

TRI-SUMMIT AGENDA-AT-A-GLANCE • MARCH 13, 2013

7:30 am – 8:30 am	Registration
Pre-Congress Workshops (Choose 2 of 4)	
8:30 am – 11:30 am	Workshop A: EFFECTIVELY MANAGING EXCHANGE IMPLEMENTATION AND OPERATING IN A COMPETITIVE PUBLIC/PRIVATE EXCHANGE
12:00 pm – 1:00 pm	Lunch on Your Own; Registration
1:00 pm – 4:00 pm	Workshop C: UNDERSTANDING YOUR SOCIAL BODY LANGUAGE
M A R C H 1 4 , 2 0 1 3	
7:00 am – 8:00 am	<i>Registration in the Executive Networking Lounge</i>
8:00 am – 8:15 am	<i>Welcome and Opening Keynote Introduction for Tri-Located Summits</i>
8:15 am – 9:15 am	CONGRESS OPENING KEYNOTE ADDRESS: INITIATING THE NEXT GENERATION OF POPULATION MANAGEMENT
	ANCILLARY PRODUCTS
	MEDICARE MARKETING
	HEALTH PLAN INNOVATION
9:15 am – 10:00 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
10:00 am – 10:15 am	<i>Chairperson's Welcome and Opening Remarks</i>
10:15 am – 11:15 am	MARKET CLIMATE: WHAT OPPORTUNITIES ARE BEING CREATED FOR EXPANDING ANCILLARY BENEFITS?
11:15 am – 12:15 pm	DEFINING A PRODUCT SET BEYOND HEALTH AND ANCILLARY
	HOW TO BETTER UNDERSTAND TODAY'S 65+ MARKETPLACE AND EXAMINING CREATIVE STRATEGIES TO ATTRACT THEM
12:15 pm – 1:30 pm	<i>Networking Luncheon in the Executive Networking Lounge</i>
1:30 pm – 2:30 pm	PRODUCT DIFFERENTIATION AND INNOVATION: ALIGNING YOUR BUSINESS STRATEGY TO MARKET YOUR SERVICES TO MEET THE NEEDS OF TODAY'S CONSUMER
	LEVERAGING TOP STAR RATINGS TO ENHANCE MEMBER ACQUISITION AND RETENTION
	1:30 pm – 2:00 pm UNDERSTANDING AND ENGAGING THE FUTURE CONSUMER: KEY LEARNINGS FROM A GOOGLE CONSUMER EXPERT
	2:00 pm – 2:30 pm UNDERSTANDING AND ENGAGING THE CONSUMER: BECOMING THEIR COMPLETE HEALTH ADVOCATE
2:30 pm – 3:15 pm	USING BIG DATA TO GET BIG RESULTS IN ANCILLARY BENEFITS
	HOW DO SENIORS SHOP THE EXCHANGE BEFORE, DURING AND AFTER AEP?
3:15 pm – 4:00 pm	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
4:00 pm – 5:00 pm	AN EMPLOYERS' PERSPECTIVE ON WHAT THEY ARE LOOKING FOR FROM SPECIALTY BENEFITS
	MEDICARE CUSTOMER EXPERIENCE: WHY IT MATTERS
	4:00 pm – 4:45 pm LOOKING BEYOND MOBILE: DEVELOPING A TRUE MULTI-CHANNEL STRATEGY FOR YOUR ORGANIZATION
5:00 pm – 6:00 pm	LEVERAGING YOUR PRODUCTS OFFERINGS BEYOND THE TRADITIONAL BENEFITS TO INCREASE MARKET SHARE
	USING MOBILE, VIDEO AND SOCIAL IN MEDICARE MARKETING
	4:45 pm – 6:00 pm PANEL: SO YOU WANT TO BUILD A START-UP ACCELERATOR?
6:00 pm – 7:00 pm	<i>Networking Cocktail Reception in the Executive Networking Lounge</i>
M A R C H 1 5 , 2 0 1 3	
7:30 am – 8:00 am	<i>Registration in the Executive Networking Lounge</i>
	ANCILLARY PRODUCTS
	MEDICARE MARKETING
	HEALTH PLAN INNOVATION
8:00 am – 8:15 am	<i>Chairpersons' Opening Remarks and Recap of Day 2</i>
8:15 am – 9:00 am	OPENING KEYNOTE ADDRESS: CONSUMER ENGAGEMENT: CREATING AN ENVIRONMENT MAKING THE CONSUMER THE QUARTERBACK OF THEIR HEALTH
9:00 am – 9:45 am	PANEL DISCUSSION: BROKERS: HOW WILL THEIR EXISTING ROLE BE IMPACTED?
9:45 am – 10:30 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
10:30 am – 11:15 am	HEALTH EXCHANGES: WHAT WILL BE THE ROLE OF VOLUNTARY BENEFITS?
	ROUNDTABLE DISCUSSIONS
	THE TRUE NEXT FRONTIER OF CONSUMER-DIRECTED HEALTH CARE: TRANSPARENCY AND DEFINED CONTRIBUTIONS
5 Minute Transition	
11:20 am – 12:00 pm	CONGRESS CLOSING KEYNOTE: WHAT CAN HEALTH CARE LEARN FROM OTHER INDUSTRIES TO INCREASE CONSUMER ENGAGEMENT?
12:00 pm – 12:15 pm	<i>Closing Remarks; Summits Conclude</i>