

Health Plan Innovation

MARCH 5 - 6, 2018 | ORLANDO, FL | ROSEN PLAZA HOTEL

DAY ONE • MONDAY, MARCH 5, 2018

7:30 am	WORKSHOP REGISTRATION AND MORNING COFFEE		
CHOOSE BETWEEN 2 PRE-SUMMIT WORKSHOPS			
8:30 am	WORKSHOP: HOW TO TAP INTO THE DUAL-MARKET — AND WHY YOU'RE MISSING OPPORTUNITIES IF YOU DON'T!	WORKSHOP: THINK DIFFERENTLY TO BREAK BARRIERS IN CREATIVE MARKETING	
11:45 am	LUNCH ON YOUR OWN/MAIN SUMMIT REGISTRATION		
MAIN SUMMIT			
1:00 pm	CHAIRPERSON'S WELCOME AND OPENING REMARKS		
1:15 pm	OUT OF INDUSTRY KEYNOTE: REVVING THE INNOVATION ENGINE TO BANISH COMPLACENCY AND GARNER ATTENTION		
	HEALTH PLAN MARKETING	HEALTH PLAN PRODUCT STRATEGY & INNOVATION	MEDICARE MARKETING & SALES INNOVATION
2:00 pm	LEVERAGE DATA ANALYTICS TO MAKE MORE MEANINGFUL CONNECTIONS WITH MEMBERS		MEDICARE MARKETING & SALES INNOVATION KEYNOTE: PLAN FORWARD FOR NEW TRENDS AND OPPORTUNITIES
2:45 pm	INTERACTIVE INNOVATION BREAKOUT		
3:00 pm	NETWORKING AND REFRESHMENT BREAK		
3:30 pm	CREATE A CONSUMER-CENTRIC ONBOARDING EXPERIENCE TO OWN COMMUNICATIONS	ROUNDTABLE DISCUSSIONS	UNDERSTAND THE NEW MEDICARE CONSUMER TO CREATE MORE TARGETED MARKETING AND INCREASE YOUR IMPACT
4:15 pm	BUILD PERSONAL RELATIONSHIPS WITH MEMBERS BY CONNECTING WITH THE COMMUNITIES YOU SERVE	PANEL DISCUSSION: USE VALUE-BASED PRODUCT DESIGNS TO DRIVE MORE COST-EFFECTIVE CARE WHILE MANAGING CONSUMER CHOICE	CASE STUDY: UTILIZE PREDICTIVE ANALYTICS TO DIRECT MARKET SEGMENTATION AND EFFICIENTLY ALLOCATE RESOURCES
5:00 pm	COCKTAIL AND NETWORKING RECEPTION		

DAY TWO • TUESDAY, MARCH 6, 2018

8:00 am	MORNING COFFEE		
8:30 am	CHAIRPERSON'S WELCOME AND REVIEW OF DAY ONE		
8:45 am	QUANTIFY THE VALUE OF YOUR MARKETING TOOLS TO PROTECT YOUR BUDGET	REFLECT MEMBER VALUES IN PRODUCT DESIGN BY ENGAGING CONSUMERS IN THE DEVELOPMENT PROCESS	CHIEF SALES AND MARKETING OFFICERS' FIRESIDE CHAT: ANALYZE CHANNEL EFFICACY TO UNCOVER THE BEST BALANCE FOR MULTICHANNEL SUCCESS
9:30 am	CONNECT WITH YOUR MARKETS TO EFFECTIVELY BUILD BRAND VALUE	STIMULATE ENGAGEMENT AND LONG-TERM LOYALTY THROUGH INNOVATIVE PRODUCT DESIGN	PANEL DISCUSSION: EMPLOY EDUCATION AND STRATEGIC COMMUNICATION TO FORM AND FOSTER BRAND LOYALTY
10:15 am	INTERACTIVE INNOVATION BREAKOUT		
10:30 am	NETWORKING AND REFRESHMENT BREAK		
11:00 am	BALANCE DIGITAL TRANSFORMATION WITHIN OMNI-CHANNEL MARKETING FOR NEW MARKET SEGMENTS	DEVELOP PRODUCTS THAT DRIVE BETTER SITE OF SERVICE UTILIZATION	UTILIZE DATA-DRIVEN DECISIONS TO STAY NIMBLE, PROACTIVE, AND READY TO ADAPT
11:45 am	OPTIMIZE SOCIAL MEDIA STRATEGY TO DEVELOP INNOVATIVE COMMUNICATION PLATFORMS	<ul style="list-style-type: none"> Narrow Networks Transparency Incentives Pricing 	PANEL DISCUSSION: EXPLORE THE MARKETING AND SALES PERSPECTIVES TO INCREASE STAR RATINGS AND MITIGATE RISK
12:30 pm	MUNCH AND MINGLE		
1:45 pm	CREATE NEW MEMBER ACQUISITION OPPORTUNITIES TO DIFFERENTIATE YOUR PORTFOLIO	EXPLORE RISK-BASED PHARMACY STRATEGIES TO MANAGE THE HIGH COST OF SPECIALTY DRUGS	DEMISTIFY THE DUALS, DEMONSTRATIONS, AND EXPOSE OPENINGS OF OPPORTUNITY
2:30 pm	CASE STUDY: DESIGN MESSAGING TO INFLUENCE BEHAVIOR CHANGE AND IMPROVE POPULATION HEALTH		SYNCING WITHOUT SINKING: UNDERSTAND THE VALUE OF DEPARTMENTAL SYNERGY, HOW TO CREATE IT, AND WHERE TO FOCUS
3:15 pm	CLOSING KEYNOTE: PROMOTE CLINICAL INTEGRATION BY LEVERAGING PROVIDER RELATIONSHIPS TO BUILD NEW PATHWAYS FOR POPULATION HEALTH IMPROVEMENT		
4:00 pm	CLOSE OF SUMMIT		