

# The 7th Annual World Health Care Congress

April 12-14, 2010 • Gaylord National Resort and Convention Center • Washington, DC

*Formulating Strategies  
and Presenting Best  
Practices for Provider  
Executives in a New Era  
of Health Reform*



## Providers Spearhead Development of ACOs, Patient-Centered Care and Quality



**Denis Cortese, MD**  
President and CEO  
Mayo Clinic



**Victor Dzau, MD**  
President and Chief Executive Officer  
Duke University Medical Center and  
Health System



**Kenneth E. Quickel, Jr., MD**  
President and CEO  
Joslin Diabetes Center



**Glenn Steele, Jr., MD**  
President and Chief Executive Officer  
Geisinger Health System



**Graham Reeve**  
President and CEO  
Baptist Health System



**Herbert Pardes, MD**  
Vice Chairman, President and CEO  
New York Presbyterian Hospital



**Dr. M. Srinivasan**  
Chief Medical Officer and Director  
Aravind Eye Hospital



**Michael J. Dowling**  
President and CEO  
North Shore – LIJ Health System



**Kevin L. Unger, FACHE**  
President and CEO, Poudre Valley  
Hospital, Winner of the 2008 Baldrige  
Quality Award



**George Halvorson**  
Chairman and Chief Executive Officer  
Kaiser Foundation Health Plan, Inc.  
and Kaiser Foundation Hospitals

## Maximizing Physician Practice Reimbursement, Cost-Effective Care and Growth of Medical Homes



**Robert Pearl, MD**  
CEO  
The Permanente Medical Group



**Thomas A. Colacchio, MD**  
President  
Dartmouth-Hitchcock Clinic



**Steven H. Kirtland, MD**  
Chief of Staff, Pulmonary and  
Critical Care Medicine  
Virginia Mason Medical Center



**H. Eugene Lindsey, MD**  
President and CEO  
Atrius Health



**Harold Dash, MD**  
President  
The Everett Clinic



**Nancy Nielsen, PhD, MD**  
Immediate Past President  
American Medical Association

## Meaningful Use and the Deployment of Health IT



**Marc Probst**  
VP and Chief Information Officer  
Intermountain Healthcare



**Tony Trenkle**  
Director, Office of e-Health Standards  
and Services, Centers for Medicare  
and Medicaid Services



**Phil Fasano**  
SVP and Chief Information Officer  
Kaiser Permanente



**Paul Tang, MD**  
Chief Medical Information Officer  
Palo Alto Medical Foundation

## Implications of Health Reform on All Sectors in Health Care



**Douglas W. Elmendorf, PhD**  
Director  
Congressional Budget Office



**Jon Kingsdale**  
Executive Director  
Commonwealth Insurance Connector



**Helen Darling**  
President  
National Business Group on Health



**William C. Weldon**  
Chairman, Board of Directors and  
Chief Executive Officer  
Johnson & Johnson



**Jonathan Blum**  
Director, Center for Medicare  
Management, Centers for Medicare  
and Medicaid Services



**John Berry**  
Director, U.S. Office of Personnel  
Management, DHHS

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# THE 2010 WHCC KEYNOTE AGENDA –

## Dynamic discussions on core issues that shape the future of health care

Keynotes sponsored by:



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Powering Integrated Healthcare Management

AMERICAN WELL

PREMIER

Monday, April 12, 2010

8:00 am – 8:30 am

### Health Reform in America



**Douglas W. Elmendorf, PhD**  
Director  
Congressional Budget Office

8:30 am – 9:30 am

### Rebuilding Health Care



**Denis Cortese, MD**  
President and CEO  
Mayo Clinic



**Ronald A. Williams**  
Chairman and CEO  
Aetna Inc

9:30 am – 10:30 am

### Advancing the Consumer's Role in Health



**John Berry**  
Director  
U.S. Office of Personnel Management



**Ben Leedle**  
President and CEO  
Healthways, Inc.



**Helen Darling**  
President, **National Business Group on Health**  
Co-Chair, Committee on Performance Measurement of the **National Committee for Quality Assurance**; Board, **National Quality Forum**

