



8:00 – 8:45 AM *Global Health Trends – Debunking the Myth of “Developed” Countries — Hans Rosling, MD, PhD, Karolinska Institutet (Sweden)* **BALLROOM**

8:50 – 9:50 AM **A** *A Practical Model to Achieve Health Reform* **BALLROOM**

10:00 – 10:55 AM *The Presidential Health Care Agenda — Tom Miller, AEI • Congressman Jim Cooper* **BALLROOM**
Reactors: **George Halvorson, Kaiser • Uwe Reinhardt, Princeton • George P. Shultz, Former U.S. Secretary of State** • Moderator: **Joanne Silberner, NPR**

11:00 – 12:00 PM *Innovation – Market Solutions to Improve Value — Clayton M. Christensen, Harvard Business School* **BALLROOM**
Reactors: **Delos (Toby) Cosgrove, MD, Cleveland Clinic Foundation • Grant Harrison, Humana, Inc.** • Moderator: **Justin Fox, TIME**

12:00 – 1:20 PM *Luncheon in Executive Networking Lounge with Executive Discussion Series* **EXHIBIT HALL C**

OPEN SUMMITS			EXECUTIVE SUMMITS						
BALLROOM	VIRGINIA C	DELAWARE B	VIRGINIA B	WILSON A	VIRGINIA A	DELAWARE A	MARYLAND A	MARYLAND B	MARYLAND C
1 EXECUTIVE CONGRESS	2 INTERNATIONAL HEALTH FORUM	3 HEALTH IT	4 PUBLIC/GOVT PURCHASERS	1:20 – 3:20 PM WHCC EXECUTIVE RETREAT CLAYTON CHRISTENSEN ON HEALTH INNOVATIONS	6 EMPLOYER SVP, HR & CORP. MEDICAL DIRECTOR	7 HEALTH PLAN & INSURER	8 PHARMA & BIOTECH	9 HEALTH SYSTEM & HOSPITAL	10 GROUP PRACTICE
Value-Based Purchasing	Improving African Health	Consumer Connectivity	Evidence Based Review	Purchaser Initiatives	Achieving Growth	Critical Path Update	Delivery Innovations	Physician-Hospital Relations	EMR Implementation
Pushing Care Management	Medical Home's Impact	Outcomes of HIEs	State Health Reform	Employee-Centric Benefits	Impact of Disintermediaries	Post-Marketing Surveillance	Leveraging Health IT		

3:25 – 3:55 PM *Networking Break in the Executive Networking Lounge* **EXHIBIT HALL C**

MARKET INSIGHT SERIES		DELAWARE A	DELAWARE B	VIRGINIA A	VIRGINIA B	VIRGINIA C
1. Patient Clinical Information	2. Outcomes for the Chronically Ill	3. Search and Transparency	4. Healthcare in a Retail Marketplace	5. Payer Implications		

5:00 – 5:45 PM *Achieving Accountable Care — Elliott Fisher, MD, Dartmouth • Mark McClellan, MD, PhD, AEI-Brookings Joint Center* **BALLROOM**
Cecil Wilson, MD, American Medical Association • Moderator: **Ian Morrison, Institute for the Future**

5:45 – 7:00 PM *Welcoming Reception in the Executive Networking Lounge with Executive Discussion Series* **EXHIBIT HALL C**

7:00 – 9:00 PM Invitational Dinners: **Integrated Care Management** **VIRGINIA A** **HIMC** **Consumer Directed Health Care** **MARYLAND A** **Microsoft**

8:00 – 8:30 AM *An Employer Call-to-Action for Market-Driven Health Reform — Steven Burd, Safeway • Moderator: David Noonan, Newsweek* **BALLROOM**

8:30 – 9:00 AM *Achieving a Consumer Focus — Reed Tuckson, MD, UnitedHealth Group • Peter Neupert, Microsoft • Moderator: David Noonan, Newsweek* **BALLROOM**

