

2004-05 Action Plan
ABA Health Law Section
Managed Care & Insurance Interest Group
Chair: David Humiston
Vice Chairs: Julie Barnes, Cynthia Stamer

I. INTEREST GROUP STRUCTURE

- A.** Interest Group leaders will take responsibility for chairing subcommittees/task forces to address at least the following areas:
1. Legal Articles [Julie];
 2. Government Submissions [Cindy];
 3. Communications [Cindy];
 4. CLE Conferences [Julie/Cindy]; and
 5. Planning [Julie/Cindy].
- B.** For each subcommittee/task force, the responsible IG leader will identify and solicit at least two IG members to assume leadership roles, as a means of expanding active participation in the IG.

II. MEMBERSHIP

- A.** The IG will publicize and hold at least two IG-wide teleconferences.
1. The first of these teleconferences will occur sufficiently in advance of the February 2005 Emerging Issues Conference to promote conference registration.
 2. The second of these teleconferences will be held in Spring 2005.
 3. Both teleconferences will address hot issues of interest to the IG, as well as administrative matters and IG opportunities.
- B.** Law Conference Social Events
1. IG leadership in attendance at the Washington, D.C. Healthcare Summit (12/6-12/7) will organize a breakfast for IG members in attendance. IG breakfast meeting is planned to occur on 12/6/04.
 2. [If time permits] IG leadership will organize at least one additional social event at a state health law conference where IG leadership will be attending along with other (Managed Care and Insurance and/or other) IG members.

- C.** Establish higher priority to increase membership in IG.
 - 1. Identify and target larger law firms with current IG members.
 - 2. Identify and target corporate counsel members
 - 3. Identify and target potential law school participants—faculty and students.
 - 4. Identify and target insurance company lawyers to recruit.
- D.** Emerging Issues Conference
 - 1. Organize/hold a break-out session entitled “Determining & Regulating Quality Post-Davila” addressing how healthcare quality is defined and who makes and bears the risk of quality of care decisions for purposes of coverage versus treatment in the post-Davila managed care environment.
 - 2. Organize/hold an IG-wide luncheon and business meeting for EMI attendees to ensure that IG activities address members’ priority concerns and to enhance member participation throughout the year.
 - 3. Provide advisory support to the Council and its Program Committee in its development of those aspects of the EMI program relating to managed care and insurance.
 - 4. IG will organize a “no host” cocktails and dinner sign-up for the EMI conference IG attendees.

III. GOVERNMENT SUBMISSIONS

- A.** Monitor proposed Federal and State legislative initiatives and inform the IG of such initiatives to see if a submission is warranted. Oversee preparation of government submission(s) as appropriate.

IV. PUBLICATIONS

- A.** Actively promote the successful completion/publication of the Section’s Managed Care Litigation book, and provide any additional substantive and organizational assistance with the book (e.g. Appendix, etc.).
- B.** Identify articles appropriate for publication in Health Lawyer, periodicals, books, monographs, and ePublications, as appropriate.

V. EDUCATIONAL PROGRAMS

- A.** Organize and provide an IG members breakfast with speaker discussion on “consumer directed healthcare” and “patient centric care” strategies.
- B.** Organize and deliver Breakout Session for Emerging Issues Conference.

- C. [With other IG's, e.g., Healthcare Litigation & Risk Management IG and/or eHealth, Privacy & Security)], jointly sponsor a topical teleconference on (a) selected managed care litigation issue(s).
- D. Assist Section's Program Committee in its exploration of potential educational programs relating to consumer driven healthcare.
- E. Organize and deliver multiple IG teleconferences including a series of teleconferences in 2005 based on the chapters of the Managed Care Litigation Book (which will also accomplish our goal of assisting in the marketing and promotion of the book).

VI. PUBLIC SERVICE PROJECT

- A. Pro-Bono Project
 - 1. Add IG expertise to Health Section's selected pro bono project, e.g., by:
 - a. Identifying gaps in current and proposed legislative and regulatory provisions.
 - b. Identifying areas in managed care benefit plans and insurance benefit plans that should be addressed.
 - c. Provide project sponsors liaison/access to resources known to the IG.
- B. Public Education on Managed Care & Insurance [If Time Permits]
 - 1. Commence development of model for local bar associations to use in conjunction with their health law sections in educating the public on managed care and insurance issues.
 - 2. Develop potential public education program related to "Consumer Driven Health Care."

VII. TECHNOLOGY

- A. Use conference calls for IG organizational meetings.
- B. Use teleconference calls for CLE.
- C. Maintain IG listservs to allow immediate communication within the IG to inform members of new developments, address questions, and to increase member participation.
- D. Add links and other helpful information to IG website [<http://www.abanet.org/health/managed/home.html>]

E. Use Website more effectively and update more frequently with communications and topics of interest.