

*Save the Date*  
**THURSDAY, SEPTEMBER 26, 2019**

*The Massachusetts Senior Medicare Patrol Program  
Celebrate its 20th Anniversary*

## **Engaged Consumers = Cost Containment**

8:30 am - 4:00 pm | Marriott Peabody | 8A Centennial Drive, Peabody, MA 01960

Activated and engaged consumers are the first line of defense in controlling healthcare costs. We will collectively explore how to effectively promote consumer engagement to improve the patient experience, health outcomes and contain costs.



### **Luncheon Keynote Speaker**

Nationally acclaimed healthcare policy thinker James Roosevelt Jr. is the former CEO of Tufts Healthcare, a former associate commissioner of the Social Security Administration, a healthcare consultant, and chair of the Massachusetts Health Quality Partners' board of directors. He is the grandson of Franklin and Eleanor Roosevelt.



**\$30 Inclusive of Continental Breakfast and Lunch  
\$50 with CEUs**

RN and SW CEUs pending approval.  
Limited scholarships available.

See back for registration details.

**Early Bird Registration**  
\$30 for two - bring a friend!  
(\$30 for one with CEUs)  
Register by July 26th

## Key Conference Topics:

- Engaging consumers in their healthcare to prevent errors, fraud, and abuse
- Detecting and reporting healthcare fraud, medical identity theft, and other deceptive marketing tactics
- Identifying, reaching and engaging/activating LGBTQ, limited English proficient, and other complex populations to ensure health equity
- Understanding the interoperability and connections of patient portals, electronic medical records, electronic health records and other digital platforms
- Telehealth/Virtual Healthcare: How technology is changing the landscape of healthcare delivery
- 2019 Medicare Open Enrollment: Sneak preview of anticipated changes

**For more information contact  
Caroline Cole at 800-892-0890 ext.1256  
or email her at [CCole@esmv.org](mailto:CCole@esmv.org).**

**To Register visit  
[www.eventbrite.com/e/ma-smp-statewide-conference-tickets-62363214052](http://www.eventbrite.com/e/ma-smp-statewide-conference-tickets-62363214052)**

*This conference aims to raise awareness about the importance of engaging elders, family members, caregivers and professionals in preventing healthcare errors, fraud and abuse to contain healthcare costs.*



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