

AGENDA-AT-A-GLANCE

PRE-CONGRESS WORKSHOPS — MONDAY, SEPTEMBER 15, 2008

7:00 – 8:00 *Registration and Continental Breakfast*

8:00 – 12:00

WORKSHOPS (CHOOSE ONE)

Workshop One for Payers and Employers
Prevention that Pays: The Next Generation in Value-Based Design

Workshop Two for Providers
Key Strategies to Enhance the Provider/Patient Relationship

12:00 – 12:30 *Registration and Refreshments for Congress Attendees in the Executive Networking Lounge*

CONGRESS GENERAL SESSIONS AND BREAKOUTS — MONDAY, SEPTEMBER 15, 2008

12:30 – 12:45 *Co-Chairperson's Opening Remarks*

12:45 – 2:15 **Opening Keynote Session and Commentary Panel:** Consumerism: Will Consumers be Effective Catalysts to Reform the US Health System?

Five Minute Transition Break

2:20 – 3:30 *Defining Today's Healthcare Consumer: Will A Change in Leadership Re-Define This?*

3:30 – 4:00 *Refreshment Break in the Executive Networking Lounge*

4:00 – 5:00 *Implementing Prevention Programs and the Fine Line of Privacy vs. Participation – Facts and Fiction of HIPAA*

Five Minute Transition Break

5:05 – 6:05 **Closing Keynote Panel:** Consumer Connectivity and Engagement Strategies: High Touch vs. Broad Reach or Both?

6:05 – 6:15 *Co-Chairperson's Closing Remarks*

6:15 – 7:30 *Cocktail Reception and Exhibits in the Executive Networking Lounge*

TUESDAY, SEPTEMBER 16, 2008

7:15 – 8:00 *Continental Breakfast and Symposia Series*

8:05 – 8:10 *Co-Chairperson's Opening Remarks*

8:10 – 9:10 **Opening Keynote Session and Commentary Panel:** The Impact of the New Presidential Agenda on Consumers: Coverage or Affordability?

Five Minute Transition Break

9:15 – 10:15 *Transparency: The Key to Integrated Healthcare Management*

10:15 – 10:45 *Refreshment Break and Exhibits in the Executive Networking Lounge*

10:45 – 11:30 *Interpreting the Impact of the Integration of Healthcare, Financial Services and Technology on the Consumer.*

Five Minute Transition Break

11:35 – 12:30 *Who Asked You? The Voice of the Individual in Healthcare*

12:30 – 1:30 *Executive Luncheon and Exhibits in the Executive Networking Lounge*

1:30 – 5:00

CONCURRENT EDUCATIONAL TRACKS (CHOOSE ONE)

TRACK ONE
Consumer Engagement Initiatives

TRACK TWO
Benefit Design and Financial Strategies to Increase Compliance

TRACK THREE
Work-site/Retail Clinics: Case Studies and Best Practices

3:15 – 3:30 *Refreshment Break and Exhibits in the Executive Lounge*

CONCURRENT EDUCATIONAL TRACKS CONTINUE

TRACK ONE
Consumer Engagement Initiatives

TRACK TWO
Benefit Design and Financial Strategies to Increase Compliance

TRACK THREE
Work-site/Retail Clinics: Case Studies and Best Practices

Five Minute Transition Break

5:05 – 6:05 **Closing Keynote Panel:** Critical Components for Implementing Successful Health and Wellness Programs.

6:05 – 6:15 *Critical Components for Implementing Successful Health and Wellness Programs*

6:15 – 7:15 *Reception in the Executive Networking Lounge*

WEDNESDAY, SEPTEMBER 17, 2008

7:15 – 8:00 *Continental Breakfast and Exhibits in the Executive Networking Lounge*

8:05 – 8:10 *Chairperson's Recap of Previous Day and Introductions to Final Day*

8:10 – 9:30 **Keynote Panel and Discussion:** Upstream Health Management Investments as a Bottom Line Business Strategy

Five Minute Transition Break

9:35 – 10:15 *A New Era of Delivery Models: Revolutionary Practice Models to Improve Prevention and the Delivery of Care*

10:15 – 10:45 *Refreshment Break in the Executive Networking Lounge*

10:45 – 11:55 *Emerging Technologies: The Next Wave of Tools in Consumer Engagement*

Five Minute Transition Break

12:00 – 1:00 **Closing Keynote:** Designing a Business Model to Engage the Uninsured Consumer

1:00 *Conference Concludes*

(Program is subject to change)