

THE 8TH ANNUAL AMERICAN HEALTH CARE CONGRESS AGENDA-AT-A-GLANCE

MONDAY, DECEMBER 5, 2011

7:00 am – 8:00 am	Congress Registration and Welcome Coffee in the Executive Solutions Exhibition			PLATINUM FOYER & PLATINUM 6
8:00 am – 8:30 am	KEYNOTE 1: HEALTH REFORM AND THE ECONOMY: ARE THEY GOOD FOR EACH OTHER? – Leonard D. Schaeffer, Founding Chairman and CEO, WellPoint			PLATINUM 5
8:30 am – 9:30 am	KEYNOTE 2: PREVENTION AND WELLNESS – ATTACKING THE ROOT CAUSE OF AMERICA'S HEALTH CARE COST CRISIS - Pamela Hymel, MD, CMO, Walt Disney Parks and Resorts - Tami Graham, Global Benefits Director, Intel - Christopher De Rosa, Regional Vice President, West Segment, CIGNA Healthcare			PLATINUM 5
9:30 am – 10:15 am	KEYNOTE 3: DELIVERING ON ACCOUNTABILITY – COORDINATING HIGH-QUALITY, COST-EFFECTIVE CARE - Robert Pryor, MD, President and CEO, Scott & White Healthcare - Ann Boynton, Deputy Executive Officer, Benefit Programs Policy and Planning, CalPERS - Douglas L. Strong, MBA, Chief Executive Officer, University of Michigan Hospitals and Health Centers			PLATINUM 5
10:15 am – 11:00 am	Refreshment Break in the Executive Solutions Exhibition			PLATINUM 6
Emerging Trend Forums				
11:00 am – 12:00 pm	A The Shift Toward a Consumer-Focused Health Care Market PLATINUM 1		B Innovative Models for Accountable Care PLATINUM 5	C Analytics-Based Population Health PLATINUM 2
Market Insight Series				
12:00 pm – 12:45 pm	MI1 Confronting Reform: Innovate or Fail PLATINUM 5	MI2 Integrating and Sharing Patient Data Real-time: The Key to Health Plan Transformation PLATINUM 1	MI3 Chronic Care Management Programs—Contracting Strategies to Ensure Quality Care and Reduced Costs	PLATINUM 2
12:45 pm – 2:15 pm	Luncheon in the Executive Solutions Exhibition			PLATINUM 6
1:00 pm – 2:00 pm	Invitational Lunch and Awards Program Hosted by Health Care Executives of Southern California			PLATINUM 8
Concurrent Executive Summits				
	HOSPITALS AND PHYSICIANS Integration and ACOs	HEALTH PLANS AND BROKERS Product Design for a Consumer-Centered Business	EMPLOYERS AND COALITIONS Prevention and Wellness Programs	LEADERSHIP SUMMIT Preparing for the New Era of Health Care Delivery
2:15 pm – 3:00 pm	Alignment and Integration – The Building Blocks for an ACO PLATINUM 5	Transitioning to Value Based Care with a Consumer Focused Business Model	Leveraging Employer Purchasing Power for Health	Engaged, Healthy, Resilient Employees—How Workplace Wellness is Good for the Business Bottom Line
3:00 pm – 3:45 pm	Synergy and Alignment - Sharing Core Competencies and Delivering Value through Risk Sharing Partnerships PLATINUM 5	Proven Incentives for Consumers and Providers to Demonstrate Improved Outcomes and Engagement	Incorporating Evidence-Based Prevention Initiatives into Benefit Design	Managing Financial Risks of Accountable Care – New Health Care Delivery Models
3:45 pm – 4:30 pm	Networking Break in the Executive Solutions Exhibition			PLATINUM 3
Concurrent Executive Summits (same as above)				
4:30 pm – 5:15 pm	Clinical Integration Strategies for Improved Outcomes and Reduced Costs PLATINUM 5	Leverage Consumer Prevention Tools to Reduce Costs and Improve Population Management	Creating Value Through Employee Engagement	Cultural Transformations for the Future of Healthcare
5:15 pm – 6:00 pm	Aligning Physician Hospital Incentives for a High Performance Health System PLATINUM 5	Key Operational Issues and Competitive Strategies for Successful Participation in Health Insurance Exchanges	Comprehensive, Results-Based Workplace Strategies to Control Costs and Create a Culture of Health	Using IT to Improve Population Health Status
6:00 pm – 7:00 pm	Networking and Cocktail Reception in the Executive Solutions Exhibition			PLATINUM 6