10:30 am – 11:30 am

### Disruptive Innovations



**Clayton Christensen, PhD**  
Robert and Jane Cizik Professor of Business Administration  
Harvard Business School

4:35 pm – 5:30 pm

### Prevention



**William C. Weldon**  
Chairman, Board of Directors and Chief Executive Officer  
Johnson & Johnson

5:30 pm – 6:15 pm

### Health IT – Advances in Cloud Computing to Achieve Health



**George Halvorson**  
Chairman and  
Chief Executive Officer  
Kaiser Foundation Health Plan, Inc.  
and Kaiser Foundation Hospital



**Alfred Spector**  
VP of Research and  
Special Initiatives  
Google, Inc.

Tuesday, April 13, 2010

8:00 am – 8:55 am



### Ministerial Roundtable Health Care's Impact on Our Global Economy



**Nobel Laureate Muhammad Yunus**  
Founder and Managing Director  
Grameen Bank and Grameen Health (Bangladesh)

8:55 am – 9:50 am

### Achieving Health



**Mehmood Khan, MD**  
SVP and Chief Scientific Officer  
PepsiCo, Inc.

1:10 pm – 1:40 pm

### Game Changing Business Models in Health Care

Leading Health Care Executive Panel TBA



**Roy Schoenberg, MD, MPH**  
Chief Executive Officer  
American Well Systems

4:45 pm – 5:30 pm

### A Systems Approach for Affordability and Health



**Thomas A. Colacchio, MD**  
President  
Dartmouth-Hitchcock Clinic



**Jeff Margolis**  
Chairman and CEO  
TriZetto

5:30 pm – 6:15 pm

### The Redesign of a High Performance Health System



**Herbert Pardes, MD**  
Vice Chair, President and CEO  
New York Presbyterian Hospital  
Former U.S. Assistant Surgeon General



**Andrew Webber**  
President and CEO  
National Business  
Coalition on Health



**Mark D. Smith, MD, MBA**  
President and CEO  
California HealthCare Foundation

Wednesday, April 14, 2010

8:00 am – 8:30 am

### Driving Accountability



**Steve Burd**  
Chairman, President and CEO  
Safeway, Inc.

8:30 am – 9:15 am

### Comparative Effectiveness



**Nancy Nielsen, MD**  
Immediate Past President  
American Medical Association



**Sir Michael Rawlins, MD**  
Chair, **National Institute for  
Health and Clinical Excellence**  
(United Kingdom)

9:15 am – 10:00 am

### Precision Medicine



**Robert Nesse, MD**  
President and CEO, Franciscan Skemp Healthcare  
Mayo Health System

1:30 pm – 2:30 pm

### Innovations from the Inside



**Glenn Steele, Jr., MD**  
President and CEO,  
Geisinger Health System;  
Member, **National Committee for  
Quality Assurance (NCQA)**



**Susan DeVore**  
President and CEO  
Premier

2:30 pm – 3:00 pm

### View from Congress

U.S. Senator TBA

# Provider Strategies to Improve Quality, Reimbursement and Patient-Centered Care

## SUMMIT 7: 7th Annual Hospital and Health System Executive Summit

*Adapting Innovative Delivery Models and Implementing Health IT to Demonstrate Improved Outcomes*

1:35 pm – 2:25 pm

### Unintended Consequences of Reform — The Impact of Quality Due to Reimbursement Changes

- Assessing CMS reimbursements changes and the operational demands on quality reporting
- Addressing the reimbursement disincentives to reduce admissions and readmissions



**Denis Cortese, MD**  
President and CEO  
Mayo Clinic



**Michael Dowling**  
President and CEO  
North Shore – Long Island Jewish Health System

2:30 pm – 3:20 pm

### Building an Accountable Care Organization — Overcoming Challenges to Align and Create Equitable Incentives

- Metrics to measure value in an ACO – Defining and delivering value across all providers
- Strategies to build practice improvement among providers in an ACO
- New payment models and financial incentives to support an integrated practice



