

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

*The Massachusetts Senior Medicare Patrol Program  
Celebrates 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 Health Plan, a former associate commissioner of the Social Security Administration, a health care lawyer and 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 have been applied for.  
Limited scholarships available.

See page 2 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 LBGTQ, limited English proficient, and other complex populations to ensure health equity
- Understanding the shifting landscape of the healthcare delivery system: Affordable Care Organizations (ACOs), Telehealth/Virtual Healthcare and other technology
- Engaging and empowering consumers who demonstrate hoarding disorder
- 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 Online Click Here.**

*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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