

### SUNDAY, APRIL 15, 2012

5:30 PM – 7:00 PM **Insider's Reception for Speakers, Lead Level Sponsors and VIP Members**

### MONDAY, APRIL 16, 2012

8:00 AM – 8:45 AM **LEADERSHIP IN TIME OF CHANGE** - Ursula Burns, Chairman and CEO, Xerox Corporation, Nancy Snyderman, MD Chief Medical Editor, NBC News

8:45 AM – 9:45 AM **THE COST CARE IMPERATIVE: A NEW BASELINE** - Bruce Bodaken Chairman, President and CEO, Blue Shield of California, Lloyd H. Dean President and CEO, Catholic Healthcare West, Sam Nussbaum, MD EVP, Clinical Health Policy and CMO, WellPoint, Inc. Moderator: Gary Ahlquist, Senior Vice President, Global Health, Booz & Company

9:45 AM – 10:45 AM **CONSUMER CONNECTEDNESS** - Mark Bertolini, Chairman and CEO, Aetna, Jay S. Walker, Founder and Chairman, Walker Digital; Founder Priceline.com

#### EMERGING TREND FORUMS

10:50 AM – 11:50 AM	<b>A</b> mHealth Innovations – Transforming the Health Care Delivery Paradigm	<b>B</b> Consumerism and Engagement - Innovative Strategies for Empowering, Educating and Engaging Consumers	<b>C</b> Hospital Business Models for Life in the Gap - Transitioning to Value Based Care While Maintaining Current Operating Model	<b>D</b> Tackling the Value in CER—Analyzing Cost of Care for Value-Based Decisions	<b>E</b> Improving Patient-Focused Care – The Patient-Centered Medical Home and Other Models to Manage Chronic Care	<b>F</b> Leveraging the Nationwide Health Information Highway to Improve the Quality and Safety of Care	<b>G</b> Disruptive Innovations in Retail Care – Establishing Next Generation Primary Care Networks
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11:50 AM – 1:15 PM **LUNCHEON IN THE EXECUTIVE NETWORKING LOUNGE – Demonstrations TBA!**

#### CO-LOCATED EXECUTIVE SUMMITS

	World Health Innovations Summit	<b>NEW</b> Federal and State Reform Summit	Employer and Public Purchaser Summit	Health Plan and Payer Summit	Hospital and Health System Summit	<b>NEW</b> Delivery Innovation Summit	<b>NEW</b> Life Science Summit	<b>NEW</b> Chief Medical Officer Summit	Health Information Technology Summit	<b>NEW</b> Health Care Investor Summit
1:15 PM – 2:10 PM	Global Health Care Innovations – Overcoming Challenges with Affordable, Sustainable and Scalable Solutions	State Priorities to Develop a Coordinated Approach for State Reform Implementation	Transformative Purchasing and Design Strategies 2012 and Beyond	Competing in the New Consumer Market - Rerouting Product Design, Underwriting Approaches, and Wholesale/Retail Mix of Business	Economic Imperatives of Changing Delivery Systems – Profitability and Sustainability in a Reform Environment	Operationalizing ACOs - Models to Improve Accountability, Performance Measurement and Shared Savings	Industry and FDA Collaboration Needed to Foster Innovation in Medicine	Business Models for Prevention – Evidence-Based Strategies for Early Detection and Treatment	Consumer Engagement in Health IT – How Entrepreneurs are Driving Innovation and Reinventing Health Care	Key Industry and Investment Trends 2012 and Beyond—Insights from Investment Innovators
2:15 PM – 3:05 PM	Innovations in Sustainable Rural Health Care—New Delivery Models to Expand Access to Primary Care	Health Insurance Exchanges—Building the Infrastructure for Successful Development	Outcomes-Based Design – Systematic Employer Strategies to Curb Spending and Improve Quality	The Health Plans Role in Improving Health, Health Care, Quality and Cost	Clinical Integration, Physician Engagement and Quality Standards to Deliver Value-Based Care	Developing Best in Class Care Models for High Variation, High Cost Common Conditions – Lessons Learned from the High Value Healthcare Collaborative	Shifting to a Customer-Centric Business Model to Meet Reform Challenges and Evolving Marketplace Needs	Proven Business Models to Reduce Unnecessary Medical Spending	Aligning Health IT Initiatives, Business Strategy and Reform Priorities for EHR Adoption and Resource Optimization	Deal Making in Health Care – Market Trends Influencing Investments