**Robert Nesse, MD**  
President and CEO, Franciscan Skemp Healthcare  
Mayo Health System

10:20 am – 11:10 am

### Redesigning Chronic Care — Implementing Preventive Care Tools to Engage Patients and Improve Outcomes

- Redesign strategies to engage physicians and encourage technology adoption
- Preventive care tools to engage and monitor patients for proactive care delivery



**Phil Fasano**  
SVP and Chief Information Officer  
Kaiser Permanente

11:15 am – 12:05 pm

### Patient Centered Quality — Leveraging Health IT for Safety and Improved Clinical Outcomes

- Clinical transformation and development of technology for improved patient satisfaction
- Creating new models to improve the continuum of care
- Accelerating Best Care at Baylor – Leveraging technology to accelerate the process of care



**Joel Allison**  
President and Chief Executive Officer  
Baylor Health System  
Board Member  
National Quality Forum



**Dr. John W. Kenagy, MD, MPA, ScD, FACS**  
Author, *Design to Adapt: Leading Healthcare in Challenging Times*  
Former Chief of Surgery, former Chief of Staff, PeaceHealth

## BUSINESS CASE FORUM 7: Operational Strategies for Improved Outcomes and Satisfaction

2:25 pm – 3:10 pm

### Dartmouth Health Atlas — Benchmarking Your Hospital to Target Needed Improvements

- Implications of Dartmouth Health Atlas data for policy-makers purchasers and industry influencers
- Review of key Dartmouth Health Atlas tools to determine your hospital's critical areas for improvement



**Thomas A. Colacchio, MD**  
President  
Dartmouth-Hitchcock Clinic

3:15 pm – 4:15 pm

### Replicable Quality Improvement Initiatives to Achieve Baldrige Award Status

- Poudre Valley Hospital's 8 year journey to achieve performance excellence
- Global Path to Success – Insight into Poudre Valley Hospital's leadership system to align the organization, deploy its mission and engage all employees in achieving a world-class vision
- Implementing continuous and systematic improvements driven by Baldrige criteria to provide comprehensive, quality care



**Kevin Unger**  
President and CEO  
Poudre Valley Hospital  
Winner of the 2008 Malcolm Baldrige Quality Award

10:45 am – 11:30 am

### Operational Strategies to Design Bundled Care and Outcomes-Based Reimbursements

- Details results from Geisinger's ProvenCare program
- Lessons learned and challenges in developing programs to pay for outcome-based care
- Policy implications – How CMS and other purchasers move toward outcome-based care and for which procedures



**Glenn Steele, Jr., MD, PhD**  
President and Chief Executive Officer  
Geisinger Health System



**Michael Dowling**  
President and Chief Executive Officer  
North Shore Long Island Jewish Health System

11:35 am – 12:20 pm

### The Growth of Specialty Hospitals and Movement Away from Full Service



**John (Jack) C. Lewin, MD**  
Chief Executive Officer  
American College of Cardiology (ACC)

MONDAY, APRIL 12, 2010

TUESDAY, APRIL 13, 2010

TUESDAY, APRIL 13, 2010

WEDNESDAY, APRIL 13, 2010

## WHCC's Elements of Distinction for Provider Executives

- ▶ Convenes **2,000 CEOs, senior level executives and government officials** from corporate America, health care systems, hospitals, physician groups, health plans, pharmaceutical, biotech and government agencies
- ▶ Recruits the most **prestigious and diverse speaker faculty of more than 250** nationally recognized health care leaders
- ▶ Consistently rated as the **best educational forum for executives** each year
- ▶ Offers **more interaction with industry leaders and speaker faculty** than any other event through the Insider's Reception (an invitation-only event for speaker faculty, sponsors, and VIP Members), speaker Q&A series and one-on-one personal introductions
- ▶ Over **175 provider CEOs and senior executives** convene at WHCC to share strategies and best practices to improve quality, reimbursement, and to implement health IT solutions and innovations for improved outcomes.

