


Preliminary Agenda-At-A-Glance

Wednesday, May 16, 2012

7:15am – 8:00am	<i>Breakfast in the Executive Networking Lounge</i>	
8:00am – 8:15am	<i>Opening Remarks From the Congress Chairperson</i>	
8:15am – 8:50am	OPENING KEYNOTE: Prevention in an Era of Health Care Transformation: A Call to Action to Improve Health Outcomes and Achieve Cost Savings	
8:50am – 9:40am	National Policy Update: Scalable Models to Prioritize Prevention and Primary Care – Implications and Opportunities for Employers and Health Plans	
9:40am – 10:10am	<i>Networking Break in the Executive Networking Lounge</i>	
10:10am – 11:00am	Getting to Sustainable Behavior Change – Designing Programs to Capitalize on the Proven Ingredients that Impact Change 	
11:00am – 11:55am	Create a Corporate “Culture of Health” to Maximize Wellness Results and Achieve Employee Engagement, Performance	
12:00pm – 12:40pm	How Prevention and Wellness is a Core Driver of Bottom-Line Business Results through a Healthy, High-Performing Workforce – Including Strategies to Harness the Power of the Social Network	
12:40pm – 1:40pm	<i>Luncheon in the Executive Networking Lounge</i>	
1:40pm - 2:10pm	distrACTION: Leading a Wellvolution in the Attention Economy	
2:10pm - 3:00pm	Creating an Integrated, Holistic Approach to Drive Employee Health and Well-Being	
3:00pm – 3:30pm	<i>Networking Break in the Executive Networking Lounge</i> - The Employer mHealth & Wellness Technology Innovation Showcase Opens	
CONCURRENT SEMINARS (Choose 1 of 2)		
	Outcomes-Driven Wellness Strategies	Driving Engagement Through Technology Innovation
3:30pm – 4:00pm	Achieve Shared Accountability by Aligning Creative Benefit Design Incentives to Drive Action	Innovations in Wireless and Mobile Health to Improve Prevention
MARKET INSIGHT SEMINARS (Choose 1 of 2)		
4:05pm – 4:45pm	Assess Research-Driven Best Practices for Workplace Wellness	Apply Game Theory and Mechanics to Create Engaging Interventions that Drive Change
4:50pm -5:45pm	CLOSING KEYNOTE PANEL: Behavioral Economics, Incentives, and Culture – Where is the Alignment to Integrate External and Intrinsic Motivation for Sustainable Change?	
5:45pm – 6:45pm	<i>Reception in the Executive Networking and Technology Innovation Lounge</i>	

Thursday, May 17, 2012

7:00am – 7:45am	<i>Networking Exercise Opportunity</i> - Possibilities include Fun Run, Yoga, Exercise Class	
7:45am – 8:30am	<i>Networking Breakfast in the Executive Networking Lounge and Healthy Engagement Think Tank 2012</i>	
8:30am – 9:00am	OPENING KEYNOTE SESSION: Maximize Engagement: Design a Strategy that Attracts and Retains Happy, Healthy Employees	
9:00am – 9:45am	Reaction Panel: Move the Needle on Engagement: Leverage a Integrated Benefit Strategy to Achieve Health, Performance and Cost Control	
9:45am – 10:30am	<i>Networking Break in the Executive Networking Lounge</i> - The Employer mHealth & Wellness Technology Innovation Showcase Continues	
10:30pm – 11:20pm	GOING GLOBAL: Global Wellness Best Practices and Implications for Talent Development in a Highly Competitive Sector	
11:20pm – 12:10pm	Building a Culture of Wellness into Your Company DNA - Lessons From Tesla, Hulu, and the Rubicon Project	
EVIDENCE-BASED PREVENTION CLINICS (Choose 1 of 2)		
12:10am – 12:50pm	Metabolic Syndrome	Diabetes
12:50pm – 1:45pm	<i>Networking Luncheon in the Executive Networking Lounge</i> - The Employer mHealth & Wellness Technology Innovation Showcase Continues	
CONCURRENT SEMINARS (Choose 1 of 2)		
	Outcomes-Driven Wellness Strategies	Driving Engagement Through Technology Innovation
1:45pm – 2:30pm	Results-Driven Incentives: Trends, Challenges and Effective Implementation and Communication Strategies	Explore the New World of Mobile Learning and Mobile Apps to Maximize Health Outcomes
2:30pm – 3:15pm	MARKET INSIGHT SEMINAR: Leverage Results-Based Wellness Programs - Driving True Behavior Change	
3:15pm – 4:00pm	Prioritizing Engagement of Family and Community to Truly Transform the Commitment to Healthy Lifestyles (Primordial Prevention)	
4:00pm	CONGRESS CONCLUDES	