OPEN SUMMITS			EXECUTIVE SUMMITS						
BALLROOM	VIRGINIA C	DELAWARE B	VIRGINIA B	WILSON A	VIRGINIA A	DELAWARE A	MARYLAND A	MARYLAND B	MARYLAND C
1 EXECUTIVE CONGRESS	2 INTERNATIONAL HEALTH FORUM	3 HEALTH IT	4 PUBLIC/GOVT PURCHASERS	5 EMPLOYER CEO/CFO	6 EMPLOYER SVP, HR & CORP. MEDICAL DIRECTOR	7 HEALTH PLAN & INSURER	8 PHARMA & BIOTECH	9 HEALTH SYSTEM & HOSPITAL	10 GROUP PRACTICE
Connecting Drs. and Consumers	Global Management of Employee Health	Interoperability and Integration	MN Informed Consumers	Community Solutions	VB Health Care and Insurance Design	Evidence-Based Medicine and Consumerism	Pricing & Reimbursement	Implementing High Value Health Care	Innovative Delivery Models

10:10–10:40 AM *Networking Break in the Executive Networking Lounge* **EXHIBIT HALL C**

EMERGING TREND FORUMS						WILSON A
DELAWARE A	DELAWARE B	VIRGINIA A	VIRGINIA B	VIRGINIA C	MARYLAND A	10:30 AM – 12:30 PM WHCC EXECUTIVE RETREAT DR. DENIS CORTESE, MAYO CLINIC ON LEARNING ORGANIZATIONS
1 CHRONIC CARE INITIATIVES	2 RETAIL CARE	3 CONSUMER EMPOWERMENT	4 TRANSPARENCY FOR CONSUMER DECISION-MAKING	5 CONVERGENCE OF FINANCIAL SERVICES AND HEALTH CARE	6 CHRONIC CARE INNOVATIONS	
Implementing Programs for Co-Morbidities	Delivering on Consumer Demands	PHRs and Consumer Connectivity	The Business Case for Correct Diagnoses and Informed Consumers	Real-Time Transactions and Health Debit Cards	Benefit Design to Identify Disease, Reduce Costs	
Decision Support	Ensuring Quality through New Delivery Channels	Tools for Consumer Engagement	Successful Transparency Models	Successful Models for Banking in Health Care	Collaboration for Diabetes	

12:30 – 1:45 PM *Luncheon in the Executive Networking Lounge with Executive Discussion Series* **EXHIBIT HALL C**

BEST PRACTICES SERIES					
DELAWARE A	DELAWARE B	VIRGINIA A	VIRGINIA B	VIRGINIA C	MARYLAND A
A Value-Based Purchasing	B Proven Consumer Engagement Models	C Integrated Healthcare Mgt. for Health Plans	D Consumer-Focused Pharmacy Benefits	E Cost-Effectiveness of Medical Devices and Diagnostics	F Hard Wiring Quality by Leveraging Clinical Information

3:55 – 4:55 PM *Impacting Affordability and Quality— Reactors: Andrew Webber, NBCH • John Tooker, MD, ACP* Moderator: **Bernadine Healy, U.S. News & World Report** **BALLROOM**

5:00 – 6:00 PM *Building a Vision for a Health Care System — Denis Cortese, MD, Mayo Clinic • Paul Speranza, U.S. Chamber of Commerce, Wegmans Food Markets* **BALLROOM**
David G. Knott, Booz Allen Hamilton • Moderator: **Jacob Goldstein, WSJ**

6:00 – 7:30 PM *Gala Reception in the Executive Networking Lounge with Executive Discussion Series* **EXHIBIT HALL C**

7:30 – 9:30 PM Invitational Dinners: **Employer Executives** **MARYLAND A** **AON** **ACTIVEHEALTH** **Payer Executives** **VIRGINIA A** **BCG**

8:00 – 8:30 AM *Leadership to Change Chronic Care Outcomes — Rosemarie B. Greco, Commonwealth of PA* **BALLROOM**
Richard J. Migliori, MD, Enterprise Services Group, UnitedHealth Group • Moderator: **Ken Thorpe, PhD, Emory University**

8:30 – 9:10 AM *Networking Break in the Executive Networking Lounge* **MARKET INSIGHT SERIES** **6.** Member Services 2.0 **CONNECTIONS** **DELAWARE A** **7.** Disruptive Innovations That Rewrite Health Care **AMERICAN WELL** **DELAWARE B**

