

FORUM AGENDA

7:15 am	<i>Registration Opens</i>
8:00 am – 8:55 am	Strategic Incentives Alignment: Design, Programs and Evolution
9:00 am – 9:45 am	The Trend of Shifting from Using The Carrot Approach to Using the Stick
9:50 am – 10:30 am	Identifying Key Indicators that Can Predict Success and Achieve A Return On Investment
10:30 am – 11:00 am	<i>Morning Refreshment Break in Executive Networking Area</i>
11:00 am – 11:40 am	Establishing and Developing Measurement & ROI from Population Health Management Programs
11:45 am – 12:25 pm	Understanding What Psychological Precursors Need to be Established for Successful Behavior Change
12:25 pm – 1:15 pm	<i>Lunch Break</i>
1:15 pm – 2:00 pm	Lifestyle Management: Create successful smoking cessation, obesity management and alcohol & drug cessation programs
2:05 pm – 2:45 pm	Driving Behavior Change with Disease Management and Wellness Programs
2:45 pm – 3:00 pm	<i>Afternoon Refreshment Break</i>
3:00 pm – 3:30 pm	Stratification of Employees/Patients Into Appropriate Interventions whether Light or More Intensive
3:35 pm – 4:05 pm	Getting the Most Value Out of Pharmacy Programs through Behavioral Economics
4:10 pm – 4:40 pm	Incorporating Incentives into Value-Based Benefit Design Programs
4:45 pm – 5:15 pm	<i>Closing Presentation</i>

SPEAKING OPPORTUNITIES

For more information on submitting an abstract and/or speaking proposal, please contact Ron Cornell at ron.cornell@worldcongress.com or 646-827-2418.

SPONSORSHIP OPPORTUNITIES

Benefit from face-to-face marketing, corporate branding and relationship building by participating in the 2010 Executive Forum on Rewards and Incentives as an active corporate supporter and sponsor. The Forum offers various levels of support and sponsorship opportunities including but not limited to: Platinum, Gold, and Silver Event Sponsorship, Educational Sponsorship, Tabletop Exhibits, Executive Networking Opportunities

MARKETING OPPORTUNITIES

For more information on marketing and partnership opportunities, please contact Catherine Rymsha at Catherine.rymsha@worldcongress.com or 781-939-2587.

For more detailed information or to discuss a customized sponsorship approach to meet your specific objectives, please contact Ron Trznadel at ron.trznadel@worldcongress.com or 781-939-2432.