**MARCH MEETING**

“The Impact of the ACA: How Readmission Penalties Will Affect the Healthcare Executive’s Mission”

Panelists:  
- **Eric Helman**  
  Founder and President, ContinuousHealth

- **Kimberly Rask, MD, PhD, FACP**  
  Chief Data Officer, Alliant GMCF

Moderator:  
- **Cynthia Masters, RN, BSN, CHC, MBA**  
  SVP Institutional Performance / Medical Services Integration, Tanner Health System

Please see information about our speakers, page 2

**Location directions:** www.maggianos.com/EN/Buckhead_Atlanta_GA

**ACHE CEUs:** 1.5 hours ACHE Face-To-Face Education Credit  
(formerly “Category I”)

This program has been developed and is presented locally by Georgia Association of Healthcare Executives. The American College of Healthcare Executives has awarded 1.5 ACHE Face-to-Face Education Credits to this program.

**Early registration deadline:**  
Friday, March 20

$10 late fee added after this date

- **NO REFUNDS/CANCELATIONS** after early registration deadline.
- **NO CREDIT/DEBIT CARDS at the door.** Although pre-registration is requested, walk-ins may be accepted and will be charged the late fee. On-site registration must be paid by cash or check. Online payment closes at noon on March 23.
- **Student rate:** A student actively pursuing an undergraduate or graduate degree from an accredited college or university or an Administrative Resident.
- **For information** contact GAHE Administrator Karen Manno, kmanno@gahe.org or 678-264-8354.
- **Scan QR code** with mobile phone for website & registration
Our Speakers

Eric Helman
Eric Helman is the driving force behind ContinuousHealth's creation and growth. Eric founded ContinuousHealth in 2006 with the vision to lower the cost of employer-provided health benefits through the use of innovative technology. From its inception, ContinuousHealth helped employers drastically lower employer and employee costs through the focused use of a proprietary platform to create and manage Defined Contribution Healthcare Plans through the use of Private health Insurance Exchanges. Leveraging this success, ContinuousHealth has since added two new products: a state of the art Dependent Eligibility + Dependent Alternative Solution and CHROME Compass, a sophisticated benefit planning tool helping employers respond to the new realities of the post-healthcare reform world. Their latest innovations CHROME Gatekeeper/Pathfinder round out the ContinuousHealth Benefits Compliance Platform by adding sophisticated Variable Hourly Employee eligibility management and a state of the art Private Exchange solution for employers.

Prior to founding ContinuousHealth, Eric was the Founder and CEO of Viga Technologies (www.vigatech.com), a software and services provider focused on the improvement of healthcare business processes through the application of the Adobe® Intelligent Document Platform. Eric was previously the CEO of CEDAR Document Technologies (www.cedardoc.com) and SourceTrack, LLC. Prior to SourceTrack, Eric was the IBM Senior Location Executive for Tampa Bay and Business Unit Executive for IBM in North and Central Florida. Earlier in his career, Eric was a commissioned military officer serving two tours in Europe.


Kimberly J. Rask, MD, PhD is Medical Director at Alliant Health Solutions, a $25 million nonprofit family of companies helping governmental agencies ensure that tax dollars are used appropriately in the administration of public sector health care programs.

With more than 20 years of experience in quality measurement research and practice, she has served as Medical Director since 2008 providing direction on patient safety initiatives including health care associated infections and quality data reporting, including value-based purchasing and readmission reductions. A primary care physician and health economist, she holds joint appointments as Associate Professor of Health Policy and Management and Associate Professor of Medicine at Emory University where her research and teaching focus on quality improvement and outcomes measurement. She has published book chapters and peer-reviewed articles on primary care practice, cost-effectiveness, quality improvement and outcomes measurement.

She currently serves on four national expert panels that review hospital value-based purchasing programs for CMS, claims-based quality and patient safety indicators for AHRQ, evidence-based clinical reviews for cardiovascular disease for the CDC, and the interface between cost and quality indicators for performance measurement at the National Quality Forum. Dr. Rask also works as a grant reviewer for federal programs and foundations, as well as a journal reviewer for clinical and health services research journals.

She is Executive Board Member-at-large for Project Open Hand, an Atlanta-based non-profit that helps people prevent or better manage chronic disease through healthy home-delivered meals and nutrition education.

A magna cum laude graduate of Bryn Mawr College, she attended the University of Pennsylvania School of Medicine. After completing her residency in Internal Medicine, she was a Robert Wood Johnson Clinical Scholar and completed the doctoral program in Health Economics at the Wharton School of the University of Pennsylvania along with a Fellowship in General Internal Medicine at the Hospital of the University of Pennsylvania. Alliant currently operates out of three offices to provide services in five southeastern states around utilization management, program integrity and quality assurance. Alliant's Georgia subsidiary, Alliant GMCF, has been the Medicare Quality Improvement Organization (QIO) for Georgia since 1984 and has been providing medical reviews for Georgia’s Medicaid program since 1971.

Cynthia Masters, RN, BSN, CHC, MBA has more than 30 years of experience as a nurse and more than 18 years as an executive in health care. She earned her bachelor’s in nursing and master’s in business administration from Mercer University. Masters joined Tanner in 2006; she is currently responsible for the direction and leadership of system quality, patient safety, case management/utilization review, transitional care, infection prevention, physician quality and peer review, medical staff, clinical documentation, outcomes and risk management, health information management and medical operations leader in the dyad model. Masters is also responsible for the management of hospitalist and anesthesia clinical services in collaboration with Tanner Medical Group leadership. The newest addition of services is in the area of data and analytics.

Prior to joining Tanner, Masters spent eight years as vice president, operations and compliance, for Sibley Heart Center Cardiology, a for-profit affiliate of Children’s Healthcare of Atlanta, where she had responsibility for the leadership and operation of a $50 million pediatric cardiology group practice with 18 clinics throughout the state of Georgia and affiliated inpatient cardiac services at Henrietta Egleston Hospital.

Masters also served as the southeastern revenue integrity supervisor for Hospital Corporation of America (HCA) and worked 17 years at Georgia Baptist Hospital in the critical care clinical environment, where she also served as assistant director of education for all clinical service areas. During her career, she has served as a medical auditor for Centra Health Care Services, representing clients such as GM, Siemens and Ford, and owned her own healthcare consulting service for 10 years, assisting business office management, fraud and abuse assessment as well as coding and documentation review. Masters is certified in health care compliance. She is a member of the Sigma Theta Tau International Pi Gamma Chapter and has been inducted into the Beta Gamma Sigma international business honor society, Mercer University Chapter.