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1 EXECUTIVE CONGRESS	2 INTERNATIONAL HEALTH FORUM	3 HEALTH IT	4 PUBLIC/GOVT PURCHASERS	5 EMPLOYER CEO/CFO	6 EMPLOYER SVP, HR & CORP. MEDICAL DIRECTOR	7 HEALTH PLAN & INSURER	8 PHARMA & BIOTECH	9 HEALTH SYSTEM & HOSPITAL	10 GROUP PRACTICE
Employer Leverage	Cost-Effectiveness Research	PHRs and Patient Portals	Obesity Partnerships	Accountability Roundtable	New Chronic Care Delivery Models	Critical Health IT	Personalized Medicine	Physician Hospital Integration	Performance-Based Payment
Medical Travel	National Health Infrastructures	Data Mining for Genomics	EBM and Coverage	Productivity Roundtable	Health Promotion and Prevention	Chronic Care Breakthroughs	Specialty Pharma Entrants	Leading Patient-Centered Care	Chronic Care Engagement

10:40 – 11:30 AM *Brunch in the Executive Networking Lounge with Executive Discussion Series* **EXHIBIT HALL C**

11:30 – 12:15 PM *Building a Health Care System Based on Value — Michael O. Leavitt, Secretary, Department of Health and Human Services* **BALLROOM**

12:20 – 12:45 PM *A Call-to-Action from Employers: A Progressive Approach to Employee Health — James Hagedorn, Scotts Miracle-Gro Company* **BALLROOM**
Moderator: **John M. Clymer, Partnership for Prevention**