Learn from Provider CEOs and senior executives presenting case studies and best practices from:



# Physician Practice Strategies to Improve Reimbursement and Quality

## SUMMIT 9: 7th Annual Physician Group Practice Leadership Summit

*Adapting Your Practice in an Era of Evolving Reimbursement, Policy and Payer Contracts*

1:35 pm – 2:25 pm

### Physician Practice Leadership to Initiate Cost-Effective Care and to Eliminate Waste

- Health policy and reform issues that will attempt to regulate payment changes and quality reporting
- Engaging clinicians of all levels to implement reform internally
- Continuous quality improvement to improve quality of care and care coordination as well as the bottom line
- Lean production strategies to empower all clinicians and staff to improve processes and clinical outcomes



**Steven Kirtland, MD**  
Chief of Staff  
Virginia Mason Medical Center

2:30 pm – 3:20 pm

### The Integral Role of Physician Practices in the Formation of Accountable Care Organizations

- Collaboration strategies to partner with hospitals and other practices in the development of an ACO
- Contracting strategies to align incentives and patient care coordination



**Robert Pearl, MD**  
Executive Director and CEO  
The Permanente Medical Group

10:20 am – 11:10 am

### Physician Hospital Relations and Creating New Models of Governance, Legal Issues and Anti-Trusts

- Delivery system reorganization – Identifying the organizational model/size and scale that is necessary to delivery quality care
- The need to in existing practices that can link together large health care providers
- Physician-Hospital integration for improved effectiveness, efficiency and clinical outcomes

Leading Physician Practice Panel TBA

11:15 am – 12:05 pm

### Ambulatory EMR — Effective Implementation to Realize an ROI and Improved Patient Care Coordination

- IT transformation to support quality improvements and practice review
- Defining meaningful use to meet the needs of physician group practice organizations
- Strategies for effective and mutually beneficial integration between hospitals and physician-practice EMR Systems
- Best practices to provide incentives for physician adoption



**Paul Tang, MD**  
Chief Medical Informatics Officer, Palo Alto Medical Foundation  
Vice Chair, DHHS Health IT Policy Committee

## BUSINESS CASE FORUM 9: Medical Home Forum to Increase Reimbursement and to Improve the Coordination of Care

2:25 pm – 3:10 pm

### Critical System Changes to Build a Medical Home – Implications for Physician Practice Operations

- Redesign for team-based care, planned interventions, self-management support, integrated decision support, patient registries and other supportive information technology
- Employer collaboration with primary care clinic with in house and outsourced medical home models
- Strategies for effective and mutually beneficial integration between hospitals and physician-practice EMR systems



**H. Eugene Lindsey, MD**  
President and CEO  
Atrius Health

3:15 pm – 4:15 pm

### Design and Implementation Results from the Boeing Company's Intensive Outpatient Care Program

- Insight into the innovative pilot program and collaboration between The Boeing Company and The Everett Clinic to better manage high utilizers
- Designing a model to improve clinical quality, patient satisfaction, and the overall health status of patients
- Lessons learned and redesign elements necessary to provide customized, high quality care to complex and high risk populations



**Howard Dash, MD**  
President  
The Everett Clinic

10:45 am – 11:30 am

### In-Depth Review of North Carolina's Medical Home Model

- Development of a statewide infrastructure to improve care by adapting Carolina Access' primary care model
- Outlining how the public-private partnership created a shared accountability model with local Community Care networks for the cost and quality of the services provided
- Design of the Community Care networks including providing an enrollee with a medical home, population-based care management tools, implementing evidence-based practice guidelines, and targeted case and disease management



**Steven E. Wegner, JD, MD**  
President  
North Carolina Community Care Network

11:35 am – 12:20 pm

### Patient Centered Care Principles in an Effective Medical Home

- Practice transformation strategies to launch a medical home including key patient care coordination priorities
- Partnering with employers to support quality, patient-centered care practices



