

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 PLATINUM 1		Leveraging Employer Purchasing Power for Health PLATINUM 2		Engaged, Healthy, Resilient Employees—How Workplace Wellness is Good for the Business Bottom Line PLATINUM 3	
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 PLATINUM 1		Incorporating Evidence-Based Prevention Initiatives into Benefit Design PLATINUM 2		Managing Financial Risks of Accountable Care – New Health Care Delivery Models PLATINUM 3	
3:45 pm – 4:30 pm	Networking Break in the Executive Solutions Exhibition							
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 PLATINUM 1		Creating Value Through Employee Engagement PLATINUM 2		Cultural Transformations for the Future of Healthcare PLATINUM 3	
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 PLATINUM 1		Comprehensive, Results-Based Workplace Strategies to Control Costs and Create a Culture of Health PLATINUM 2		Using IT to Improve Population Health Status PLATINUM 3	
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	M14 Top Health Industry Issues for 2012—Health Reform Prompts Industry Players to Undergo Makeovers PLATINUM 5		M15 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 PLATINUM 1	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. Sayen, 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			