

MONDAY, APRIL 4, 2011

7:55 AM - 8:00 AM	<b>Conference Opening Remarks: Tom Underwood, Chief Executive Officer, Alere Health</b>								
8:00 AM - 8:30 AM	<b>Keynote 1: RESTRAINING FEDERAL HEALTH CARE SPENDING</b> - Douglas Elmendorf, PhD, Director, Congressional Budget Office - Moderator: Amy Goldstein, Washington Post <span style="float:right">MARYLAND A/C</span>								
8:30 AM - 9:00 AM	<b>Keynote 2: POLICIES TO FOSTER SUSTAINABLE HEALTH CARE</b> - Phil Bredesen, 48th Governor, Tennessee Moderator: Amy Goldstein, Washington Post <span style="float:right">MARYLAND A/C</span>								
9:00 AM - 10:00 AM	<b>Keynote 3: THE ECONOMICS OF HEALTH CARE</b> - Robert Galvin, MD, Chief Executive Officer, Equity Healthcare, The Blackstone Group - Prof. David Cutler, Otto Eckstein Professor of Applied Economics, Harvard University - Joseph Antos, PhD, Wilson H. Taylor Scholar in Health Care and Retirement Policy American Enterprise Institute- Moderator: Elizabeth Cohen, Senior Medical Correspondent, CNN <span style="float:right">MARYLAND A/C</span>								
10:00 AM - 10:55 AM	<b>Keynote 4: BENDING THE COST CURVE – OUR COLLECTIVE IMPERATIVE</b> - George C. Halvorson, Chairman and Chief Executive Officer, Kaiser Permanente - Mark Bertolini, CEO and President, Aetna - Jonathan Perlin, MD, Chief Medical Officer and President Clinical Services, HCA Healthcare - Moderator: Gary Ahlquist, SVP, Global Health, Booz & Company <span style="float:right">MARYLAND A/C</span>								
<b>EMERGING TREND FORUMS</b>									
11:00 AM - 12:00 PM	<b>A</b> <span style="float:right">MARYLAND A/C</span> Forecasting Health Reform's Impact on Payers, Providers and Employers	<b>B</b> <span style="float:right">CHESAPEAKE J</span> Purchaser Strategies to Drive Payment Reform	<b>C</b> <span style="float:right">CHESAPEAKE A</span> Best Practice for Prevention and Population Health	<b>D</b> <span style="float:right">CHESAPEAKE DE</span> Strategies to Create Sustainable and Robust Nationwide Health Information	<b>E</b> <span style="float:right">CHESAPEAKE K</span> Personalized Medicine and Integrating Genomics into Plan Design	<b>F</b> <span style="float:right">CHESAPEAKE B</span> Deploying a Consumer Driven Model—Imperatives of Effective Engagement and Communications to Drive Improvements in Health	<b>G</b> <span style="float:right">CHESAPEAKE G</span> Setting the ACO Framework—Legal and Strategic Considerations	<b>H</b> <span style="float:right">CHESAPEAKE H</span> Vertical and Horizontal Integration — Business Model Diversification	<b>I</b> <span style="float:right">CHESAPEAKE I</span> Catalyzing Innovation and Health Care Investment
<b>INNOVATION SERIES</b>									
12:00 PM - 12:45 PM	<span style="float:right">MARYLAND A/C</span> CMS Innovation—Portfolio Priorities and Pathways for Innovation	<b>A</b> <span style="float:right">CHESAPEAKE B</span> Achieving Health Improvements and Consumer Engagement	<b>B</b> <span style="float:right">CHESAPEAKE J</span> Innovative Approach to Diabetes Prevention and Care	<b>C</b> <span style="float:right">CHESAPEAKE A</span> Reducing Costs through Hidden Risk Adjustment Models	<b>D</b> <span style="float:right">CHESAPEAKE DE</span> Leveraging Data, Patient Interactions and New Delivery Platforms	<b>E</b> <span style="float:right">CHESAPEAKE K</span> Transformation of Value in the Health System			