2ND ANNUAL Prevention & Wellness 2.0 CONGRESS

WEDNESDAY, MAY 16, 2012

7:15am – 8:00am **Breakfast in the Executive Networking Lounge**

PREVENTION POLICY

8:00am – 8:15am **OPENING REMARKS FROM THE CONGRESS CHAIRPERSON**

8:15am – 8:50am **OPENING KEYNOTE: Prevention in an Era of Health Care Transformation: A Call to Action to Improve Health Outcomes and Achieve Cost Savings**

- Recognize worksite wellness as a strategic opportunity for employers to drive health care cost sustainability
- Elevate prevention and wellness as core components of how health care is delivered to employees
- Create and expand a culture of employee and community engagement to maximize the impact of prevention



Joel T. Allison
President and Chief Executive Officer
Baylor Health Care System

8:50am – 9:40am **National Policy Update: Scalable Models to Prioritize Prevention and Primary Care – Implications and Opportunities for Employers and Health Plans**

- Examine measurable, national models for managing core drivers of cost to achieve substantial, meaningful outcomes:
 - Distribution of the Prevention and Public Health Trust Fund
 - Engaging in the YMCA Diabetes Prevention Program
 - Aligning Patient-Centered Medical Home and Primary Care
- Explore payment reform and actionable strategies for employers to drive patient-centric care coordination through provider engagement
- Discuss potential scenarios for how prevention and wellness may look on the exchanges



Kenneth E. Thorpe, PhD
Professor and Chair, Rollins School of Public Health
Emory University
Executive Director, Partnership to Fight Chronic Disease



Michael Parkinson
Past President
American College of Preventive Medicine

9:40am – 10:10am **Networking and Refreshment Break in the Executive Networking Lounge**

DEE EDINGTON'S 2012 ADDRESS

10:10am – 11:00am **Getting to Sustainable Behavior Change – Designing Programs to Capitalize on the Proven Ingredients that Impact Change**

- Recognize the global economic value in a healthy, productive and highly engaged workforce
- Explore the latest research on the most compelling strategies for sustained employee engagement in their health, in the context of today's changing workforce
- Understand what healthy behavior change means for the community, employer and employee
- Tools to bend the cost trend with an evidence-based approach to prevention and wellness



Dee Edington
Director, Health Management Research Center
University of Michigan (invited)

NEW RESEARCH!

TOTAL HEALTH MANAGEMENT

11:00am – 11:55am **Create a Corporate “Culture of Health” to Maximize Wellness Results and Achieve Employee Engagement, Performance**

- Design corporate leadership and policies to put employees on the path to healthy and effective behaviors
- Integrate total health management to personalize strategies and understand drivers of employee well-being
- Discuss the role of incentives in a culture – are “progress-based” incentives the future?
- Examine process changes to create choice and capitalize on individual, group and cultural influencers for behavior
- Explore employer-relevant outcomes: engagement, productivity, costs



Nirmal Patel MD, MPH
Corporate Medical Director
Cisco Systems, Inc



Susan Kuruvilla
President, CLARK Security
Products
an Anixter Company



Jason Eliot
System Director, Human
Resources
INTEGRIS Health, Inc



MODERATOR:
Jerry Noyce
President and Chief
Executive Officer
Health Enhancement
Research Organization

BUSINESS CASE AND ROI

12:00pm – 12:40pm **Create a Corporate “Culture of Health” to Maximize Wellness Results and Achieve Employee Engagement, Performance**

- Strategic perspectives on the financial value of healthy, high-performing workforce
- Examine Regence's rigorous, five-year ROI analysis of the company's internal employee wellness program, and the impact on medical savings and improved productivity
- Discuss a vision for comprehensive, integrated, financially sustainable worksite wellness that drives health outcomes and cost savings



Tony Bacos
General Manager, Hubbub Health
Regence

2ND ANNUAL Prevention & Wellness 2.0 CONGRESS

WEDNESDAY, MAY 16, 2012

12:40pm – 1:40pm **Luncheon in the Executive Networking Lounge**

1:40pm – 2:10pm **distrACTION: Leading a Wellvolution in the Attention Economy**

- Learn how healthcare, and wellness in particular, is missing the boat in the new attention economy
- Discover a new model for engaging and sustaining well-being
- Discuss practical applications including substance, style and sizzle



Bryce Williams
Director, Wellness
Blue Shield of California

2:10pm – 3:00pm

Creating an Integrated, Holistic Approach to Drive Employee Health and Well-Being

- Look at the entire employee picture – creating holistic programs that promote overall health and well-being
- Design prevention-focused benefits to support healthy lifestyles
- Capitalize on actionable data integration to validate program results and next steps
- Recognize the business value of a transformed workforce and community

