SUMMARY: The health care industry is constantly evolving, and after the 2016 election that continues to be true. This program is designed to provide insights for the attorneys representing health care providers and payors who must adapt in order to translate these challenges into opportunities. The discussion includes new models for population health management, the state of telemedicine and cyber security threats, among others. In addition, there is an ethics component, a session on clinical trials and an update on legislative matters from the North Carolina Hospital Association.
2017 Health Law Section Annual Meeting
#622HLM and #622LWC | April 28, 2017

FOUR WAYS TO REGISTER
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VIDEO REPLAY LOCATIONS | For details updates, see www.tinyurl.com/CLE622HLM

☐ Cary | #622BAR | June 27  ☐ Charlotte SouthPark | #622CHA | July 13
☐ Other (if applicable, from website): City: ______________________ | Code: #622 _____

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Program Agenda

Friday, April 28, 2017, 8:10a–4:15p

8:10a  Registration

8:40  Welcome and Introductions

8:50  Challenges and Innovation in Population Health Management and Alternative Payment Models
   Seth Glickman and Troy R. Page
   Population health management is more challenging than ever given the fast pace of change in the health care landscape. Presenters discuss the health system and the commercial payor perspectives on these challenges, along with innovative ways to create a positive impact through APMs and other strategies.

9:50  Clinical Trials
   Linda L. McCarty and John S. Russell
   This session provides an overview of sponsor’s responsibilities from the standpoint of the FDA and goals for marketing approval, the potential challenges in negotiations between sites and sponsors, and key provisions in Clinical Trial Agreements. The discussion explores both legal and business issues from the standpoint of drug innovators and hospital and physician partners in clinical sites.

10:50  Break

11:00  Ripped from the Headlines: Ethical Conundrums to Avoid*
   Warren T. Savage and Camille Stell
   Most attorneys never expect to disregard the ethics rules or find themselves on the receiving end of a malpractice claim. Today, more than ever, good lawyers find themselves in an ethical quandary—as the targets of a fraud or scam, the victims of embezzlement or from simply having made a mistake.

12:00p  2017 Health Law Section Annual Meeting
   Kimberly A. Licata, Blue Cross Blue Shield of North Carolina, Durham, 2016-2017 Health Law Section Chair, Presiding
   Networking Lunch (included at Live program only)

1:00  Advances and Opportunities in Telemedicine
   Stephen Hill, Patricia A. “Trish” Markus and Sy Atezaz Saeed
   Technological advances, coupled with the expansion of insurance coverage through the Affordable Care Act, have pushed telemedicine to the forefront of health care delivery systems. Although these trends have the potential to dramatically increase access to specialty care, they bring a wide variety of legal and operational challenges to the conversation. This panel discusses the innovative telemedicine initiatives taking shape across North Carolina and reviews the relevant legal risks and opportunities.
FINE PRINT  •  REGISTRATION

Registrations are limited by space, and may include a live video broadcast overflow room. CANCELLATIONS Cancellations must be received by 9:00 a.m. the third business day prior to the program to qualify for a refund (less $75 administrative fee). Those not attending will receive the digital program materials in full consideration of tuition paid.

MCLE CREDIT The North Carolina Bar Association Foundation is an accredited CLE sponsor under the MCLE Regulations promulgated by the NC State Bar Board of Continuing Legal Education. This program is approved (but not sponsored) by the Board for the designated number of CLE hours. Each attorney must maintain a record of his/her attendance for the NC State Bar annual report. MCLE credit is reported by NCBA Foundation only if a NC State Bar number is provided. Your CLE tuition includes mandatory State Bar fees used to support the State Bar’s Mandatory Continuing Legal Education program, the Chief Justice’s Commission on Professionalism and the Chief Justice’s Equal Access to Justice Commission. Your tuition also includes digital access to all program materials.