**Christine Bechtel**  
Vice President, National Partnership for Women and Families  
Board of Directors, Patient-Centered Primary Care Collaborative

TUESDAY, APRIL 13, 2010

WEDNESDAY, APRIL 13, 2010

MONDAY, APRIL 12, 2010

TUESDAY, APRIL 13, 2010

## CUSTOMIZED EXECUTIVE TEAM PACKAGE:

The 7th Annual World Health Care Congress (WHCC) offers an excellent opportunity to gather your executive team in one venue to collaborate on best practices and solutions to health care's escalating challenges to cost and quality in a highly stimulating environment. With nine co-located Executive Summits, Emerging Trend Forums, and Newly developed Business Case Forums specifically designed for the various functions and challenges within your organization, WHCC provides unparalleled access to quality educational sessions and networking opportunities for your team.

**For executive teams of eight or more WHCC will provide a complementary private hospitality suite adjacent to the conference sessions!**

- A set of eight conference registrations for the key members of your executive team
- A complementary private **hospitality suite\*** adjacent to conference sessions for your executive team for up to two hours for you to:
- Collaborate on key strategies and findings gathered during the WHCC's timely educational sessions
- Share best practices with colleagues in peer-to-peer discussions to develop strategies for next day implementation
- Generate business and meet with current business partners and clients
- Optional benefit: Brief customized presentation by a WHCC conference manager on key case studies and presentations that your company should not miss!
- Added Value! Your executive team will receive **three** complimentary WHCC VIP memberships upgrades valued at \$1,800!

(\* Please note that due to space limitations this offer is limited to the first ten executive teams.)

To customize your Executive Team Package and for Discounts please call Ron Higgins at 800-767-9499 or email [ron.higgins@worldcongress.com](mailto:ron.higgins@worldcongress.com)

# Additional Provider Programming Highlights at WHCC!

## Emerging Trend Forums

### C: The Emerging Hospital Business Model for a New Value Proposition

**Clayton Christensen, PhD**, Robert and Jane Cizik Professor of Business Administration, **Harvard Business School**

**Dr. John W. Kenagy, MD, MPA, ScD, FACS**, Author, *Design to Adapt: Leading Healthcare in Challenging Times*; Former Chief of Surgery, former Chief of Staff, **PeaceHealth**

### D: Interoperability – Funding, Oversight and Standards to Initiate Nationwide Health Information Network

**Phil Fasano**, SVP and Chief Information Officer, **Kaiser Permanente**

### G: Diagnostics – Early Identification for Improved Outcomes

**David Herman, MD**, Medical Director of Employee Community Health, **Mayo Clinic**; Member, **Mayo Clinic Rochester Executive Board**; Director, **Gateway to Mayo Clinic** (in Mall of America in Bloomington, MN)

## Implications of Health Reform on All Sectors

### Expanding Coverage to 46 Million Americans – Forecasting Critical Delivery System Changes

**Jonathan Blum**, Director, Center for Medicare Management, **Centers for Medicare and Medicaid Services**

**Joel T. Allison**, President and CEO, **Baylor Health System**; Board Member, **National Quality Forum**

### Health Disparities – Population Health Strategies and Delivery System Redesign to Tackle Health Disparities

**George C. Halvorson**, Chairman and Chief Executive Officer, **Kaiser Foundation Health Plan, Inc and Kaiser Foundation Hospitals**