MODERATOR:



Jason Spangler, MD
Chief Medical Officer
Partnership for Prevention



Jonna Harris
Director of Payroll, Benefits and HR
Shared Services
H&R Block



Nathan Hays
Benefit Manager
Sprint

3:00pm – 3:30pm

Networking Break in the Executive Networking Lounge - The Employer mHealth & Wellness Technology Innovation Showcase Opens

CONCURRENT SEMINARS (CHOOSE 1 OF 2)

Outcomes-Driven Wellness Strategies

3:30pm – 4:00pm

Achieve Shared Accountability by Aligning Creative Benefit Design Incentives to Drive Action

- Link the benefits package to wellness requiring activity to enter benefit system
- Prioritize evidence-based action in the benefit incentive – including the HRA and preventive care visit
- Investigate measurement methodologies - ten specific financial and non-financial metrics to validate impact



Jason Eliot
System Director, Human Resources
INTEGRIS Health, Inc

Driving Engagement Through Technology Innovation

Innovations in Wireless and Mobile Health to Improve Prevention

- Leverage virtual care to drive employee self-management and provide convenience
- Align tele-health with worksite clinics to drive utilization of high value services and providers
- Assess metrics – patient satisfaction, health outcomes, cost containment



Nirmal Patel MD, MPH
Corporate Medical Director
Cisco Systems, Inc

MARKET INSIGHT SEMINARS (CHOOSE 1 OF 2)

4:05pm – 4:45pm

Assess Research-Driven Best Practices for Workplace Wellness

- Explore three years of trending information from OptumHealth's Research Study
- Examine types of programs being offered and the ones reported as most successful and impactful
- Drive behavior change through the use of incentives in driving engagement
- Discuss the importance of communicating wellness programs to your employees, having a dedicated wellness coordinator and written wellness plan



Beena Thomas, MPH
Vice President, Health and Wellness
OptumHealth

Apply Game Theory and Mechanics to Create Engaging Interventions that Drive Change

- Discover social network science and the opportunity of game theory to create behavior change
- Examine effective integration touch points
- Discuss evidence, engagement levels and results



Nathan Petrovay
Chief Technology Officer
Avivia Health From Kaiser Permanente

BEHAVIORAL THEORY AND INCENTIVE MODELS

4:50pm – 5:45pm

Behavioral Economics, Incentives, and Culture – Where is the Alignment to Integrate External and Intrinsic Motivation for Sustainable Change?

Do incentives empower employees and are they sustainable? What is the role of incentives in a healthy culture? Carrots versus sticks? Rewarding activities or outcomes? Do incentives drive efficacy?

- Participate in a provocative discussion on these questions to translate health behavior theory into meaningful program design
- Align behavioral economics, health behavior theory and consumer marketing theory to effectively insert yourself into a process and influence behavior
- Leverage tools to reach resistant individuals and motivate them to manage their health



Gigi Fioravanti Lyons
Director of Strategic Development, Blue Cross Blue Shield of Massachusetts



Joan Kapowich
Administrator
Oregon Public Employees' Benefit Board



Daniel Newton
Director, Behavioral Economics
Wellpoint

5:45pm – 6:45pm

Reception in the Executive Networking and Technology Innovation Lounge

2ND ANNUAL Prevention & Wellness 2.0 CONGRESS

THURSDAY, MAY 17, 2012

7:00am – 7:45am

Networking Exercise Opportunity - Possibilities include Fun Run, Yoga, Exercise Class

7:45am – 8:30am

Networking Breakfast in the Executive Networking Lounge and Healthy Engagement Think Tank 2012

- Exchange ideas for getting people “up and moving” with out of the box tactics – including walk-stations
- Recognize the power of “competition” as a motivational tool
- Reach the unengaged employee – creative tools and resources
- Create external and intrinsically-driven engagement strategies



Vicky Banks
Director, Compensation and Benefits
The Biltmore Company

8:30am – 9:00am

OPENING KEYNOTE SESSION: Maximize Engagement: Design a Strategy that Attracts and Retains Happy, Healthy Employees

- Convert brand values, philosophy and culture into inspirational action
- Derive business results through a culture that inspires action and accountability to each other and the community
- Create an environment that promotes and encourages physical activity – a major driver of sustained healthy behavior
- Design a structure that encourages peer to peer motivation and achieves full engagement
- Capitalize on the corporate and social ROI



James Curleigh
Chief Executive Officer
KEEN

9:00am – 9:45am

REACTION PANEL: Move the Needle on Engagement: Leverage a Integrated Benefit Strategy to Achieve Health, Performance and Cost Control