DIGITAL PROGRAM MATERIALS You will receive a notification email when digital materials are available to download. To retrieve digital materials, log in and select “Your Course Materials” on the CLE website. All of the materials for this program will be available for download in advance of the program. VIDEO REPLAYS To qualify for the Early Bird tuition, registration must be received one week prior to program date. NC State Bar rules require a minimum number of preregistered active State Bar members. The NCBA Foundation reserves the right to cancel any video program prior to the program date if registrations do not meet the NC State Bar requirement. Some sites require additional registration or evaluation forms. Visit www.tinyurl.com/CLE622HLM to confirm video replay registration and program start times. CLE credit hours at Video Replays are subject to change. Video replay program attendees may purchase the printed manuscript at cost. Due to printing and shipping lead times we are unable to accommodate requests for print materials made fewer than seven (7) days prior to any video replay program. INCLEMENT WEATHER We make every effort to notify registrants when a program is canceled or delayed due to weather. If inclement weather is forecast, please check your local news listings or contact event venue. NCBA programs will follow the work schedule of the hosting institutions, to include delayed openings. CLE SCHOLARSHIPS A limited number of scholarships are available to members in financial need. Contact Membership Services at 1.800.662.7407 or email akemple@ncbar.org. EVENT SPONSOR AND EXHIBITOR OPPORTUNITIES Interested in meeting the attendees of this program? Become an exhibitor or sponsor! Contact Jennifer Shapiro at CLESponsorship@ncbar.org for detailed information about these opportunities and their benefits.

FOR MORE INFORMATION, VISIT WWW.NCBAR.ORG/CLE.

2:15  Break

2:30  NCHA Legislative Update
    Cody R. Hand
    It is hard enough to advise healthcare clients when the regulatory landscape is predictable. Doing so when both state and federal governments have proposed to transform healthcare in their own unique ways presents numerous new challenges. This presentation provides current insight on the changes that could be coming from the United States Congress or the North Carolina General Assembly.

3:15  Cybersecurity Threats—What Health Care Attorneys Need to Know Right Now
    John Finley, Mark W. Ishman and a Representative from FBI
    Companies in the health care and life sciences industries face almost constant cybersecurity challenges. In light of the evolving threats, in-house and outside counsel cannot afford to be unprepared for the aftermath of a security incident. This panel provides practical measures that health care attorneys should take to assess and mitigate these risks.

4:15  Adjourn

* Indicates portion providing Ethics/Professional Responsibility credit

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Program Information

Planners
- Sarah B. Crotts, Wall Babcock LLP, Winston-Salem
- Knicole C. Emanuel, Gordon & Rees, Raleigh
- John B. Garver III, Robinson Bradshaw & Hinson PA, Charlotte
- Ted R. Lotchin, K&L Gates LLP, Research Triangle Park

Speakers
- John Finley, WakeMed, Raleigh
- Seth Glickman, MD, UNC Health Alliance, Chapel Hill
- Cody R. Hand, North Carolina Hospital Association, Cary
- Stephen Hill, MD, Mission Health, Asheville
- Mark W. Ishman, Gordon & Rees, Raleigh
- Patricia A. “Trish” Markus, Nelson Mullins Riley & Scarborough LLP, Raleigh
- Linda L. McCarty, PMG Research Inc., Winston-Salem
- Troy R. Page, Blue Cross Blue Shield of North Carolina, Durham
- John S. Russell, K&L Gates LLP, Raleigh
- Sy Atezaz Saeed, MD, Brody School of Medicine, East Carolina University, Greenville
- Camille Stell, Lawyers Mutual Liability Insurance Company of North Carolina, Cary
- Representative, Federal Bureau of Investigation

We extend our sincere gratitude to the NCBA Health Law Section and the planners and speakers who volunteer their time and expertise toward the goal of presenting an educational program of the very highest quality.

Hotel Information
Contact hotel directly for reservations at the special NCBA room rate. Rate is based on availability and may sell out.

- **TownePlace Suites by Marriott, 120 Sage Commons Way, Cary**
  Rate: $114 studio queen with sleeper sofa (Sunday–Thursday).
  Rate includes a complimentary hot breakfast.
  All rooms come with a fully equipped kitchen.
  **Reservations:** 919.678.0005
  Ask for the NC Bar Association corporate rate.
2017 Health Law Section Annual Meeting

LIVE • LIVE WEBCAST
Friday, April 28, 2017
NC Bar Center, Cary

CLE CREDIT: 6.0 Hours
Includes 1.0 Hour Ethics/Professional Responsibility

UPDATES & REGISTRATION
www.tinyurl.com/CLE622HLM

“Very well organized and presented.”
“Variety of topics was great!”
—Attendees, 2015 Health Law Section Annual Meeting