12:45 PM - 2:00 PM	<b>Luncheon in Executive Networking Lounge</b> – Featuring book signing of <i>THE EMPOWERED PATIENT: How to get the Right Diagnosis, Buy the Cheapest Drugs, Beat Your Insurance Company and Get the Best Medical Care Each Time</i> with Elizabeth Cohen of CNN								
<b>CONCURRENT EXECUTIVE SUMMITS</b>									
2:00 PM - 2:55 PM	<span style="float:right">MARYLAND A/C</span> <b>EXECUTIVE CONGRESS</b> The Future of Reform—Economists Share Opinion on the Next Stages	<span style="float:right">CHESAPEAKE J</span> <b>STATE AND PUBLIC PURCHASER</b> The Dilemma of Medicaid — Preparing for Expansion While Addressing Current Fiscal Realities	<span style="float:right">CHESAPEAKE A</span> <b>EMPLOYER</b> Next Generation Value-Based Benefits	<span style="float:right">CHESAPEAKE DE</span> <b>HEALTH PLAN</b> Business Model Re-Engineering to Succeed and Deliver Improved Market Value	<span style="float:right">CHESAPEAKE K</span> <b>HEALTH IT</b> Achieving Meaningful Use in a Hospital Setting	<span style="float:right">CHESAPEAKE B</span> <b>HOSPITAL AND HEALTH SYSTEM</b> Payment and Delivery Models That Produce Results	<span style="float:right">CHESAPEAKE G</span> <b>PHYSICIAN GROUP PRACTICE</b> Alignment versus Integration—Models of Hospital/Physician Collaboration	<span style="float:right">CHESAPEAKE H</span> <b>CHRONIC CARE</b> Transforming Health through Next Generation Population Health Programs	<span style="float:right">CHESAPEAKE I</span> <b>PHARMA/BIOTECH/ MEDICAL DEVICE</b> Accelerating Innovation in Pharmaceutical Science and Technology
3:00 PM - 4:00 PM	Achieving Value in Health Care—Purchaser's Impact in Driving Delivery System Reform	Innovations in Medicaid, CHIP and Exchanges—Planning for Expansion, Integration and Eligibility Determination	Driving Innovations in Employee Engagement through a Holistic Approach to Health and Well-being	Health Insurance Exchanges – Strategies to Participate in an Exchange and New Models to Abide MLR Requirements	The Role of Payer/Provider Portals in Driving Clinical Transformation	Comparison of ACO Models	Transitioning Physicians to Accountable Care— Key Considerations and Risk Factors	New Era in Personalized Cancer Therapy and Treatment for Improved Prevention and Outcomes	Models to Compete and Succeed in a Value-Driven Market
4:00 PM - 4:35 PM	<b>Refreshment Break in Executive Networking Lounge</b>								
4:35 PM - 5:30 PM	<b>Keynote 5: CHALLENGES WITH HEALTH REFORM ROLL-OUT</b> - Gary Lauer, Chairman and Chief Executive Officer, eHealthInsurance.com (eHealth, Inc.) - Susan Voss, President, National Association of Insurance Commissioners (NAIC) - Mark McClellan, MD, Director, Engelberg Center for Health Reform, Brookings Institution - Moderator: Peter Barnes, Senior Washington Correspondant, FOX Business Network <span style="float:right">MARYLAND A/C</span>								
5:30 PM - 6:30 PM	<b>Keynote 6: INNOVATIONS AND MARKET FORCES TO ACHIEVE COST-EFFECTIVE CARE</b> - Gail K. Boudreaux, Executive Vice President, UnitedHealth Group; CEO, UnitedHealth Care - Michael J. Barber, Vice President, healthmagination GE - Charles W. Sorenson, JR, MD, President and CEO, Intermountain Healthcare - Moderator: Julie Rovner, Correspondent, Health Policy Science Desk, NPR <span style="float:right">MARYLAND A/C</span>								
6:30 PM - 7:30 PM	<b>Welcoming Reception in the Executive Networking Lounge</b> brought you by <b>Accretive Health</b> Featuring book signing of <i>Fresh Medicine: How to Fix Reform and Build a Sustainable Health Care System</i> by Governor Phil Bredesen								