3:05 PM – 3:45 PM **REFRESHMENT BREAK IN THE EXECUTIVE NETWORKING LOUNGE**

#### INNOVATION SERIES

3:45 PM – 4:30 PM **Improving Health Through Payer/Provider Collaboration - SPECIAL FEATURE** | Making the Health Commitment | Consumer-Centric Strategies: Redefining Value and Success in Health Care

4:30 PM – 5:15 PM **GLOBAL HEALTH CARE** - Ezekiel J. Emanuel, MD, PhD Vice Provost for Global Initiatives University of Pennsylvania, Omar Ishrak, Chairman and Chief Executive Officer, Medtronic, Muhammad Yunus Founder Grameen Bank and Grameen Health (Bangladesh)

5:15 PM – 6:15 PM **A STATEWIDE INITIATIVE TO PROMOTE HEALTHIER COMMUNITIES, HEALTHIER LIVES** - Terry Branstad, Governor of Iowa, John D. Forsyth, Chairman and CEO, Wellmark, Inc., Richard Jurgens Chairman of the Board and CEO Hy-Vee, Inc., Moderator: Ben R. Leedle, Jr President and Chief Executive Officer, Healthways

6:15 PM – 7:15 PM **OPENING RECEPTION IN THE EXECUTIVE NETWORKING LOUNGE (Plus Invitational Dinners TBA)**

### TUESDAY, APRIL 17, 2012

8:00 AM – 9:00 AM **INNOVATION IN LEVERAGING INFORMATION—EMERGING OPPORTUNITIES IN THE CLOUD AND mHEALTH** - Lowell McAdam, President and Chief Executive Officer, Verizon Communications, Charles W. Sorenson, Jr. MD President and CEO Intermountain Health Care, Patrick Soon-Shiong, MD, Chairman and CEO, NantWorks

9:00 AM – 10:00 AM **PREPARING FOR 2014—THE ROLL-OUT OF EXCHANGES AND COVERAGE** - Jonathan Gruber, PhD, Professor of Economics, Massachusetts Institute of Technology (MIT) Ron Pollack, Executive Director, Families USA, Board of Directors, Enroll America, Moderator: Alan Weil, Executive Director, National Academy for State Health Policy

10:00 AM – 10:45 AM **REFRESHMENT BREAK IN THE EXECUTIVE NETWORKING LOUNGE**

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10:45 AM – 11:35 AM	Innovations in Global Health Care Financing Mechanisms for Equitable Access to Care	States Strategies to Drive Quality Improvements and Efficiency in the Delivery System	Employer Tactics to Create a Culture of Engagement—Understanding the Factors that Drive Engagement	ACD and Innovative Payer/Provider Care Coordination Models	Delivering High Value Care – Business Models that Provide More Coordinated, High Quality and Cost-Effective Care	Testing Bundled Payment Models Through Defined Models of Care	Commercial Opportunities for Medical Technologies in National Prevention Priorities	Bundled Care for Chronic Disease – Determining Value, Payments and Quality in Chronic Care	Data Analytics for the CEO—Developing an Enterprise Wide Information Strategy	Investing in Solutions for the Emerging Health Care Consumer
11:40 AM – 12:30 PM	Transforming the Health Care Delivery Model with High-Volume, Focused Hospitals	State Approaches to Successful Medicaid Expansion—Improving Managed Care and Financing	Achieving and Maintaining Zero Trend—Innovative Employee Health and Productivity Programs of the Future	Payer Capabilities to Transform Care—Harnessing the Power of Data Analytics, HIEs and Cloud Computing	Accelerating the Pace of Innovation in the Delivery of Care – Transforming Patient-Centered Care	Systems Engineering and Impactful Health IT to Advance Cost-Effective Care	Global Pricing, Reimbursement and Market Access—Evidence-Based Strategies for Successful Product Launch	Successful Chronic Care Management within ACOs	Virtual Care Coordination – Leverage Telemedicine to Improve Health Disparities and Reduce Costs	Mergers and Acquisitions in Health Care -- Innovative Partnership Growth Models

