

# Agenda-At-A-Glance

## TUESDAY, MAY 17, 2011

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7:00 am	Registration and Morning Coffee/Tea in the Executive Networking and Health Care Technology Innovation Lounge	
8:00 am – 8:35 am	<b>Prevention in the Era of Health Reform Implementation:</b> 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	<b>Executive Reaction Panel: Legislation as a Catalyst</b>	
9:25 am – 9:55 am	<b>Reshaping the Clinical Care Delivery System to Incent High-Value “Health” Care: Preventive Services, ACOs, Payment Reform</b>	
9:55 am – 10:40 am	<b>Executive Reaction Panel: Delivery Reform</b>	
10:45 am – 11:15 am	Networking Break in the Executive Networking and Health Care Technology Innovation Lounge	
11:15 am – 11:55 am	<b>Recognizing the Accountability of the Food Industry in Driving Prevention Goals: Globally, Nationally, Locally</b>	
12:00 pm – 12:40 pm	<b>Create a True Corporate “Culture of Health” to Maximize Employee Engagement, Performance and Sustainable Behavior Change</b>	
12:45 pm – 2:00 pm	Networking Break in the Executive Networking and Health Care Technology Innovation Lounge	
	<b>HEALTH CARE TECHNOLOGY INNOVATION SHOWCASE: Tools to Advance All Levels of Prevention: Remote Monitoring, Phone Applications, Web-Applications, Worksite Fitness, Tele-Health, Social Media</b>	
Concurrent Tracks (Choose 1 of 2)		
	<b>Delivering the Business Value Proposition</b>	<b>Affordable Technology Innovations in Prevention Design</b>
2:05 pm – 3:00 pm	<b>Delivering the Value-Case for Workplace Wellness to Achieve Sustained Management and Individual Employee Engagement</b>	<b>Technology Enablers and Applications Delivering Primary Care and Preventive Services through On-Site Clinics and Web-Interfaces</b>
3:00 pm – 3:25 pm	Networking Break in the Executive Networking and Health Care Technology Innovation Lounge	
Clinics: Primary, Secondary and Tertiary Prevention (Choose 1 of 2)		
3:30 pm – 4:10 pm	<b>Hypertension and Stress</b>	<b>Musculoskeletal Disorders (MSDs): Biometric Risk Factors</b>
4:10 pm – 4:50 pm	<b>Obesity and Diabetes</b>	<b>Musculoskeletal Disorders (MSDs): Injury Prevention</b>
4:55 pm – 5:35 pm	<b>KEYNOTE ADDRESS: Health Driving Wealth: Creating a Culture that Accelerates Business Results through Employee Well-Being</b>	
5:45 pm – 6:45 pm	Cocktail Reception in the Executive Networking and Health Tech Innovation Lounge	

## 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
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	Networking Break in the Executive Networking and Health Care Technology Innovation Lounge		
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	Networking Luncheon in the Executive Networking and Health Tech Innovation Lounge		
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
3:25 pm – 3:45 pm	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”		