TUESDAY, APRIL 5, 2011

6:30 AM - 7:30 AM	<b>Healthways Harbor Fun Run</b> <span style="float:right">NATIONAL HARBOUR</span>								
7:00 AM - 8:00 AM	<b>Alere Culture of Health Breakfast</b> <span style="float:right">CHESAPEAKE DE</span>								
8:00 AM - 9:00 AM	<b>Keynote 7: DELIVERING TRANSPARENCY AND QUALITY TO CONSUMERS</b> - Toby Cosgrove, MD, CEO and President, Cleveland Clinic - Dan Buettner, Founder, Blue Zones John Reid, VP of Corporate Social Responsibility, The Coca-Cola Company - Robert Blendon, ScD, Harvard School of Public Health - Moderator: Ben Leedle, Jr., CEO, Healthways <span style="float:right">MARYLAND A/C</span>								
9:00 AM - 10:00 AM	<b>Keynote 8: ACHIEVING VALUE THROUGH INDUSTRY-WIDE COLLABORATION</b> - Paul Speranza, JD, Vice Chairman, General Counsel, and Secretary, Wegmans Food Markets, Inc., - Chester Burrell, President and CEO, CareFirst BlueCross BlueShield - Dan Spirek, Co-Founder, Chief Strategy and Marketing Officer, Executive Vice President, Enterprise Strategy & Communications, TriZetto - Richard Atable, MD, CEO, Hoag Memorial Presbyterian Hospital - Moderator: David Lansky, PhD, President and CEO, Pacific Business Group on Health <span style="float:right">MARYLAND A/C</span>								
10:00 AM - 10:40 AM	<b>Coffee Break in Executive Networking Lounge</b>								
<b>CONCURRENT EXECUTIVE SUMMITS</b>									
10:40 AM - 11:35 AM	<span style="float:right">MARYLAND A/C</span> <b>EXECUTIVE CONGRESS</b> Accountable Care Organizations for Shared Savings	<span style="float:right">CHESAPEAKE J</span> <b>STATE AND PUBLIC PURCHASER</b> State Payment Reform Strategies	<span style="float:right">CHESAPEAKE A</span> <b>EMPLOYER</b> Integrated Platforms for Prevention and Wellness Program Success to Ensure a Culture of Health	<span style="float:right">CHESAPEAKE DE</span> <b>HEALTH PLAN</b> Leveraging Shared Decisions to Achieve Accountable, Patient-Centered Care	<span style="float:right">CHESAPEAKE K</span> <b>HEALTH IT</b> Reinventing Care Delivery through Innovations in Connected, Virtualized Care	<span style="float:right">CHESAPEAKE B</span> <b>HOSPITAL AND HEALTH SYSTEM</b> The Focused Hospital: Aligning Core Competencies	<span style="float:right">CHESAPEAKE G</span> <b>PHYSICIAN GROUP PRACTICE</b> Leveraging Physician Data Analytics to Drive Quality Improvements and Care Coordination	<span style="float:right">CHESAPEAKE H</span> <b>CHRONIC CARE</b> Health Risk Assessments (HRA) and Evidence Based Practice	<span style="float:right">CHESAPEAKE I</span> <b>PHARMA/BIOTECH/ MEDICAL DEVICE</b> The Interface between Comparative Effectiveness and Evidence Based Medicine
11:40 AM - 12:35 PM	Post-Acute Care Payment Models	Key Design Elements and Infrastructure for Sustainable Health Information Exchanges	Incentives in Benefit Design	Retooling Payer/Provider Contracting to Deliver High-Quality, Affordable Care	Leveraging the EMR to Achieve True Clinical Integration for Patient Centered Care and Improved Quality	Clinical and Virtual Integration for Accountable Care Health Systems	HIEs to Establish Quality Improvements and Set the Framework for ACO Formation	Self monitoring Models for Chronic Disease with a Focus on Hypertension	Generic Alternatives and that Provide Cost Savings
