



**CVINFOSYS EXECs TO LEAD WORKSHOP SESSIONS  
AT "THE BUSINESS OF MEDICARE ADVANTAGE: FORUM 2009"**

**Conference will be held January 28-30 in Washington DC**

**WESTLAKE VILLAGE, CA – January 10, 2009** – Three CVInfosys executives and industry experts will lead workshops during "The Business of Medicare Advantage: Forum 2009", January 28-30, at the Westin Grand Hotel in Washington, D.C. The conference will focus on the business aspects of Medicare Advantage programs and provides participants with case studies, strategies and best practices that can be used on the job. Over 50 speakers will cover topics that range from policy to the inner workings of Medicare Advantage plans.

On Wednesday, January 28 at 8:30 AM, Tom Peterson, CVInfosys president and CEO, and Pam Klugman, CVInfosys vice president and COO, will lead Workshop A: "Optimizing Risk Adjusted Reimbursements". The workshop will address the replacement of the blended rate for CMS HCC payment by 100% risk-adjusted payment. It will cover the nuts and bolts of collecting, monitoring and submitting diagnosis information for risk-adjustment purposes. The workshop will be interactive, and will cover issues and best practices for operations staff, contracting staff, and organization leaders who are charged with maximizing CMS risk-adjusted revenue.

Also on Wednesday at 8:30 AM, Donovan Ayers, CVInfosys vice president of regulatory compliance, will lead Workshop B: "The Implications of New Legislation on Medicare Advantage Plans: The BBA, BIPA and MMA are Passé Now that the MIPPA is in Play." The workshop will review CMS changes for 2009, and includes an in-depth look at compliance and operational implications of the new legislation on Medicare Advantage plans. It will cover elements from the Medicare Improvements for Patients and Providers Act (MIPPA), the "Minibus" rule, the CMS reporting requirements and the 2009 call letter.

For more information about CVInfosys, visit [www.CVInfosys.com](http://www.CVInfosys.com) or call 888-778-9899.

For more information about the conference, visit <http://www.worldrg.com/showConference.cfm?confCode=HW09014&field=summary>.

### **ABOUT CVINFOSYS**

CVInfosys (Clear Vision Information Systems, Inc.) provides software solutions and services for health plan companies that offer Medicare Advantage (MA) plans.

CVInfosys was founded in 2006. By the end of 2008, it had obtained several national clients, achieved a 300% growth in revenue over the previous year, and moved to larger corporate headquarters in Westlake Village, CA. Projections for 2009 include significant increases in clients, revenue and number of employees; releases of upgraded software tools; and launches of new products and services (some on a private-label basis).

### **ABOUT THE INDUSTRY**

The four founders of CVInfosys (Tom Peterson, Pam Klugman, Donovan Ayers and William Harbit) are recognized industry experts who understand the unique challenges MA plans present to the companies that offer them. Under its MA program, Medicare pays health plan companies a "premium" to provide Medicare benefits to enrolled patients. The annual premium is calculated by weighting (1) the patient's demographics and (2) the patient's medical treatment for chronic conditions during the previous year. This is called "risk adjustment." The rationale behind risk adjustment is this: the sicker the patient, the more expensive their treatment and the higher the risk adjusted premium.

However, for risk adjustment to work properly, the patient must be treated for each chronic condition every year. If they aren't, the condition will not be included in the calculation for the following year.

MA health plans and their providers use CVInfosys software tools and services to ensure that patients receive treatment for their chronic conditions every year, and that the conditions are properly coded and submitted to Medicare. This provides a win-win situation for everyone. The patient receives the health care they need, and the health plan receives proper compensation.

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