

## FOR IMMEDIATE RELEASE

### NASCO Unites Blue Plans to Discuss AI and Medicare Advantage

Annual conference is June 10-13 in Asheville, NC

**Asheville, NC (June 10, 2024)** — NASCO welcomes some of the greatest minds in healthcare to the 2024 NASCO Conference, [The Future of Healthcare Is Now](#). Serving as the epicenter for connection and collaboration among Blue plans across the nation, NASCO's annual conference, June 10-13, 2024, features interactive sessions on interoperability, artificial intelligence (AI), and Medicare Advantage, including:

- *Unlocking the Power of AI: Navigating Opportunities and Risks in Healthcare*, featuring a panel of industry experts:
  - David Weeks, Senior Vice President and Chief Digital and Technology Officer, **NASCO**
  - Kirk Barnes, Program Director, **Southeast MBDA Minority Business Growth Hub**
  - Daniel Carnegie, Chief Resident, **UNC Preventive Medicine**
  - Karl Hightower, C-Suite Technology and Transformation Executive, Executive in Residence, **Catalyst at Wellstar**
  - Chris Kunney, Healthcare Technology Strategist and Managing Partner, **IOTECH Consulting**
- *Medicare Advantage: Perspectives Across the Blues*, featuring:
  - LuAna Boykins, Chief Operating Officer, **NASCO**
  - Mark Barnard, Executive Vice President of Government Programs and Operations, **Horizon Blue Cross Blue Shield of New Jersey**
  - Alicia Graham, Vice President of Medicare Business Performance and Chief of Staff for Medicare Advantage, **Senior Health Services**
  - Melanie Bentley, Vice President of Government Operations, **Blue Cross Blue Shield of Massachusetts**

Mandi Bishop, Distinguished VP Analyst for Gartner, is delivering the keynote address, *Intelligent Health Business Capabilities for U.S. Payers*.

"We're thrilled to bring together Blue plan and healthcare industry leaders to discuss payers' most pressing issues and opportunities, including AI, Medicare Advantage, and interoperability," said John Ladaga, President and CEO for NASCO. "For nearly 40 years, NASCO has been empowering health plans and the future healthcare ecosystem. The best is yet to come, especially in terms of helping health plans achieve their business and affordability goals."

To learn more about the invitation-only 2024 NASCO Conference, [click here](#).

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## ABOUT NASCO

NASCO creates innovative technology that helps payers improve the health and health outcomes of their members. Together with leading health plans, we are rapidly deploying digital health technologies throughout the healthcare ecosystem and identifying new solutions to realize a more holistic, personalized member experience. For more information, visit [nasco.com](https://nasco.com) or connect with us on [LinkedIn](#).