- Align health engagement with broader employee engagement plans to uncover all opportunities for impact
- Assess movements toward more strategic integration of health benefits, compensation and total rewards for optimal value
- Engagement in diverse industries and populations: Segmenting to target initiatives based on demographics and individual risk and activation level
- Measurement strategies to quantify the corporate results



Charles Smith
Senior Director Compensation, Benefits & Engagement
Bebe Stores, Inc



Lynette Kluer
Director of Organizational Development
Alexandria Extrusion Company

9:45am – 10:30am

Networking and Refreshment Break in the Executive Networking Lounge

10:30am – 11:20am

GOING GLOBAL: Global Wellness Strategies and Approaches to Maximize Impact

- Accelerate wellness innovation in the global sector – strategies and lessons learned
- Make the compelling business case for global action to senior leadership
- Leverage personalization and localized employee engagement groups to maximize results

MODERATOR:



Janet Farabaugh
Global Benefits Director
Seagate Technology



Lisa Mars
Human Resources Director
CA Technologies



Lauren Vela
Executive Director
Silicon Valley Employers Forum

11:20am – 12:10pm

Building a Culture of Wellness into Your Company DNA - Lessons From Tesla, Hulu, and the Rubicon Project

- Discuss the crucial elements you need to address when building a wellness program into the culture of your company from day 1
- Understand how to create a program that all employees get excited about, is personalized to their age group, interests and lifestyles
- Learn how combining “hyper-local” wellness programs and services with nationally-recognized brands increases employee engagement
- Learn how to think creatively about programs that won’t break the bank



John Foster
Senior Vice President, Talent and Organization
Hulu



Nate Randall
Benefits Manager
Tesla Motors

EVIDENCE-BASED PRIMARY, SECONDARY AND TERTIARY PREVENTION CLINICS (CHOOSE 1 OF 2)

12:10am – 12:50pm

Metabolic Syndrome

- Identify opportunities to drive readiness to change at individual risk level
- Create integrated models to ensure cross-referral and utilization
- Engage employees in nutrition and physical activity
- Measure results – risk, costs, engagement



Matt Robbins
Director, Benefits
Sabre Holdings

Diabetes

- Personalize integrated models of care engagement
 - Leveraging technology to promote self-care
 - Explore data-driven outcomes and results
- Thought Leaders to be Announced**

12:50pm – 1:45pm

Networking Break in the Executive Networking Lounge - The Employer mHealth & Wellness Technology Innovation Showcase Continues

2ND ANNUAL Prevention & Wellness 2.0 CONGRESS

THURSDAY, MAY 17, 2012

CONCURRENT SEMINARS (CHOOSE 1 OF 2)

Outcomes-Driven Wellness Strategies

1:45pm – 2:30pm

Results-Driven Incentives: Trends, Challenges and Effective Implementation and Communication Strategies

- Access trends and innovations in leverage external and intrinsic motivators
- Create and maintain results-driven wellness programs in businesses of all sizes
- Examine First National Bank's results 44% less in health care costs from wellness participants than non-participants
- Rewarding employees for maintaining or improving health through reduced premiums



Rebecca Vinton Dorn, MA
Executive Director
Wellness Council of the Midlands



Kelly Parr
Wellness Manager
First National Bank

Driving Engagement Through Technology Innovation

Explore the New World of Mobile Learning and Mobile Apps to Maximize Health Outcomes

- Discover how new technology is changing health and health care
- Uncover the most relevant emerging technology and the current—and future—impact on employee health and productivity
- Learn why The Pew Center has called social networks “the secret weapon” for people with chronic disease



Jennifer Benz
President
Benz Communications



David W. Ballard, PsyD, MBA
Assistant Executive Director for Marketing
American Psychological Association

MARKET INSIGHT SEMINARS (CHOOSE 1 OF 2)

2:30pm – 3:15pm

Leverage Results-Based Wellness Programs - Driving True Behavior Change

- Recognize essentials of wellness program incentive design (participation vs. results based)
- Understand legal and compliance issues associated with results based incentive design
- Explore outcomes related to a results based incentive design
- Discuss a framework to determine if a results based incentive design is appropriate for your organization



Jennifer Sargent
Vice President of Corporate Wellness
LifeTime Fitness

REACHING DEPENDENTS AND COMMUNITY

3:15pm – 4:00pm

Prioritizing Engagement of Family and Community to Truly Transform the Commitment to Healthy Lifestyles (Primordial Prevention)

- Drive public-private partnerships to bend the health care cost curve through “Blue Zones”
- Recognize opportunities for employers to participate and benefit from ongoing initiatives
- Examine current pilots and outcomes to date

Thought Leaders to be Announced

4:00pm

Congress Concludes

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