

AGENDA-AT-A-GLANCE

WEDNESDAY, SEPTEMBER 30, 2009

8:00 am – 8:30 am

Registration and Breakfast in Executive Networking Lounge

8:30 am – 11:30 am

PRE-CONGRESS WORKSHOP

Multi-Stakeholder Collaborative Models that Work to Improve Population Health and Decrease Costs

11:30 am – 12:30 pm

Lunch on Your Own

12:30 pm – 12:40 pm

Chairperson's Welcome and Opening Remarks

12:40 pm – 1:10 pm

OPENING KEYNOTE ADDRESS – A New Era for Obesity: Do America's Efforts Go Far Enough?

1:10 pm – 2:00 pm

GENERAL SESSION – Reducing Health Disparities and Building Healthy Communities: Best Practices from California, New York and Louisiana

2:00 pm – 3:00 pm

EXECUTIVE LEADERSHIP SEMINARS (CHOOSE 1 OF 2)

SEMINAR 1 – Reach, Retention, Results and ROI: Exploring the Four Critical Components of a Successful Wellness Program

SEMINAR 2 – A Family-Based Approach to Managing Childhood Obesity: An In-Depth Analysis of the Nation's Most Distinguished Multi-Specialty Weight-Loss Program

3:00 pm – 3:30 pm

Networking Refreshment Break in the Executive Networking Lounge

3:30 pm – 4:30 pm

EXECUTIVE LEADERSHIP SEMINARS (CHOOSE 1 OF 2)

SEMINAR 3 – Creating a Culture of Healthy Living: Lessons Learned from Leading Global Employer Initiatives

SEMINAR 4 – Engaging a Minority Population Through Faith-Based Weight Loss Programs

4:30 pm – 5:15 pm

GENERAL SESSION – A Physician's Perspective: Defining Obesity Medicine as an Independent Specialty

5:15 pm – 6:15 pm

CLOSING KEYNOTE ADDRESS – 2010 Initiatives on the Horizon: Recommendations for Adhering to the Updated Fitness and Nutrition Guidelines

6:15 pm – 6:20 pm

Chairperson's Closing Remarks

6:20 pm – 7:15 pm

Networking Cocktail Reception in the Executive Networking Lounge

THURSDAY, OCTOBER 1, 2009

7:00 am – 8:00 am

Registration and Breakfast in Executive Networking Lounge

8:00 am – 8:10 am

Chairperson's Welcome and Opening Remarks

8:10 am – 9:00 am

OPENING KEYNOTE ADDRESS – Constructing Tomorrow's Health System with Prevention as the Foundation

9:00 am – 9:40 am

Building a Healthier Chicago: A Grassroots Urban Wellness Initiative Targeting Physical Activity, Nutrition, and Blood Pressure

9:40 am – 10:20 am

Population Health Management as a Serious Economic Strategy

10:20 am – 10:50 am

Networking Refreshment Break in the Executive Networking Lounge

10:50 am – 11:20 am

CASE STUDY – Everything's Bigger in Texas: CATCH Program Promotes Healthy Habits and Tackles Childhood Obesity in Texas Schools

11:20 am – 12:30 pm

PANEL DISCUSSION – Value-Based Benefits: Redesigning Health Care Products to Incentivize the Treatment of Obesity

12:30 pm – 1:30 pm

Luncheon Keynote in the Executive Networking Lounge- What Payers Need to Know to Lead the CDHC Market Space

1:30 pm – 5:30 pm

CONCURRENT EDUCATIONAL TRACKS (CHOOSE 1 OF 3)

TRACK 1 – Innovative Treatment Models for Co-Morbid Obesity Conditions

Analyzing Behavior Health Elements as it Relates to Commercial Vehicle Driving as Cause and Effect of Obesity

Sleep Apnea as a Contributing Cause of Obesity

TRACK 2 – Best Practices for Effective Value-Based Benefit Designs

AEvidence Based Solutions for Effective Health Promotion

Alliance for a Healthier Generation's Healthcare Initiative: A Multi-Stakeholder Model to Incentivize the Treatment of Child and Family Obesity

TRACK 3 – Battling Childhood Obesity: Community and Research Initiatives

Investing in Our Youth Through Positive Peer Pressure

Exploring Solutions for Preventing Childhood Obesity in Low-Income Neighborhoods

1:35 pm – 2:25 pm

2:25 pm – 3:15 pm

3:15 pm – 3:45 pm

Networking Refreshment Break in the Executive Networking Lounge

3:45 pm – 4:35 pm

Treating Obesity: Fitness and Nutrition vs. Surgery and Drugs

A Benefit Package Triangle: A Physician, Health Plan and Disease Management Collaborative

Generating Positive Public Health Outcomes: Reversing the Childhood Obesity Epidemic by 2015

4:35 pm – 5:30 pm

Developing a Comprehensive Diabetes-Focused Health Plan

A Health Plan Incubation Model: Measuring Weight Management Program Effectiveness in the Workplace

Combating the Rising Family Obesity Rates Through Motivational Interviewing

5:30 pm – 6:10 pm

CLOSING KEYNOTE ADDRESS — The Massachusetts Universal Coverage Model: Is This the Answer to the National Health Care Reform Debate?

6:10 pm – 6:15 pm

Chairperson's Closing Remarks

FRIDAY, OCTOBER 2, 2009

7:30 am – 8:30 am

Registration and Breakfast in Executive Networking Lounge

8:30 am – 8:35 am

Chairperson's Welcome and Opening Remarks

8:35 am – 9:15 am

OPENING KEYNOTE ADDRESS – Examining the Role of Socio-Economic Factors to Create Next Generation Solutions

9:15 am – 9:45 am

GENERAL SESSION – Promoting Healthy Nutritional Policies: USDA Initiatives on Conquering the Obesity Epidemic

9:45 am – 10:15 am

GENERAL SESSION – A Farmers Market Movement to Expand Access to Nutritious Foods Among Diverse Communities

10:15 am – 10:30 am

Networking Refreshment Break in the Executive Networking Lounge

10:30 am – 11:30 am

ROUNDTABLE DISCUSSION – Moving Away from Silo Initiatives Towards Multi-Stakeholder Collaborations On the Implementation and Management of Population Health Solutions

11:30 am – 12:15 pm

PANEL DISCUSSION – Strategies for Obesity Health Policy: Are We Condemning Ourselves to Unhealthy Living?

12:15 pm

Chairperson's Closing Remarks and Call to Action

Please Note: Agenda is subject to change

To register, please visit www.worldcongress.com/obesity Phone: 800-767-9499 • Fax: 781-939-2543 • Email: wcreg@worldcongress.com