

# 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	Workshop B: TOOLS AND TECHNIQUES REQUIRED TO MOVE FROM DEFINED BENEFITS TO DEFINED CONTRIBUTION
12:00 pm – 1:00 pm	Lunch on Your Own; Registration	
1:00 pm – 4:00 pm	Workshop C: UNDERSTANDING YOUR SOCIAL BODY LANGUAGE	Workshop D: ASSESSING THE CURRENT LANDSCAPE OF RETAIL HEALTH: OPPORTUNITIES FOR REVENUE, MEMBER ENGAGEMENT, AND CARE COORDINATION THROUGH RETAIL STORES AND URGENT CARE CLINICS
MARCH 14, 2013		
7:00 am – 8:00 am	Registration in the Executive Networking Lounge	
8:00 am – 8:15 am	Welcome and Opening Keynote Introduction for Tri-Located Summits	
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	Networking and Refreshment Break in the Executive Networking Lounge		
10:00 am – 10:15 am	Chairperson's Welcome and Opening Remarks	Chairperson's Welcome and Opening Remarks	Chairperson's Welcome and Opening Remarks
10:15 am – 11:15 am	MARKET CLIMATE: WHAT OPPORTUNITIES ARE BEING CREATED FOR EXPANDING ANCILLARY BENEFITS?	CUSTOMER CENTRICITY IN MEDICARE MARKETING	ACCELERATING THE BUSINESS PLAN TO LAUNCH HEALTH PLANS INTO TODAY'S CONSUMERIST WORLD
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	CREATING A CONSUMER CULTURE FROM THE INSIDE OUT: ALIGNING AND ORGANIZING TO MEET CONSUMER NEEDS
12:15 pm – 1:30 pm	Networking Luncheon in the Executive Networking Lounge		
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?	DIRECT TO CONSUMER MARKETING: THE FUTURE IS NOW
3:15 pm – 4:00 pm	Networking and Refreshment Break in the Executive Networking Lounge		
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	Networking Cocktail Reception in the Executive Networking Lounge		

## MARCH 15, 2013

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	<b>OPENING KEYNOTE ADDRESS: CONSUMER ENGAGEMENT: CREATING AN ENVIRONMENT MAKING THE CONSUMER THE QUARTERBACK OF THEIR HEALTH</b>	<b>LEVERAGING YOUR MEDICARE BRAND TO DEVELOP MEMBER LOYALTY, BOOST RETENTION AND DIFFERENTIATE YOUR PLAN</b>	<b>BUSINESS INNOVATIONS: DEVELOPING NEW LINES OF BUSINESS TO GENERATE ADDITIONAL REVENUE</b>
9:00 am – 9:45 am	<b>PANEL DISCUSSION: BROKERS: HOW WILL THEIR EXISTING ROLE BE IMPACTED?</b>	<b>AGING-IN AND SEMINAR SECRET SAUCE THAT DRIVE GROWTH</b>	<b>MOVING THE NEEDLE: ENGAGING MEMBERS TO ACHIEVE EFFECTIVE OUTCOMES</b>
9:45 am – 10:30 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>		
10:30 am – 11:15 am	<b>HEALTH EXCHANGES: WHAT WILL BE THE ROLE OF VOLUNTARY BENEFITS?</b>	<b>ROUNDTABLE DISCUSSIONS</b>	<b>THE TRUE NEXT FRONTIER OF CONSUMER-DIRECTED HEALTH CARE: TRANSPARENCY AND DEFINED CONTRIBUTIONS</b>
5 Minute Transition			
11:20 am – 12:00 pm	<b>CONGRESS CLOSING KEYNOTE: WHAT CAN HEALTH CARE LEARN FROM OTHER INDUSTRIES TO INCREASE CONSUMER ENGAGEMENT?</b>		
12:00 pm – 12:15 pm	<i>Closing Remarks; Summits Conclude</i>		