

# AGENDA-AT-A-GLANCE



## WEDNESDAY, NOVEMBER 8, 2006

7:00 Registration & Continental Breakfast

8:00 Chairman's Welcome

**David A. Shore, PhD**, Director, **Forces of Change Program**; Founding Director, Trust Initiative, **Harvard School of Public Health**

8:15 **Keynote Remarks: "Framing a National Dialogue"** Susan Dentzer, Health Correspondent and Head of the Health Policy Unit, **The NewsHour with Jim Lehrer on PBS**

8:45 **Opening Keynote Address: "The Current Healthcare Consumer Marketplace"**

Moderator: **William Boyles**, Publisher, **Consumer Driven Market Report** • **H. Edward Hanway**, Chairman and CEO, **CIGNA**

**Michael Howe**, President and CEO, **MinuteClinic** • **Christopher Ewin, MD, FAAFP**, President, **Society for Innovative Medical Practice Design**

**Bruce Hamory, MD, FACP**, EVP and CMO, **Geisinger Health System** • **Ron Fontanetta**, Principal, **Towers Perrin**

9:45 **Keynote Address: "Engaging Consumers in Health Service Decisions – Results and Impact of Current and Emerging Legislation"**

Moderator: **Douglas Robinson**, Senior Vice President, **UnitedHealth Group** • **Allan Hubbard**, Assistant to the President for Economic Policy and Director, **National Economic Council** • **John Rother**, Policy Director, **AARP** • **Michael Cannon**, Director of Health Policy Studies, **CATO Institute**

**Barry M. Straube, MD**, Acting Director and Chief Clinical Officer, Office of Clinical Standards, **Centers for Medicare and Medicaid Services**

**Margaret VanAmringe, MHS**, Vice President for Public Policy and Government Relations, **JCAHO**

10:45 Networking Refreshment Break

11:15 **Portrait of a Healthcare Consumer – Latest Trends and Forecast Data**

**Brad Holmes**, VP and Director, **Forrester Research**

11:45 **Reactor Panel: JoAnn Laing**, President and CEO, **Information Strategies, Inc.**; founder **HSAfinder**

**Sara Collins, PhD**, Senior Program Officer, Future of Health Insurance, **The Commonwealth Fund**

**Wayne Sensor**, CEO, **Alegent Health**

12:15 Luncheon with Executive Discussion Groups

1:15 – 4:15

### CHOOSE BETWEEN 4 EXECUTIVE SEMINARS

**Seminar A for Employers/Payers:**  
Benefit Management and Plan Design  
in Consumer-Directed Offerings

**Seminar B for  
Employers/Payers/Providers:**  
Optimizing Chronic Care Outcomes  
through Consumer Engagement

**Seminar C for Financial Services:**  
Winning Your Share of the  
Healthcare Market

**Seminar D for Payers/Providers:**  
Innovations and Technologies Driving  
Consumer Service Quality

4:30 **International Keynote Panel: "Faster, Cheaper, Better – Contrasting American and International Perspectives on Consumerism"**

Moderator: **Neal Krouse, MD**, President, **Quick Quality Care dba CheckUps**

**William Draznik**, Vice President, Account Management, **Destiny Health** • **Stan Kachnowski**, HIT Director, School of Public Health, **Columbia University**

**Bern Shen, MD, M.Phil.**, Director, Strategic Research Initiatives, **Intel Digital Health**; Chairman, **The Health Trust**

5:30 Cocktail Reception with Speakers

## THURSDAY, NOVEMBER 9, 2006

8:00 Registration and Concurrent Breakfast Symposia

**Symposium A:**  
Innovation in Personal Records  
and Access to Care

**Symposium B:**  
The Evolution of Retail Care Delivery –  
The Growing Phenomena of Walk-In Clinics

**Symposium C:**  
Pricing and Quality Transparency – What Will  
the Consumer Do with This Information?

9:15 Chairman's Remarks

9:30 **Keynote Address & Panel: Applying the Principles of Innovation and Collaboration to Healthcare Consumerism**

Moderator: **Mark McConnell**, SVP, Employer Solutions Group, **Healthways** • **Adam Bosworth**, VP, **Google Inc.**

**Christopher Boyce**, President and Chief Executive Officer, **Virgin Life Care** • **Amy Edmondson**, Novartis Professor of Leadership and Management and Chair, Doctoral Programs, **Harvard Business School** • **John Pleasants**, Chief Executive Officer, **Revolution Health**

**Carol McCall**, Vice President, Research and Development, **Humana**

10:30 Networking Refreshment Break

### CHOOSE BETWEEN 3 EDUCATIONAL TRACK SUMMITS

**EMPLOYERS**  
The End of Employer Paternalism and the  
Beginning of Consumer Control?

**PAYERS/PROVIDERS**  
Leveraging the Consumer/Patient Mindset to  
Improve Quality and Cost

**BANKS/RETAILERS**  
Current Trends and Realities of Consumer  
Saving and Spending

10:45-11:30 Driving Quality by Rewarding Performance:  
GM's Value-Based Purchasing Strategy

Utilizing Patient Portals to Improve Access,  
Cost and Quality

Marketing Your Financial Institution to Capitalize  
on the Growth of Healthcare Consumerism

11:30-12:15 Creating Informed Consumers — Overcoming  
Communication Challenges

Creating Pricing Transparency in the Marketplace

The Art of the Deal: Negotiating and Contracting  
Between Financial Institutions, Health Plans,  
Employers and Consumers

12:15 Luncheon with Executive Discussion Groups

1:30-2:15 Best Practices in Contracting with Your PBM

The Emerging Individual Market

Healthcare Line of Credit — Marrying Financial  
Tools with Traditional Healthcare Services

2:30 **Closing Keynote Address: A Futurist's Look at Consumerism in Healthcare**

Moderator: **Brad Kimler**, Senior Vice President, Benefits Consulting, **Fidelity Investments** • **Brett Trusko, PhD**, President, **Future Org**

**David Gratzler, MD**, Senior Fellow, **Manhattan Institute** • **David Knott, PhD**, Senior Vice President, **Booz Allen Hamilton**

3:30 Chairman's Closing Remarks