### Comparative Effectiveness Review – Methodologies and Best Practices to Improve Outcomes

**Jean Slutsky**, Director, Center for Outcomes and Evidence, **Agency for Healthcare Research and Quality (AHRQ)**

**Steve Hill**, Administrator, **Washington State Healthcare Authority**

### Purchasers' Impact on Quality and Improving Value in Health Care

**Leah Binder**, Chief Executive Officer, **The Leapfrog Group**

### Actionable Design and Implementation of Accountable Care Organizations

**Thomas A. Colacchio, MD**, President, **Dartmouth-Hitchcock Clinic**

### Progress Toward Bundled Payments—Results from the Acute Care Episode Demonstration

**Graham Reeve**, President and CEO, **Baptist Health System**

### Replicable Strategies for Decreasing Readmissions – Findings from the Care Transition Project

**Howard Dash, MD**, President, **The Everett Clinic**

### Expanding Coverage – Adapting State Models for National Coverage Reform

**Jon Kingsdale**, Executive Director, Commonwealth Connector, **State of Massachusetts**

### Emerging State Models for a Medical Home Roll-Out

**Steve Wegner, MD**, President, **North Carolina Community Care Network**

## Bending the Cost Curve on Chronic Care

### Zero Trends: A Transformation Approach to Population Health

**Dee Edington, PhD**, Director, Health Management Research Center, **University of Michigan**

### Models to Predict and Prevent Diabetes Through Root Cause Analysis

**Kenneth Quickel Jr., MD**, President and CEO, **Joslin Diabetes Center**

### Hypertension: A Community Model to Address High Blood Pressure

**Larry Becker**, Director, Benefits, **Xerox Corporation**

### Oncology – Advances in Diagnostics and Informed Decision Making for Improved Outcomes

**Adam Clark, PhD**, Director, Health Policy, **Lance Armstrong Foundation**; Committee Member, **DHHS Health IT Policy Committee**

### Redesign of Care Delivery and Specialists to Demonstrate Improved Outcomes for Cardiac Care

**Jack Lewin, MD**, Chief Executive Officer, **American College of Cardiology**

## Interoperable Health IT for Improved Quality and Cost:

### Health IT and Meaningful Use Under the Obama Reform Agenda

**Paul Tang, MD**, Chief Medical Informatics Officer, **Palo Alto Medical Foundation**; Vice Chair, **DHHS Health IT Policy Committee**

**Christine Bechtel**, Vice President, **National Partnership for Women and Families**; Health IT Policy Committee, **DHHS**

### Defining the Architecture for Health IT – An Intermountain Case Study

**Marc Probst**, VP and Chief Information Officer, **Intermountain Healthcare**

### Insight Into HITECH's Roll Out—Title IV EHR Incentives for Medicare and Medicaid

**Tony Trenkle**, Director, Office of eHealth Standards and Services, **Centers for Medicare and Medicaid Services**

### Health Information Exchange (HIE) in Action – Lessons Learned from the VA/Kaiser HIE

**Phil Fasano**, SVP and Chief Information Officer, **Kaiser Permanente**

### Consumer Engagement – Integrated PHRs for Patient and Family-Centered Care

**Paul Tang, MD**, Chief Medical Informatics Officer, **Palo Alto Medical Foundation**; Vice Chair, **DHHS Health IT Policy Committee**

### Challenges of Meaningful Use in a Hospital Setting

**Stephanie L. Reel**, CIO and Vice Provost for IT, **Johns Hopkins Medicine**

## Models to Build Competitive Advantage

### Emerging Strategies for Competitive Positioning: End-of-Life Care

**Tim O'Toole**, Chief Executive Officer, **VITAS**

### Redesign for the “New Consumer Customer”

#### Part 1: Employing Experience Based Design to Health Care Services and Products

**Ingrid Lindberg**, Customer Experience Officer, **CIGNA**

#### Part 2: Change What We Do and How We Deliver Health

**MaryAnn Stump, RN**, President, **Consumer Aware**; Senior Vice President and Chief Innovation Officer, **Blue Cross Blue Shield of Minnesota**

## Life Sciences and Medical Devices – Policy and Market Implications in a New Landscape

### The New Era of Demonstrating Value and Cost Effectiveness for Patient-Centered Care

**Patrick Conway, MD**, Executive Director, **Federal Coordinating Committee for Comparative Effectiveness Review**

### The Explosion in the Vaccine Market – Addressing Unmet Needs in Infectious Disease

**Andrin Oswald, MD**, CEO, Vaccines and Diagnostics, **Novartis**

# The 7th Annual

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# World Health Care Congress