TUESDAY, DECEMBER 6, 2011				
7:30 am – 8:00 am	Congress Registration and Welcome Coffee in the Executive Solutions Exhibition			PLATINUM FOYER & PLATINUM 6
8:00 am – 8:25 am	KEYNOTE 4: DRIVING INNOVATIONS TO ADDRESS THE AFFORDABILITY CRISIS IN A REFORMED WORLD - Bruce Bodaken, Chairman, President and CEO, Blue Shield of California			PLATINUM 5
8:25 am – 8:55 am	KEYNOTE 5: REVOLUTIONIZING AMERICAN HEALTH CARE USING 21ST CENTURY INFORMATION TECHNOLOGY - Robert Pearl, MD, CEO, The Permanente Medical Group			PLATINUM 5
8:55 am – 9:40 am	KEYNOTE 6: DECREASING EMPLOYER COSTS WITH END OF LIFE CARE STRATEGIES - Bruce Sherman, MD, Medical Director, Employers Health Coalition Barry Kinzbrunner, MD, EVP and CMO, VITAS - Randall S. Krakauer, MD, National Medical Director, Medicare, Aetna			PLATINUM 5
Market Insight Series				
9:40 am – 10:25 am	MI4 Top Health Industry Issues for 2012—Health Reform Prompts Industry Players to Undergo Makeovers PLATINUM 5	MI5 Navigating the Nationwide Health Information Highway	PLATINUM 1	
10:25 am – 10:55 am	Refreshment Break in the Executive Solutions Exhibition			PLATINUM 6
Concurrent Executive Summits				
	HOSPITALS AND PHYSICIANS Health IT and Analytics	HEALTH PLANS AND BROKERS Leveraging Health IT to Improve Costs	LEADERSHIP SUMMIT Leading Health Systems through Change	
10:55 am – 11:40 am	Clinical Intelligence – The Necessary Intersection of Business Intelligence and Clinical Data to Revolutionize Performance Improvement PLATINUM 5	Advances in Clinical IT Integration for Improved Population Health Outcomes	Successfully Leading Change in Health Care Organizations – Accelerating and Achieving Organizational Change	PLATINUM 3
11:40 am – 12:25 pm	Meaningful Use Road Map and Demonstrating Excellent Care – Stage 2 and Stage 3 PLATINUM 5		Successfully Leading Change in Health Care Organizations – Ensuring Sustainability of Organizational Change	PLATINUM 3
12:25 pm – 1:45 pm	Luncheon in the Executive Solutions Exhibition			PLATINUM 6
1:45 pm – 2:00 pm	KEYNOTE 7: Disruptive Innovations in Health Care to Improve Population Health Status – Ruthita Fike, CEO, Loma Linda University Medical Center			PLATINUM 5
2:00 pm – 2:30 pm	KEYNOTE 8: SPOTLIGHT KEYNOTE: Social Networks, Behavioral Economics and Game Theory—The Viral Transformation of Health Care - James Fowler, PhD, Co-Author of the Much Heralded Book, <i>Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives</i> ; Expert on Social Networks, Behavioral Economics and Genopolitics; Professor, University of California, San Diego			PLATINUM 5
2:30 pm – 3:15 pm	KEYNOTE 9: ACHIEVING EXCELLENCE IN MEETING CONSUMER EXPECTATIONS - Mary Linda Rivera, RN, ND, Executive Director, Office of Patient Experience, Cleveland Clinic - Roberta Herman, MD, Chief Operating Officer, Harvard Pilgrim Health Care			PLATINUM 5
3:15 pm – 4:00 pm	KEYNOTE 10: PAYMENT REFORM MODELS FOR IMPROVED FINANCIAL AND CLINICAL OUTCOMES - Richard Afable, MD, President and CEO, Hoag Memorial Hospital Presbyterian - Lance Lang, MD, FAAFP, Clinical Director, California Quality Collaborative, Pacific Business Group on Health			PLATINUM 5
4:00 pm – 4:30 pm	KEYNOTE 11: Improving Population Health - David W. Sajen, Regional Administrator, San Francisco Regional Office, Centers for Medicare & Medicaid Services			PLATINUM 5
4:45 pm – 6:15 pm	Additional Session for ACHE Members – 1.5 Category 1 ACHE Education Hours – Achieving the Triple Aim in Health Care - Diana Hendel, PharmD, CEO, Long Beach Memorial Terry Belmont, CEO, UC Irvine Medical Center – Moderator - Matthew Gerlach, FACHE, VP/COO, Glendale Memorial Hospital & Health Center			PLATINUM 1
6:15 pm	Close of Congress			