12:35 PM - 2:00 PM	<b>Luncheon in Executive Networking Lounge (featuring book signings, executive discussion groups, executive interviews and more!)</b>								
<b>MARKET INSIGHTS</b>									
2:00 PM - 2:45 PM	<b>2</b> <span style="float:right">CHESAPEAKE J</span> Case Study: Interoperability 2.0— Consolidation and Virtualization	<b>3</b> <span style="float:right">CHESAPEAKE A</span> Patient Education at the Point of Care	<b>5</b> <span style="float:right">CHESAPEAKE K</span> Hospital Efficiency through Care Coordination and IT	<b>6</b> <span style="float:right">CHESAPEAKE B</span> Centrally-Managed Health Care - Costs and Profitable New Markets	<b>7</b> <span style="float:right">CHESAPEAKE G</span> Surgical Benefit Management	<b>8</b> <span style="float:right">CHESAPEAKE H</span> Market Analytics and Healthcare Indexes to Ensure Membership Growth	<b>9</b> <span style="float:right">CHESAPEAKE I</span> Telehealth Set Free: Removing the Walls to Care Delivery		
<b>CONCURRENT EXECUTIVE SUMMITS</b>									
2:50 PM - 3:45 PM	<span style="float:right">MARYLAND A/C 1-3</span> <b>EXECUTIVE CONGRESS</b> Connected Community of Health™	<span style="float:right">CHESAPEAKE J</span> <b>STATE AND PUBLIC PURCHASER</b> Population Based Care and Prevention Initiatives	<span style="float:right">CHESAPEAKE A</span> <b>EMPLOYER</b> Divergent Employer Strategies under Health Reform	<span style="float:right">CHESAPEAKE DE</span> <b>HEALTH PLAN</b> Leveraging Health IT to Develop a Consumer-Focused Business	<span style="float:right">CHESAPEAKE K</span> <b>HEALTH IT</b> HIEs Role in Achieving Meaningful Use and Setting the Stage for Successful ACO and Medical Home Roll-Outs	<span style="float:right">CHESAPEAKE B</span> <b>HOSPITAL AND HEALTH SYSTEM</b> Value Reporting and Transparency	<span style="float:right">CHESAPEAKE G</span> <b>PHYSICIAN GROUP PRACTICE</b> Physician Payment Reform – Lessons Learned from the PGP Demonstration	<span style="float:right">CHESAPEAKE H</span> <b>CHRONIC CARE</b> Next Generation Medical Home Models	<span style="float:right">CHESAPEAKE I</span> <b>PHARMA/BIOTECH/ MEDICAL DEVICE</b> Fostering Innovation in Medical Device Technology
3:50 PM - 4:35 PM	<b>Refreshment Break in Executive Networking Lounge</b>								
4:35 PM - 5:35 PM	<b>Keynote 9: PREVENTION - ECONOMIC INCENTIVES FOR CONSUMERS, EMPLOYERS AND THE HEALTH CARE INDUSTRY</b> - Ezekiel J. Emanuel, MD, PhD, Chair, Clinical Center Department of Bioethics, National Institutes of Health - Scott Armstrong, President and CEO, Group Health Cooperative - Andy Webber, President and CEO, NBCH - Moderator: Tom Underwood, Chief Executive Officer, Alere Health <span style="float:right">MARYLAND A/C</span>								
5:35 PM - 6:30 PM	<b>Keynote 10: DATA LIBERATION: INFORMATION, ENGAGEMENT AND DISCOVERY</b> - Todd Park, Chief Technology Officer, DHHS - David Brailer, MD, Former National Coordinator for Health IT, DHHS - Farzad Mostashari, MD, Deputy National Coordinator for Programs and Policy, ONC - Moderator: Zoe Baird, President, Markle Foundation <span style="float:right">MARYLAND A/C</span>								
6:30 PM - 7:30 PM	<b>Reception in the Executive Networking Lounge</b>								

