Conference Host Hotel



Wild Dunes Resort

This is Wild Dunes Resort on Isle of Palms, South Carolina, a place you can make all your own. Whether it's choosing from a variety of accommodations including two Four Diamond properties - The Boardwalk Inn and The Village, family-friendly vacation rentals, condominiums and cottages, or deciding whether to fill your days with award-winning golf, tennis, a visit to historic downtown Charleston or one of dozens of other activities, here you'll find yourself in a better place.

Take your pick. At Wild Dunes Resort, we know that no two trips and travelers are exactly alike. So we thought it made sense to offer accommodations that work for every type of visit. Here, you can select from rooms and suites in the AAA Four Diamond Boardwalk Inn (including ADA accessible rooms), Village at Wild Dunes, private condos or even beach house rentals. Choose attentive full-service or undisturbed independence. Choose pool-side, beach-side, court-side, or course-side. Tell us your vacation style and we will accommodate you during your stay near Charleston, SC.

There's an abundance of award-winning cuisine in the Isle of Palms and Charleston area and Wild Dunes Resort is no exception. Experience seasonal menus featuring local and sustainable cuisine at Sea Island Grill & Lounge. Enjoy poolside favorites at The Grand Pavilion Bar & Grill (open seasonally). Or have a home-style family dinner delivered right to your door.



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**Wild Dunes Resort
1 Sundial Circle
Isle of Palms, SC 29451
(866) 359-5593**