

6TH ANNUAL **2011**

# EMPLOYER HEALTH, HUMAN CAPITAL & WELLNESS CONGRESS

Leveraging Prevention as a Measurable Business Value to Increase Engagement and Performance in an Era of Reform

## TUESDAY, FEBRUARY 1, 2011

7:00 am *Registration and Welcome Coffee in the Executive Networking Lounge*

8:00 am – 8:55 am **KEYNOTE: Health Reform Analysis**

9:00 am – 9:55 am **KEYNOTE: Innovations in Sustainable Workplace Wellness and Prevention**

9:55 am – 10:30 am *Networking and Refreshment Break in the Executive Networking Lounge*

### INSIGHT SEMINARS: OPPORTUNITIES AND IMPLICATIONS CREATED BY HEALTH CARE REFORM (CHOOSE 1 OF 3)

10:30 am – 12:30 pm

<b>SEMINAR 1</b> Opportunities and Implications for Small Organizations	<b>SEMINAR 2</b> Opportunities and Implications for Mid-Sized Organizations	<b>SEMINAR 3</b> Opportunities and Implications for Large Organizations
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12:30 pm – 1:45 pm *Networking Luncheon in Executive Networking Lounge*

### CONCURRENT TRACKS BEGIN (CHOOSE 1 OF 4)

<b>Track 1:</b> <b>Controlling Health Care Costs without Compromising Quality</b>	<b>Track 2:</b> <b>Maximizing Employee Engagement, Health and Wellness</b>	<b>Track 3:</b> <b>Navigating Health Care Reform</b>	<b>Track 4:</b> <b>Maximizing the Value of Your Benefits Design Strategies</b>
Identifying and Negotiating Cost-Savings without Reducing Benefits	Calculating and Communicating the ROI of a Healthy Workplace Culture	Effective Communication Plans for Employees	Human Capital Investments: Aligning Health and Wealth
Comparing and Contrasting Benefits Plans: Understanding the True Costs	Leveraging Health Coaching to Engage Employees and Achieve Behavior Change	Comparative Effectiveness Fees	Designing Innovative Pharmacy Management Programs

1:45 pm – 2:40 pm

2:45 pm – 3:40 pm

3:40 pm – 4:30 pm

4:30 pm – 5:30 pm

5:30 pm – 6:30 pm

*Networking and Refreshment Break in the Executive Networking Lounge*

**KEYNOTE: Creating a Culture of Health to Achieve Measurable Employee Engagement**

*Networking, Cocktail Reception in Executive Networking Lounge*

## WEDNESDAY, FEBRUARY 2, 2011

### BREAKFAST TUTORIAL CLINICS (CHOOSE 1 OF 3)

7:30 am – 8:25 am

<b>Clinic 1:</b> Designing Effective Rewards Programs	<b>Clinic 2:</b> Implementing an Online HRA System	<b>Clinic 3:</b> Building a Sustainable On-Site Employee Health Clinic
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8:30 am – 9:30 am

**KEYNOTE: Health and Human Capital: Designing a System that Maximizes Performance**

**Wendy D. Lynch, PhD**, Vice President of Strategic Development, **HCMS Group** – CONFIRMED

**KEYNOTE: Behavioral Economics: Strategies to Foster Meaningful Employee Behavior Change**

9:35 am – 10:30 am

10:30 am – 11:15 am

*Networking and Refreshment Break in the Executive Networking Lounge*

### CONCURRENT TUTORIAL CLINICS: MANAGING THE HIGHEST COST CONDITIONS (CHOOSE 1 OF 4)

11:15 am – 12:30 pm

<b>CLINIC 1:</b> Depression	<b>CLINIC 2:</b> COPD	<b>CLINIC 3:</b> Obesity/Diabetes	<b>CLINIC 4:</b> Oncology
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12:30 pm – 1:45 pm

*Networking Luncheon in Executive Networking Lounge*

### CONCURRENT TRACKS BEGIN (CHOOSE 1 OF 4)

<b>Track 1:</b> <b>Controlling Health Care Costs without Compromising Quality</b>	<b>Track 2:</b> <b>Maximizing Employee Engagement, Health and Wellness</b>	<b>Track 3:</b> <b>Navigating Health Care Reform</b>	<b>Track 4:</b> <b>Maximizing the Value of Your Benefits Design Strategies</b>
Demonstrating the ROI of Wellness and Prevention to Senior Management	Data Warehousing: Simplifying Access to Population Health Data	Patient Centered Medical Home and Health Care Reform	Consumer-Driven Health Care
Innovative Approaches to Cost-Sharing	Opportunities to Advance Preventive Medicine in New Legislation	Topic TBD	Case Study: Value Based Insurance Design

1:45 pm – 2:40 pm

2:45 pm – 3:40 pm

3:40 pm – 4:30 pm

4:30 pm – 5:30 pm

*Networking and Refreshment Break in the Executive Networking Lounge*

**KEYNOTE: Containing Costs in Retiree Health Care Plan Design**

## THURSDAY, FEBRUARY 3, 2011

8:30 am – 9:15 am

**KEYNOTE: Topic TBD**

**Murray Martin**, Chief Executive Officer, **Pitney Bowes** – CONFIRMED

9:20 am – 10:25 am

**KEYNOTE: Advances in Value-Based Insurance Design**

**Mark Fendrick, MD**, Professor, Internal Medicine and Health Management and Policy, **The University of Michigan**

10:25 am – 11:25 am

*Networking Brunch in Executive Networking Lounge*

11:30 am – 12:15 pm

**KEYNOTE: The Employers' Role in Reinventing Health Care Delivery: Value-Based Benefit Design and Patient-Centered Medical Home**

12:15 pm – 1:00 pm

**KEYNOTE: Proven Strategies for Increasing Consumer Engagement**

\*Agenda Subject to Change