

Policy-agnostic, nonpartisan and multi-silo by design

- Our conference agendas should try to connect dots across silos and politics, across sector and policy area, so that the discussions are authentic and unique
- Panel sessions should include different perspectives – not to create debate, but to inform discussion – with a focus on “bills” and “bills”
- Think of an audience of 200 as 20 attendees from each of 10 silos from across the spectrum of health care and health policy

A stakeholder-driven agenda with speakers driven largely by referral

- Our Convening Panel represents thoughtful senior health care executives and health policy leaders from across the spectrum of care
- They surface topics, prioritize sessions, and help suggest speakers
- With an anticipated of 15-18 breakouts, plus three keynotes, this turns into 50+ speakers on our agenda – more than can be biased by any one perspective

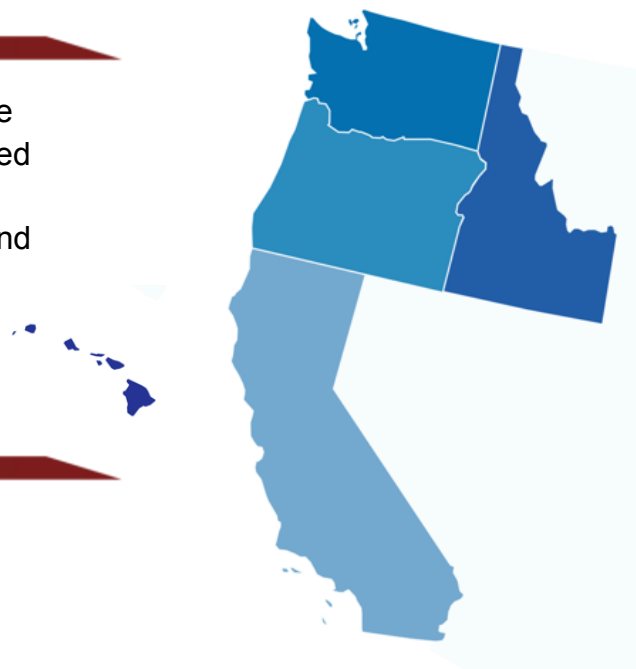
Content that discusses what’s coming » “market and policy intelligence”

- Our content – from newsletters to interviews – attempts to provide tools for “decision-support” for senior leaders in both the public and private sector
- As often as possible, we want to let the primary sources speak for themselves, from interviews to keynotes, press releases to podcasts
- In a world of increasing amounts of “AI slop,” we’ll use your voice and ours to promote authentic discussion and dialog through digital tools

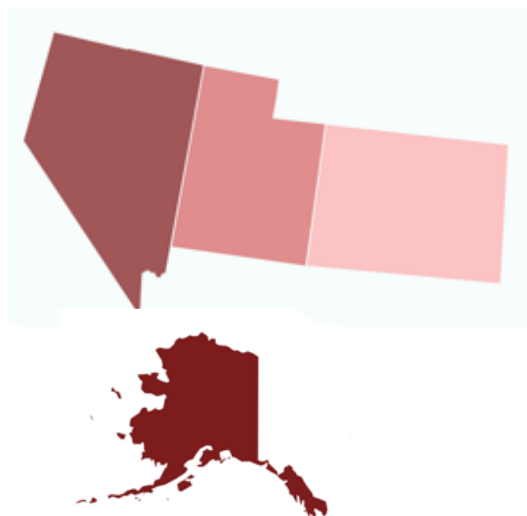
Success Requires Scale: The Calendar and The Map

Phase 1: 2026–2027

- Launch in West Coast communities where there are active efforts to continue state-led reforms
- Four states where we have deep roots, and one where we have good friends and colleagues



Washington State	October 7, 2026
Idaho	December 8, 2026
Oregon	January 6, 2027
California	February, 2027
Hawaii	May, 2027



Phase 2: 2028–2029

- Continued expansion into a mix of states where we have good relationships and/or we think we can provide a unique value with scale
- Developing scale allows us opportunities to provide additional value across the entire scope of our geographic footprint

First	Last	Title	Company
Adrean	Cavener	Director of Government Relations	Regence Blue Shield of Idaho
Corey	Surber	Regional VP of Advocacy and Community Health	Trinity Health
David	Self	Board of Directors	St Luke's Health Plan
Dustin	Hardison	Sr. Director, Business Development	CareSource
Juliet	Charron	Director	Dept. of Health and Welfare
Kyle	Rooks	CEO	Idaho Community Health Center Association
Luke	Malek	Partner	Malek and Malek
Sen. Julie	Van Orden	Chair	Senate Health and Wellness Committee
Susie	Pouliot Keller	CEO	Idaho Medical Association
David	Welsh	Executive Director	Magellan Health
Tom	Reinhardt	CEO	Cascade Hospital

Our Convening Panel process collects feedback from members, and general health care stakeholders in our community. We take the substance of our conversations and correspondence with them, and generate the topics below.

The key task of today's meeting is to prioritize, to frame, and to qualify the right topics to be added to our Topical Agenda. We'll send the Topical Agenda to you for review in the next few days, and release it publicly Sept. 29th after taking your feedback and revisions.



Possible keynote speakers that have been suggested we invite

- Gov. Brad Little
- Juliet Charron, Dept. of Health & Welfare
- Sen. Mike Crapo, Chair, Senate Finance Committee

Here are topics suggested by you, our Convening Panel, and members of the community.

- Can we modernize prior authorization?
- Getting our hands around behavioral health
- What progress should we expect from rural health transformation dollars?
- How can we meaningfully support care in rural communities?
- Private equity and hospital ownership
- Workforce development: Managing the pressures of population growth
- Implementing work requirements
- An update on federal policy making and the implications for Idaho
- Stabilizing long term care: preparing for the ongoing wave
- Managing substance use in rural communities
- What have we learned from treating pain?
- Innovations in network management to control costs
- Hearing from employers: What do they think of our health care system?
- Moving to comprehensive Medicaid managed care
- What would getting the market more involved in health care actually look like?
- Lessons from other red states to manage costs
- Hearing from legislators ahead of the 2027 session
- FQHCs: The backbone of Idaho's health care system
- Why is hospital and specialty care so expensive in a state that is relatively low cost?
- What is the proper role of state government in Idaho's health care
- Access by initiative: How has governing by popular vote changed health care politics?