



AGENDA-AT-A-GLANCE FOR THE WORLD HEALTH CARE CONGRESS • JAN. 30 - FEB. 1, 2005 • WASHINGTON, DC

1:00 PM

S U N D A Y , J A N U A R Y 3 0 , 2 0 0 5

B Y I N V I T A T I O N - O N L Y S U M M I T S		
CFO SUMMIT FOR HEALTH PLANS AND PROVIDERS	EMPLOYER CFO/VP HR SUMMIT	CMO SUMMIT FOR HEALTH PLANS AND PROVIDERS

I N D U S T R Y U P D A T E S O P E N T O A L L A T T E N D E E S		
INDUSTRY UPDATE 1: MEDICARE ADVANTAGE —IMPACT OF MEDICARE REFORM ON HEALTH PLANS AND PROVIDERS		
INDUSTRY UPDATE 2: IMPLEMENTING PATIENT-CENTERED CARE — INCENTIVES, DECISION SUPPORT AND CARE COLLABORATION		

6:00 PM -
7:30 PM

Gala Reception Hosted by: **THE WALL STREET JOURNAL**

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INDUSTRY UPDATE 1:

MEDICARE ADVANTAGE —IMPACT OF MEDICARE REFORM ON HEALTH PLANS AND PROVIDERS

INDUSTRY UPDATE 2:

IMPLEMENTING PATIENT-CENTERED CARE — INCENTIVES, DECISION SUPPORT AND CARE COLLABORATION

M O N D A Y , J A N U A R Y 3 1 , 2 0 0 5

7:00 AM

Continental Breakfast in Executive Networking Area

8:00 AM

Welcome and Opening Remarks

8:15 AM

Opening Keynote Address: "Financing Medicare — Escalating Forecasts and Viable Solutions" —

Keynote Moderator: Daniel Henninger, Deputy Editor, Editorial Page, The Wall Street Journal; Pulitzer Prize Winner

Douglas Holtz-Eakin, Ph.D., Director, **Congressional Budget Office** • **Gail R. Wilensky, Ph.D.**, John M. Olin Senior Fellow, **Project Hope**

Robert D. Reischauer, Ph.D., President, **The Urban Institute**; Vice Chair, **Medicare Payment Advisory Commission**

9:15 AM

Keynote Address: "Transformation of Health Care by Consumers — Financial Incentives, Information and Market Forces" —

John W. Rowe, M.D., Chairman and CEO, **Aetna** • **George C. Halvorson**, Chairman and CEO, **Kaiser Foundation Health Plans and Hospitals**

Jack O. Bovender, Chairman and CEO, **HCA** • **David Brennan**, President and CEO, **AstraZeneca US**

10:15 AM

*Keynote Address: "The CMS Benchmark for Quality and Accountability" — **Mark McClellan, M.D.**, Administrator, **Centers for Medicare and Medicaid Services***

O P E N F O R U M T O A L L		B Y I N V I T A T I O N - O N L Y S U M M I T S													
1	EXECUTIVE CONGRESS	2	PUBLIC SECTOR INITIATIVES	3	EMPLOYER CEO/CFO	4	EMPLOYER VP, HR & CORP. MEDICAL DIRECTORS	5	HEALTH PLAN & INSURER CEO/CFO/CMO	6	PHARMA & BIOTECH CEO/CFO/CMO	7	HEALTH SYSTEM & HOSPITAL CEO/CFO/CIO	8	HEALTH SYSTEM & HOSPITAL CIO/CTO
11:15 AM	Quality Standards	CMS Requirements	Impacting Health Care Quality	FedEx Best Practices	Consumer Marketplace	Advancing R&D	Impact of MMA	Redefining IT							
12:00 PM	Luncheon in VIP Networking Area		Human Capital Investment	Consumer Driven Health Care	Product Innovation	FDA Regulations	Quality & Accountability	Patient Safety							
1:30 PM	The Uninsured	DHHS's EMR	Q&A with Jim Collins	Quality Incentives	Horizontal Diversification	Public Perceptions	Clinical Transformation	EMR: Lessons Learned							
2:30 PM	Mayo Clinic Perspective	Public/Private Info Sharing													
3:30 PM	Networking Break in VIP Networking Area														

4:30 PM

Keynote Address: "In Pursuit of the Electronic Medical Record — Perspectives from the US DHHS and UK's NHS" —

David Brailer, M.D., Ph.D., National Health Information Technology Coordinator, **U.S. Department of Health and Human Services**

Richard Granger, Director General IT, National Health Service, **U.K. Department of Health**

5:15 PM

*Keynote Address: "Achieving Excellence in Health Care through Sound Management Practices" — **Jim Collins**, Author of "Good to Great" and "Built to Last"*

6:30 PM -
8:00 PM

Gala Reception in VIP Networking Area

T U E S D A Y , F E B R U A R Y 1 , 2 0 0 5

7:00 AM

A	B	C	D	E	F
Medicare Reform — Implications for All Industry Sectors	Pay-for-Performance — Program Design, Public Reporting and Provider Incentives	Leveraging Population-Based Care and Chronic Care Management Programs	New Product Development and Innovative Delivery to Achieve Operational Excellence	Patient Safety — The Emerging Competition for Control Over the Measures	Best Practices to Manage Pharmaceutical Costs Effectively

9:15 AM

Keynote Address: "CEO Panel — The Impact of Rising Health Care Costs on the Economy" —

Michael J. Critelli, Chairman and CEO, **Pitney Bowes** • **Fred Buenrostro**, CEO, **CalPERS**

10:15 AM

Networking Break in VIP Networking Area

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10:45 AM	Consumer Perceptions	The Uninsured	Debate on HSAs	Quality and Safety Initiatives	Chronic Care and Genomics	Health Care Reform	Access to Capital	Disruptive Technologies							
11:45 PM	Pay-for-Performance	Disease Management Funding	Purchasing Power	Predictive Modeling	Clinical Collaboration with Providers	Pharma's Role in the Continuum	Capacity Management	Payer Connectivity							
12:30 PM	Luncheon in VIP Networking Area														

1:45 PM

*Keynote Address: "Creating Catalysts for Competition in Healthcare" — **Leonard Schaeffer**, Chairman and CEO, **WellPoint Health Networks***

2:30 PM

*Closing Keynote Address: "Key Democratic and Republican Legislators TBA 1/05" — **Key Political Legislators TBA***

3:30 PM

Conference Concludes