

AGENDA-AT-A-GLANCE

THURSDAY, NOVEMBER 8, 2007



7:00 Registration / Continental Breakfast in the Executive Networking Lounge

Sponsored by: **definity health.**

7:55 World Congress Welcome: **Mary Young**, Senior Conference Manager

8:00 Chairman's Welcome & Opening Remarks
John Goodman, PhD, President, **National Center for Policy Analysis**

8:15 **Opening Keynote Address & Commentary Panel – Prescription for a Healthy America: Putting Health Quality and Cost Information into the Hands of the Consumer**

9:20 **Consumerism and Healthcare: Can a Consumerist Paradigm Really Work in Healthcare?**

10:20 Refreshment Break in the Executive Networking Lounge

10:50 **Debating the Merits of Consumer-Driven Healthcare: Supporters and Detractors Speak Up**

11:50 Executive Luncheon & Keynote Presentation: **Healthcare Credit Solutions: Managing the Out-of-Pocket Experience**

Sponsored by: **E-Duction®**

1:00-3:45

EXECUTIVE SEMINARS – CHOOSE ONE

Seminar A for Employers/Payers:
Innovative Plan Design and Benefit Management Strategies for Healthcare Consumerism

Seminar B for Payers/Providers/Employers:
Improving Outcomes through Consumer Engagement

Seminar C for Financial Services/Payers/Providers:
Capitalizing on the Changing Healthcare Value Chain

Seminar D for Payers/Providers/Employers:
Leading Technology Initiatives and Coaching Strategies for Consumer Choice

2:15 Refreshment Break in the Executive Networking Lounge

3:50 **Strategies to Increase Enrollment and Employee Understanding of Consumer-Driven Healthcare**

4:55 **Afternoon Keynote Address & Commentary Panel – Creating a Robust Solution for Consumerism in Healthcare**

5:55 Chairman's Close of Day One

6:00 Cocktail Reception in the Executive Networking Lounge

Sponsored by: **Metavante®**

FRIDAY, NOVEMBER 9, 2007

7:00 Continental Breakfast in the Executive Networking Lounge

8:00 Chairman's Remarks

8:10 **Keynote Address & Commentary Panel – Taking a Healthy Interest at the Worksite: How Harrah's Keeps Its Employees Healthy and Productive**

9:15 **The Globalization of Healthcare: Identifying Offshore Locations to Access Quality Care at an Affordable Price**

10:15 Refreshment Break in the Executive Networking Lounge

10:45 **Convenient Care Discussion – Revolutionizing Consumer Access to Healthcare: Promoting the Standard of Care Delivered at Retail Clinics**

EXECUTIVE SYMPOSIA: INNOVATIONS AND TRENDS IN ACCESS TO QUALITY CARE (CHOOSE ONE)

Symposium A:
The Convergence of Financial Services and Healthcare: Overcoming Obstacles in Managing HSA and HRA Programs

Symposium B:
"You Built It But They Didn't Come": Increasing the Response to Health Education and Awareness Initiatives

Symposium C:
Next Generation in CDH Accounts: Beyond Debit Cards and Transparency

Symposium D:
Making Healthcare Affordable: Strategies for Employees to Make Good Care and Coverage Decisions

12:35 Luncheon Roundtable Discussions in the Executive Networking Lounge

EDUCATIONAL TRACK SUMMITS: FOCUSING ON BEST PRACTICES AND CASE STUDIES (CHOOSE ONE)

Summit 1 for Employers/Providers:
Consumerism Across the Healthcare Continuum

Summit 2 for Providers/Payers:
Meeting the Demands of a Changing Healthcare System

Summit 3 for Financial Services/Payers:
The New Influence of Banking in Healthcare

3:35 **Closing Keynote Address – Building a 21st Century Intelligent Health System**

4:20 Chairman's Close of Congress and Plans for 2008

(Program is subject to change)