April 12-14, 2010 • Gaylord National Resort and Convention Center • Washington, DC

● **Registration Fee:**

	Register By 12/18/2009	Register By 1/29/2010	Register After 1/29/2010
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**Standard**

3 - Day Conference Plus VIP Membership	\$2695	\$2945	\$3595
3 - Day Conference	\$2195	\$2345	\$2995

**Health Plans**

3 - Day Conference Plus VIP Membership	\$2195	\$2395	\$3295
3 - Day Conference	\$1595	\$1795	\$2695

**Hospital/Health System/Medical Ctr\***

3 - Day Conference Plus VIP Membership	\$1595	\$1795	\$2495
3 - Day Conference	\$995	\$1195	\$1895

**Academic**

3 - Day Conference Plus VIP Membership	\$1445	\$1495	\$1795
3 - Day Conference	\$845	\$895	\$1195

**HR/Benefits Executives**

3 - Day Conference Plus VIP Membership	\$1595	\$1795	\$2495
3 - Day Conference	\$995	\$1195	\$1895

**Government/Military**

3 - Day Conference Plus VIP Membership	\$945	\$995	\$1195
3 - Day Conference	\$345	\$395	\$595

● **WHCC VIP Membership:**

For details on Exclusive Networking, Amenities and Content please see inside or visit [www.worldhealthcarecongress.com/vip](http://www.worldhealthcarecongress.com/vip)



● **Early Bird Discount:**

**Friday, December 18, 2009, to Save up to \$300!**

Standard Registration fee includes conference, continental breakfasts, lunches, gala receptions and refreshments.

2 - Day Conference Pricing is available. Please call 800-767-9499 or email [wcreg@worldcongress.com](mailto:wcreg@worldcongress.com) for more info.

● **WHCC Team Registration:**

Register 3 delegates and send a 4th member of your organization for **FREE**. All registrations must be made at the same time to qualify. The WHCC Leadership Summits are designed for health care CEO, CFO, CIO, CMO, CNO and other executive decision makers. (Please note that WHCC offers additional team discount pricing for organizations sending more than four executives.)

● **Customized Executive Team Package:**

Register your executive team today to leverage new ideas and to build implementation plans. See page 15 for package details

● **Satisfaction Guaranteed:**

World Congress stands behind the quality of its conferences. If you are not satisfied with the quality of the conference, a credit will be awarded towards a comparable World Congress conference of your choice.

● **Conference Venue and Accommodations:**

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Be sure to mention the World Health Care Congress when booking prior to March 19, 2010 to receive this special rate!

● **Substitution & Cancellation:**

Your registration may be transferred to a member of your organization up to 24 hours in advance of the conference. **Cancellations** received in writing on or before March 12, 2010 will be refunded, less a \$295 administrative charge. No refunds will be made after this date; however, the registration fee less the \$295 administrative charge can be credited to another World Congress conference if you register within 6 months from the date of this conference. In case of **conference cancellation**, World Congress' liability is limited to refund of the conference registration fee only. World Congress reserves the right to alter this program without prior notice.

● **Managed Healthcare Market Newsletter Offer:**

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Sign up for a **FREE** three-month trial subscription to Managed Healthcare Market Newsletter – a \$225 value – and profit from our unique blend of data, news and analysis on key trends shaping the future of managed care. A confirmation email with instructions on activating your **FREE** trial subscription will be sent to you as soon as your registration is received. No strings. No cost. No obligation. Available to new subscribers only. Copyright 2009. Corporate Research Group.



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**Please register me for the 7th Annual WORLD HEALTH CARE CONGRESS**

Please refer to [www.worldhealthcarecongress.com](http://www.worldhealthcarecongress.com) for programming and registration selections

**Registration Option** (choose 1):  3-day Conference pass  3-day Conference pass plus VIP Membership!

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 Non-Profit/Government

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I am registering for **BUSINESS CASE FORUM** (choose 1)  1  2  3  4  5  6  7  8  9

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