12:45 PM *Close of Conference*

Conference-at-a-Glance as of 4/1/08 and Subject to Change

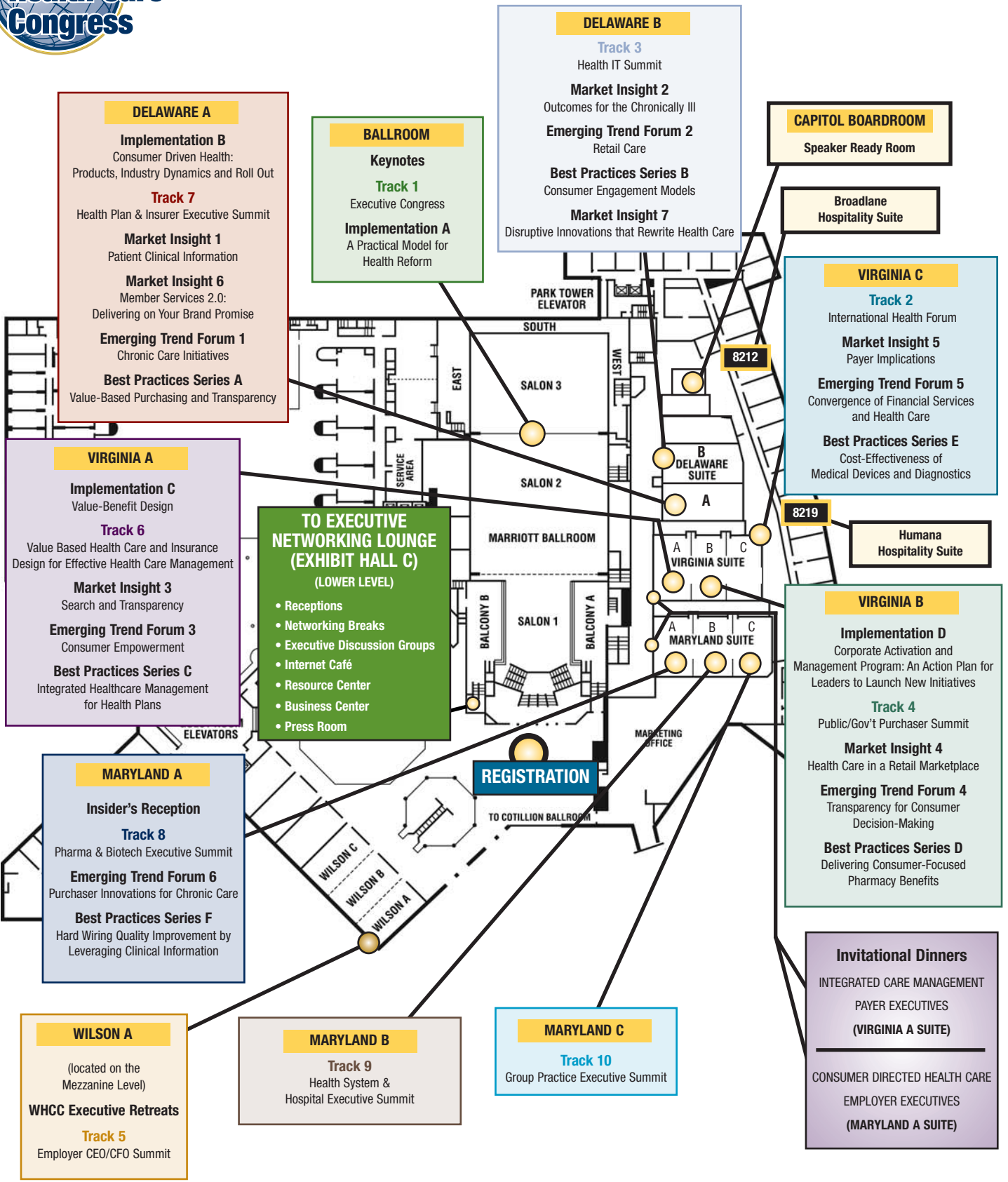
Monday, April 21, 2008

Tuesday, April 22, 2008

Wednesday, April 23, 2008

Floor Plan and Session Room Locations

Marriott Wardman Park Hotel



DELAWARE A

Implementation B
Consumer Driven Health: Products, Industry Dynamics and Roll Out

Track 7
Health Plan & Insurer Executive Summit

Market Insight 1
Patient Clinical Information

Market Insight 6
Member Services 2.0: Delivering on Your Brand Promise

Emerging Trend Forum 1
Chronic Care Initiatives

Best Practices Series A
Value-Based Purchasing and Transparency

BALLROOM

Keynotes

Track 1
Executive Congress

Implementation A
A Practical Model for Health Reform

DELAWARE B

Track 3
Health IT Summit

Market Insight 2
Outcomes for the Chronically Ill

Emerging Trend Forum 2
Retail Care

Best Practices Series B
Consumer Engagement Models

Market Insight 7
Disruptive Innovations that Rewrite Health Care

CAPITOL BOARDROOM

Speaker Ready Room

Broadlane Hospitality Suite

VIRGINIA C

Track 2
International Health Forum

Market Insight 5
Payer Implications

Emerging Trend Forum 5
Convergence of Financial Services and Health Care

Best Practices Series E
Cost-Effectiveness of Medical Devices and Diagnostics

VIRGINIA A

Implementation C
Value-Benefit Design

Track 6
Value Based Health Care and Insurance Design for Effective Health Care Management

Market Insight 3
Search and Transparency

Emerging Trend Forum 3
Consumer Empowerment

Best Practices Series C
Integrated Healthcare Management for Health Plans

TO EXECUTIVE NETWORKING LOUNGE (EXHIBIT HALL C) (LOWER LEVEL)

- Receptions
- Networking Breaks
- Executive Discussion Groups
- Internet Café
- Resource Center
- Business Center
- Press Room

Humana Hospitality Suite

VIRGINIA B

Implementation D
Corporate Activation and Management Program: An Action Plan for Leaders to Launch New Initiatives

Track 4
Public/Gov't Purchaser Summit

Market Insight 4
Health Care in a Retail Marketplace

Emerging Trend Forum 4
Transparency for Consumer Decision-Making

Best Practices Series D
Delivering Consumer-Focused Pharmacy Benefits

MARYLAND A

Insider's Reception

Track 8
Pharma & Biotech Executive Summit

Emerging Trend Forum 6
Purchaser Innovations for Chronic Care

Best Practices Series F
Hard Wiring Quality Improvement by Leveraging Clinical Information

REGISTRATION

Invitational Dinners

INTEGRATED CARE MANAGEMENT
PAYER EXECUTIVES
(VIRGINIA A SUITE)

CONSUMER DIRECTED HEALTH CARE
EMPLOYER EXECUTIVES
(MARYLAND A SUITE)

WILSON A

(located on the Mezzanine Level)

WHCC Executive Retreats

Track 5
Employer CEO/CFO Summit

MARYLAND B

Track 9
Health System & Hospital Executive Summit

MARYLAND C

Track 10
Group Practice Executive Summit