WEDNESDAY, APRIL 6, 2011

8:00 AM - 8:30 AM	<b>Keynote 11: EMPLOYER INNOVATIONS AND INCENTIVES TO IMPACT HEALTH STATUS AND COSTS</b> - John Mackey, Co-Founder and CO-CEO, Whole Foods Market - Moderator: Hampton Pearson, Washington Reporter, CNBC <span style="float:right">MARYLAND A/C</span>									
8:30 AM - 9:00 AM	<b>Keynote 12: CALL-TO-ACTION FOR HEALTH AND WELLNESS</b> - David M. Cordani, President and CEO, CIGNA Corporation - Troyen Brennan, MD, Executive Vice President and Chief Medical Officer, CVS Caremark Corporation - Moderator: Hampton Pearson, Washington Reporter, CNBC <span style="float:right">MARYLAND A/C</span>									
9:00 AM - 9:45 AM	<b>Brunch in the Executive Networking Lounge</b>									
9:45 AM - 10:40 AM	<b>Keynote 13: THE ERA OF PERSONALIZED MEDICINE</b> - Joe Jimenez, CEO, Novartis - Francis Collins, MD, Director, NIH - Emad Rizk, MD, President, McKesson Health Solutions - Moderator: Harvey Fineberg, MD, President, Institute of Medicine <span style="float:right">MARYLAND A/C</span>									
10:45 AM - 11:30 AM	<span style="float:right">MARYLAND A/C</span> <b>EXECUTIVE CONGRESS</b> State's Views to the Affordable Care Act	<span style="float:right">CHESAPEAKE J</span> <b>STATE AND PUBLIC PURCHASER</b> HealthAhead—Enabling Health Improvements	<span style="float:right">CHESAPEAKE A</span> <b>EMPLOYER</b> Developing a Business-to-Consumer Business Model							<span style="float:right">CHESAPEAKE DE</span> <b>PHARMA/BIOTECH/ MEDICAL DEVICE</b>
11:30 AM - 12:00 PM	<b>Keynote 14: OUR NATION'S OBLIGATION TO FIGHT OBESITY</b> - Regina M. Benjamin, MD, MBA, 18th Surgeon General, United States Public Health Service <span style="float:right">MARYLAND A/C</span>									
12:00 PM - 1:00 PM	<b>Keynote 15: MINISTERIAL FORUM ON GLOBAL HEALTH INNOVATION: A REVIEW OF INTERNATIONAL HEALTH RESEARCH &amp; PERSPECTIVES</b> - Dr Patrick Jeurissen, PhD, Ministry of Health (Netherlands) - Frances V. Dare, Director, Healthcare Practice, Cisco Systems, Inc. - Hans Dohmann, MD, Municipal Secretary for Health, Rio de Janeiro, Brazil <span style="float:right">MARYLAND A/C</span>									
1:00 PM - 2:00 PM	<b>Keynote 16: THE AGEING OF AMERICA</b> - Kathy Greenlee, Assistant Secretary for Aging, Administration on Aging, US Department of Health and Human Services - Joseph Coughlin, PhD, Founder, MIT AgeLab - Barry Kinzbrunner, CMO, VITAS - Lee Hammond, President, AARP <span style="float:right">MARYLAND A/C</span>									
2:00 PM - 2:30 PM	<b>Keynote 17: PERSPECTIVES FROM CONGRESS</b> - United States Senator Max Baucus; Chairman U.S. Senate Finance Committee <span style="float:right">MARYLAND A/C</span>									

# Floor Plan and Session Room Locations

## Gaylord National Resort and Convention Center



**Maryland B/D**

**EXECUTIVE NETWORKING LOUNGE**

- Networking Receptions
- Refreshment/Coffee Breaks
- Book Store and Book Signings
- Special Networking Agenda
- Luncheons/Brunch
- Exhibiting Companies
- Grameen Health Meeting Space

