



SUNDAY, JANUARY 30, 2005

INDUSTRY UPDATES OPEN TO ALL ATTENDEES		BY - INVITATION - ONLY SUMMITS			
LOCATION - WASHINGTON 4		LOCATION - WASHINGTON 6		LOCATION - WASHINGTON 5	
1:00 PM-1:45 PM Top 10 Issues in Health Care		S1 EMPLOYER CFO AND BENEFITS EXECUTIVES SUMMIT		S2 CMO SUMMIT FOR PAYERS AND PROVIDERS	
1:45 PM-3:00 PM Implementing Patient-Centered Care				S3 CEO, CFO AND COO SUMMIT FOR PAYERS AND PROVIDERS	
4:00 PM-6:00 PM Creating Competition in Health Care					

LOCATION - SALON 2/3

6:00 PM Welcoming Keynote Address: "Global Advances in Health Care" — Muhammad Yunus, Founder and Managing Director, Grameen Bank

LOCATION - SALON 2/3

6:30 PM - 7:30 PM Gala Reception with Executive Roundtable Discussion Series Hosted by:

THE WALL STREET JOURNAL.



MONDAY, JANUARY 31, 2005

7:00 AM Continental Breakfast in Executive Networking Area

8:00 AM Welcome and Opening Remarks

LOCATION - SALON 2/3

8:15 AM Opening Keynote Address: "Financing Medicare — Escalating Forecasts and Viable Solutions" —

Keynote Moderator: Daniel Henninger, Deputy Editor, Editorial Page, The Wall Street Journal; Pulitzer Prize Winner  
Douglas Holtz-Eakin, Ph.D., Director, Congressional Budget Office • Gail R. Wilensky, Ph.D., John M. Olin Senior Fellow, Project Hope  
Robert D. Reischauer, Ph.D., President, The Urban Institute; Vice Chair, Medicare Payment Advisory Commission

LOCATION - SALON 2/3

9:15 AM Keynote Address: "Transformation of Health Care by Consumers — Financial Incentives, Information and Market Forces" —

John W. Rowe, M.D., Chairman and CEO, Aetna • George C. Halvorson, Chairman and CEO, Kaiser Foundation Health Plans and Hospitals  
Jack O. Bovender, Chairman and CEO, HCA • David Brennan, President and CEO, AstraZeneca US

LOCATION - SALON 2/3

10:15 AM Keynote Address: "The CMS Benchmark for Quality and Accountability" —

Interviewer: David Wessel, Washington D.C. Bureau Chief, Wall Street Journal • Mark McClellan, M.D., Administrator, Centers for Medicare and Medicaid Services

OPEN FORUM TO ALL		BY - INVITATION - ONLY SUMMITS					
LOCATION - DELAWARE AB		LOCATION - WASHINGTON 6	LOCATION - WASHINGTON 5	LOCATION - WASHINGTON 4	LOCATION - WASHINGTON 3	LOCATION - WASHINGTON 2	LOCATION - WASHINGTON 1
EXECUTIVE CONGRESS		EMPLOYER CEO/CFO	EMPLOYER VP, HR & CORP. MEDICAL DIRECTORS	HEALTH PLAN & INSURER CEO/CFO/CMO	PHARMA & BIOTECH CEO/CFO	HEALTH SYSTEM & HOSPITAL CEO/CFO/CIO	HEALTH SYSTEM & HOSPITAL CIO/CTO
1 Quality Standards		3 Impacting Health Care Quality	4 FedEx Best Practices	5 Consumer Marketplace	6 Advancing R&D	7 Impact of MMA	8 Redefining IT

12:00 PM Luncheon with Executive Roundtable Discussion Series in Executive Networking Area

1:30 PM	The Uninsured	DHHS's EMR	Human Capital Investment	Consumer Driven Health Care	The Uninsured	FDA Regulations	Quality & Accountability	Patient Safety
2:30 PM	Revolution in Health Care	Public/Private Info Sharing	Q&A with Jim Collins	Quality Incentives	Promoting Health IT	Technology Convergence	Clinical Transformation	EMR: Lessons Learned

