



DAY ONE : MONDAY, JANUARY 26, 2004

P R E - C O N F E R E N C E S E M I N A R S

	A	B	C	D	E
8:30 AM	Medicare Reform	Consumer-Driven Health Care for Employers	Implementation of Disease Management	Genomics for Biotech	Patient Safety for Providers

12:00 PM Pre-Conference Luncheon

1:00 PM *Opening Keynote Address: "How to Cure Health Care"*  
**Milton Friedman, George Halvorson, Dr. Herbert Pardes, Newt Gingrich** and others to be announced

2:15 PM *Keynote Address: "Election Year 2004 — Legislative and Regulatory Changes from the Capitol"*  
**Bill Frist, M.D., U.S. Senator, Tennessee; Republican Senate Majority Leader**

O P E N F O R U M      B Y I N V I T A T I O N - O N L Y S U M M I T S

	1 EXECUTIVE CONGRESS (OPEN TO ALL ATTENDEES)	2 EMPLOYER CEO/CFO	3 EMPLOYER VP, HR	4 HEALTH PLAN & INSURER CEO/CFO	5 PHARMA & BIOTECH CEO/CFO	6 HEALTH SYSTEM & HOSPITAL CEO/CFO	7 HEALTH SYSTEM & HOSPITAL CIO/CTO
2:45 PM	Quality Improvement	Financing Healthcare	Mandate to Control Costs	Consumer-Driven Products	FDA Update	Top 10 Issues	Electronic Med. Record
3:30 PM	Networking Break						
4:15 PM	Cost Drivers	Leadership	Value-Based Purchasing	Top 10 Issues	R&D Productivity	Automated Med. Record	Provider-Payer Integration
5:00 PM	Consumer's Role	Performance Transparency	Benefit Design	Care Delivery	Consumerism	Clinical Transformation	Clinical Systems

5:45 PM *Keynote Address: "CEO Perspective — Can Employers Lead America to a Sustainable Market-Based Health Care System?"*  
**Alain C. Enthoven**, Marriner S. Eccles Professor, Graduate School of Business at **Stanford University**  
**Paul H. O'Neill**, former Secretary, **US Treasury**; Former Chairman and CEO, **Alcoa**  
**Robert H. Brook, M.D.**, Vice President, **RAND**; Head, **RAND Health**  
**Glen Barton**, Chairman & CEO, **Caterpillar Inc.**; Chairman, Health & Retirement Task Force, **The Business Roundtable**

6:30 PM Gala Reception in VIP Exhibit Networking Area

DAY TWO : TUESDAY, JANUARY 27, 2004

7:15 AM Networking Breakfast

8:00 AM Opening Remarks

8:15 AM *Keynote Address: "Patient-Centered Care — Public and Private Sector Solutions"*  
**TBA**

8:45 AM *Keynote Address: "Digital Medicine: The Coming Transformation of Health Care"*  
**Jeff C. Goldsmith, Ph.D.**, President, **Health Futures, Inc.**

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9:15 AM	Disease Management	Supply Chain	Total Compensation	Disease Management	Drug Approval	Funding Growth	Supply Chain
10:00 AM	Provider Performance	Quality-Cost Crisis	Disease Management	Product Development	Partnerships	Patient Safety	Patient Safety
10:45 AM	Networking Break						
11:15 AM	Medicare Reform	Outsourcing	Employer Expectations	IT Connectivity	Targeted Therapies	Supply Chain	Decision Support

12:00 PM *Closing Keynote Address: "Consumerism in Health Care — Importance of the Voice of the Customer in Health Care"*  
**J.D. Power, III**, Chairman, **J.D. Power and Associates**

12:45 PM *Luncheon Keynote Address: "Democratic and Republican Health Care Agenda"* **TBA**

P O S T - C O N F E R E N C E S E M I N A R S

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2:00 PM	Total Benefits Outsourcing	Health Plan IT Strategies to Develop New Products	Incentives for Provider Performance	Building a Learning Organization for Providers

4:00 PM Conference Concludes