



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

SUNDAY, JANUARY 30, 2005

BY INVITATION - ONLY SUMMITS

CFO
SUMMIT
FOR HEALTH
PLANS AND
PROVIDERS

EMPLOYER
CFO/VP
HR SUMMIT

CMO
SUMMIT FOR
HEALTH
PLANS AND
PROVIDERS

INDUSTRY UPDATES OPEN TO ALL ATTENDEES

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

1:00 PM

6:00 PM -
7:30 PM

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

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MONDAY, JANUARY 31, 2005

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**

OPEN FORUM TO ALL

1	EXECUTIVE CONGRESS	2	PUBLIC SECTOR INITIATIVES
	Quality Standards		CMS Requirements

11:15 AM

12:00 PM Luncheon in VIP Networking Area

1:30 PM	The Uninsured	DHHS's EMR
2:30 PM	Mayo Clinic Perspective	Public/Private Info Sharing

3:30 PM Networking Break in VIP Networking Area

BY INVITATION - ONLY SUMMITS

3	EMPLOYER CEO/CFO	4	EMPLOYER VP, HR & CORP. MEDICAL DIRECTORS	5	HEALTH PLAN & INSURER CEO/CFO/CMO	6	PHARMA & BIOTECH CEO/CFO/	7	HEALTH SYSTEM & HOSPITAL CEO/CFO/CIO	8	HEALTH SYSTEM & HOSPITAL CIO/CTO
	Impacting Health Care Quality		FedEx Best Practices		Consumer Marketplace		Advancing R&D		Impact of MMA		Redefining IT
	Human Capital Investment		Consumer Driven Health Care		Product Innovation		FDA Regulations		Quality & Accountability		Patient Safety
	Q&A with Jim Collins		Quality Incentives		Horizontal Diversification		Public Perceptions		Clinical Transformation		EMR: Lessons Learned

4:30 PM **Keynote Address: "In Pursuit of the Electronic Medical Record — Perspectives from the US DHHS and UKs 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

TUESDAY, FEBRUARY 1, 2005

7:00 AM	<div>A</div> <div>Medicare Reform — Implications for All Industry Sectors</div>	<div>B</div> <div>Pay-for-Performance — Program Design, Public Reporting and Provider Incentives</div>	<div>C</div> <div>Leveraging Population-Based Care and Chronic Care Management Programs</div>	<div>D</div> <div>New Product Development and Innovative Delivery to Achieve Operational Excellence</div>	<div>E</div> <div>Patient Safety — The Emerging Competition for Control Over the Measures</div>	<div>F</div> <div>Best Practices to Manage Pharmaceutical Costs Effectively</div>
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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

OPEN FORUM TO ALL

1	EXECUTIVE CONGRESS	2	PUBLIC SECTOR INITIATIVES
	Consumer Perceptions		The Uninsured
	Pay-for-Performance		Disease Management Funding

10:45 AM

11:45 PM

12:30 PM Luncheon in VIP Networking Area

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	Debate on HSAs		Quality and Safety Initiatives		Chronic Care and Genomics		Health Care Reform		Access to Capital		Disruptive Technologies
	Purchasing Power		Predictive Modeling		Clinical Collaboration with Providers		Pharma's Role in the Continuum		Capacity Management		Payer Connectivity

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