



Agenda-At-A-Glance



TUESDAY, MAY 17, 2011

7:00 am	<i>Registration and Morning Coffee/Tea in the Executive Networking and Health Care Technology Innovation Lounge</i>
8:00 am – 8:35 am	Prevention in the Era of Health Reform Implementation: Legislation as a Catalyst to Achieve Health: End-Solution Scenarios and Impacts to Long-Term Financing and Business Goals
8:35 am – 9:25 am	Executive Reaction Panel: Legislation as a Catalyst
9:25 am – 9:55 am	Reshaping the Clinical Care Delivery System to Incent High-Value “Health” Care: Preventive Services, ACOs, Payment Reform
9:55 am – 10:40 am	Executive Reaction Panel: Delivery Reform
10:45 am – 11:15 am	<i>Networking Break in the Executive Networking and Health Care Technology Innovation Lounge</i>
11:15 am – 11:55 am	Recognizing the Accountability of the Food Industry in Driving Prevention Goals: Globally, Nationally, Locally
12:00 pm – 12:40 pm	Create a True Corporate “Culture of Health” to Maximize Employee Engagement, Performance and Sustainable Behavior Change
12:45 pm – 2:00 pm	<i>Networking Break in the Executive Networking and Health Care Technology Innovation Lounge</i>
	HEALTH CARE TECHNOLOGY INNOVATION SHOWCASE: Tools to Advance All Levels of Prevention: Remote Monitoring, Phone Applications, Web-Applications, Worksite Fitness, Tele-Health, Social Media

Concurrent Tracks (Choose 1 of 2)

	Delivering the Business Value Proposition	Affordable Technology Innovations in Prevention Design
2:05 pm – 3:00 pm	Delivering the Value-Case for Workplace Wellness to Achieve Sustained Management and Individual Employee Engagement	Technology Enablers and Applications Delivering Primary Care and Preventive Services through On-Site Clinics and Web-Interfaces
3:00 pm – 3:25 pm	<i>Networking Break in the Executive Networking and Health Care Technology Innovation Lounge</i>	

Clinics: Primary, Secondary and Tertiary Prevention (Choose 1 of 2)

3:30 pm – 4:10 pm	Hypertension and Stress	Musculoskeletal Disorders (MSDs): Biometric Risk Factors
4:10 pm – 4:50 pm	Obesity and Diabetes	Musculoskeletal Disorders (MSDs): Injury Prevention
4:55 pm – 5:35 pm	KEYNOTE ADDRESS: Health Driving Wealth: Creating a Culture that Accelerates Business Results through Employee Well-Being	
5:45 pm – 6:45 pm	<i>Cocktail Reception in the Executive Networking and Health Tech Innovation Lounge</i>	



WEDNESDAY, MAY 18, 2011

Breakfast Break-Out Sessions

7:15 am – 8:05 am	Healthy Culture Think Tank: Opportunities to Promote Healthy Diet and Workplace Physical Activity	For Small and Mid-Sized Companies: An Innovative Approach for Partial Self-Funding to Maximize Return from Health Management Initiatives	Don't Forget Behavioral Health: Best Practices for Integration and Outreach
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General Sessions

8:15 am – 8:45 am	Primordial Prevention – Public-Private Partnerships and Investments in Community Well-Being to Manage Lifestyle Risk Factors and Costs		
8:45 am – 9:25 am	Executive Reaction: The Business Imperative for Measureable Primordial Prevention to Achieve “Active Communities”		
9:30 am – 10:05 am	Preventing Chronic Illness: A Call To Action to Manage Risk, Detect Early and Contain Costs		
10:05 am – 10:35 am	<i>Networking Break in the Executive Networking and Health Care Technology Innovation Lounge</i>		
10:35 am – 11:10 pm	Delivering Evidence-Based Interventions to Enhance Primary, Secondary and Tertiary Prevention in the Workplace		
11:10 am – 11:40 am	Leveraging Practical Behavioral Economic Concepts to Design Incentives that Nudge Individuals to Make Long-Term Healthy Decisions		
11:40 am – 12:20 pm	Executive Reaction Panel: Behavioral Economics		
12:20 pm – 1:00 pm	Where Value-Based Insurance Design Meets Consumer Directed Health Care: Changing Consumer Behaviors to Promote Care Engagement and Delivery System Reform		
12:50 pm – 2:00 pm	<i>Networking Luncheon in the Executive Networking and Health Tech Innovation Lounge</i>		

Concurrent Tracks (Choose 1 of 3)

	Delivering the Business Value Proposition	Affordable Technology Innovations in Prevention Design	California-Centric Content
2:00 pm – 2:40 pm	Personalization of Prevention: Building Psycho-Demographic Profiles to Achieve Targeted Rewards, Messaging and Outreach	Leverage Social Media to Advance Peer-to-Peer Motivation for Change	Workers' Comp Post Reform: Accessing Next Steps
2:45 pm – 3:25 pm	Integrate a Sustainable and Meaningful Incentive Strategy that Includes Behavior-Based Rewards	Integrate Online Decision-Support Tools to Enhance Consumerism and Care Coordination	Multi-Stakeholder Collaboration in California to Advance Prevention Goals and Improve Population Health

Networking Break in the Executive Networking and Health Care Technology Innovation Lounge

Market Insight Seminars (Choose 1 of 2)

3:45 pm – 4:25 pm	Align Workplace Safety and Prevention to Maximize Communications, Activation and Engagement	Leverage Health Coaching and Positive Psychology to Drive Behavior Change
4:30 pm – 5:30 pm	CLOSING KEYNOTE PRESENTATION: The Business Imperative for Health: New Research Expanding on “Zero Trends: Health as a Serious Economic Strategy”	