12:30 PM – 1:45 PM **LUNCHEON IN THE EXECUTIVE NETWORKING LOUNGE – Demonstrations TBA!**

#### MARKET INSIGHTS

1:45 PM – 2:30 PM **A** More and More Companies are Reaping Rewards from Global Benefit Programs—What Do They Know That You Don't? | **B** Myth Buster—Is Your Healthcare Data Secure in the Cloud? | **C** Increase the Effectiveness of Employee Wellness Programs with Incentives | **D** Health IT, Clinical Analytics and the Transformation of Healthcare | **E** A Proactive Approach to Managing Undeliverable Mail

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2:35 PM – 3:25 PM	Leverage Global Innovations in Health IT for Improved Outcomes, Reduced Costs and Increased Access to Care	Community-based Wellness Initiative—A Program with Measurable, Sustainable Results	Strategic Approaches to Target and Manage High Cost Populations and Diseases	Private Benefit Exchanges and Defined Contribution Models	Achieving Operational Excellence – Matching Resources and Utilization to Meet the New Delivery Paradigm	Clinical Integration to Form a Virtual ACO	Utilizing Real-World Cost and Outcomes Evidence and Multi-Stakeholder Partnerships to Optimize Outcomes	Optimizing Transitions of Care to Contain Costs and Reduce Readmissions	Innovations in Data Sharing Between Payers and Providers to Improve the Quality of Care, Reduce Administrative Burden and Achieve Interoperable Health Care	Investing in Health Care Start Ups—Innovations in Personalized Medicine and New Consumer Technologies

3:25 PM – 4:15 PM **REFRESHMENT BREAK IN THE EXECUTIVE NETWORKING LOUNGE**

4:15 PM – 5:15 PM **PIONEERING 21ST CENTURY IT ENABLED SYSTEMS** - George C. Halvorson, Chairman and Chief Executive Officer, Kaiser Permanente; Board of Directors, AHIP, Todd Park, Chief Technology Officer, U.S. Department of Health and Human Services, Tim O'Reilly, Founder and CEO, O'Reilly Media, Inc.

5:15 PM – 6:00 PM **2012 ELECTIONS AND THE PRICE FOR HEALTH REFORM** - Peter R. Orszag, Member of President Obama's Cabinet, Director, Office of Management and Budget, 2009-2010, Director, Congressional Budget Office, 2007-2008, Vice Chairman, Institutional Clients Group, Citigroup, Inc. Moderator: Bob Kocher, MD, Partner, Venrock; Former member, National Economic Council

6:00 PM – 7:00 PM **RECEPTION IN THE EXECUTIVE NETWORKING LOUNGE**

### WEDNESDAY, APRIL 18, 2012

8:00 AM – 9:00 AM **ACHIEVING ACCOUNTABLE CARE THROUGH VALUE-BASED PAYMENT MODELS** - Alan Munez, MD, MHA, Chief Medical Officer, CIGNA, Emad Rizk, MD President, McKesson Health Solution, Ann Boynton Deputy Executive Officer, Benefits Program Policy and Planning, CalPERS

9:00 AM – 10:00 AM **CRITICAL NEXT STEPS FOR TRANSPARENCY, PRICING & COST CONTAINMENT** - Jeremy A. Lazarus, MD President-Elect, American Medical Association, Robert Krughoff, President and CEO, Consumers' Checkbook, David Lansky, PhD President & Chief Executive Officer, Pacific Business Group on Health

10:00 AM – 11:00 AM **MARKET CONSOLIDATION—INNOVATIONS FROM THE COMMERCIAL MARKET** - Richard A. Feinstein Director, Bureau of Competition, Federal Trade Commission (FTC), Leslie C. Overton, Deputy Assistant Attorney General, United States Department of Justice

11:00 AM – 11:30 AM **A ROADMAP FOR THE FUTURE OF REFORM IN AMERICA** - Speaker TBA

To register, please call **1-800-767-9499**. To learn more, please visit [www.worldhealthcarecongress.com](http://www.worldhealthcarecongress.com)

AGENDAS AS OF JANUARY 6, 2012 AND SUBJECT TO CHANGE