**Maryland Foyer**

**REGISTRATION**

**SPEAKER REGISTRATION**

**Chesapeake I**

**ETF I**

**TRACK 9: PHARMA/BIOTECH/MEDICAL DEVICE SUMMIT**

**MARKET INSIGHT 9**

**Chesapeake H**

**ETF H**

**TRACK 8: CHRONIC CARE SUMMIT**

**MARKET INSIGHT 8**

**Chesapeake G**

**ETF G**

**TRACK 7: PHYSICIAN GROUP PRACTICE SUMMIT**

**MARKET INSIGHT 7**

**Chesapeake J**

**ETF B**

**TRACK 2: STATE AND PUBLIC PURCHASER SUMMIT**

**MARKET INSIGHT 2**

**INNOVATION SERIES 2**

**Chesapeake K**

**ETF E**

**TRACK 5: HEALTH IT SUMMIT**

**MARKET INSIGHT 5**

**INNOVATION SERIES 5**

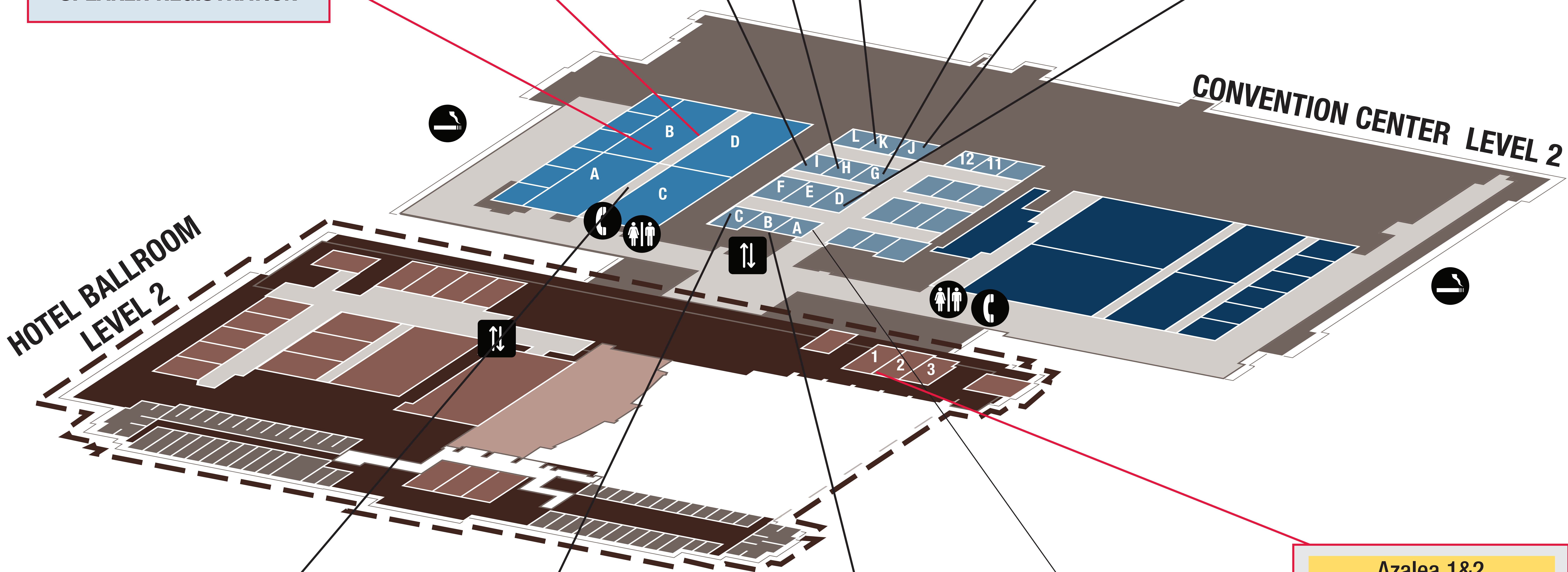
**Chesapeake D/E**

**ETF D**

**TRACK 4: HEALTH PLAN SUMMIT**

**MARKET INSIGHT 4**

**INNOVATION SERIES 4**



**Maryland A/C**

**KEYNOTE SESSIONS**

**ETF A**

**TRACK 1: EXECUTIVE CONGRESS**

**MARKET INSIGHT 1**

**Chesapeake C**

**SPEAKER AND VIP MEMBER LOUNGE**

**PRESS OFFICE**

**Chesapeake B**

**ETF F**

**TRACK 6: HOSPITAL AND HEALTH SYSTEM SUMMIT**

**MARKET INSIGHT 6**

**INNOVATION SERIES 1**

*Insider's Reception: Sunday, April 3, 2011*

**Chesapeake A**

**ETF C**

**TRACK 3: EMPLOYER SUMMIT**

**INNOVATION SERIES 3**

**MARKET INSIGHT 3**

**Azalea 1&2**

**THE WORLD HEALTH INNOVATION SUMMIT**

**MEDICAL TRAVEL SUMMIT**

**Key**

- Elevators
- Restrooms
- Phones
- Smoking