3:30 PM Networking Break in Executive Networking Area

LOCATION - SALON 2/3

4:30 PM Keynote Address: "In Pursuit of the Electronic Medical Record — Perspectives from the US DHHS and UK NHS" —

Keynote Moderator: Francis J. Crosson, M.D., Executive Director, Permanente Federation  
David Brailer, M.D., Ph.D., National Health Information Technology Coordinator, U.S. Department of Health and Human Services  
Richard Granger, Director General IT, National Health Service, U.K. Department of Health

LOCATION - SALON 2/3

5:15 PM Keynote Address: "Achieving Excellence in Health Care through Sound Management Practices" —

Keynote Moderator: Consuelo Mack, Senior Correspondent, CNBC • Jim Collins, Author of "Good to Great" and Co-Author, "Built to Last"

6:30 PM - 8:00 PM Gala Reception in Executive Networking Area

LOCATION - VIRGINIA C	LOCATION - VIRGINIA AB
4 INVITATIONAL EMPLOYER DINNER	5 INVITATIONAL HEALTH PLAN AND INSURER DINNER

TUESDAY, FEBRUARY 1, 2005

LOCATION - SALON 2/3	LOCATION - DELAWARE AB	LOCATION - WASHINGTON 5	LOCATION - WASHINGTON 4	LOCATION - WASHINGTON 3	LOCATION - WASHINGTON 2	LOCATION - WASHINGTON 1
A Medicare Reform — Implications for All Industry Sectors	B Pay-for-Performance — Program Design, Public Reporting and Provider Incentives	C Stakeholder Perspectives on Population-Based Care and Chronic Care Management Programs	D Consumerism and New Product Development	E Patient Safety — Provider Challenges to Meet Quality and Patient Safety Standards	F Best Practices to Addressing Provider Costs Effectively	G Best Practices in Addressing Provider Staffing Challenges

LOCATION - SALON 2/3

9:15 AM Keynote Address: "CEO Panel — The Impact of Rising Health Care Costs on the Economy" —

Keynote Moderator: James A. Champy, Author, "X-Engineering the Corporation" • Michael J. Critelli, Chairman and CEO, Pitney Bowes  
Fred Buenrostro, CEO, CalPERS • John Mackey, CEO, Whole Foods Market • The Honorable David M. Walker, Comptroller General, U.S. Government Accountability Office

10:15 AM Networking Break in Executive Networking Area

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EXECUTIVE CONGRESS		EMPLOYER CEO/CFO	EMPLOYER VP, HR & CORP. MEDICAL DIRECTORS	HEALTH PLAN & INSURER CEO/CFO/CMO	PHARMA & BIOTECH CEO/CFO	HEALTH SYSTEM & HOSPITAL CEO/CFO/CIO	HEALTH SYSTEM & HOSPITAL CIO/CTO
1 Consumer Perceptions		3 Debate on HSAs	4 Purchasing Quality	5 Chronic Care and Genomics	6 Health Care Reform	7 Access to Capital	8 Disruptive Technologies
10:45 AM		X-Engineering Health Care		Predictive Modeling	Market Consolidation	Pharma's Role in the Continuum	Capacity Management
11:45 AM		CMS Disease Management		Leveraging Connectivity			

12:30 PM Luncheon with Executive Roundtable Discussion Series in Executive Networking Area

LOCATION - SALON 2/3

1:45 PM Keynote Address: "Creating Catalysts for Competition in Healthcare" —

Keynote Moderator: Alan Murray, Assistant Managing Editor and Columnist, The Wall Street Journal • Leonard Schaeffer, Chairman, WellPoint Inc

LOCATION - SALON 2/3

2:30 PM Keynote Address: "Democratic Perspective on Health Care Policy and Legislative Action in 2005" — Patrick Kennedy, (D-RI) U.S. Representative

LOCATION - SALON 2/3

3:00 PM Closing Keynote Address: "Republican Perspective on Health Care Policy and Legislative Action in 2005" —

Bill Thomas, (R-CA) U.S. Representative; Chairman, Committee on Ways and Means

3:45 PM Conference Concludes