

MEMBER RETENTION FOR HEALTH PLANS AGENDA-AT-A-GLANCE

WEDNESDAY, MARCH 18, 2009

To review the complete agenda and latest list of confirmed speakers please visit our website! www.worldcongress.com/retention

Networking Breakfast and Registration in the Executive Networking Lounge

Chairperson's Welcome and Opening Remarks

OPENING KEYNOTE ADDRESS – What It Takes to Build a Better Health Care System

The Why and How of Member Retention

Networking and Refreshment Break in the Executive Networking Lounge

KEYNOTE PRESENTATION – Analyzing Key Research Findings: Recommendations on Member Retention in Today's Competitive Environment

Examining the Critical Elements of a Retention Management Program

Luncheon in the Executive Networking Lounge

The \$40 Billion Opportunity for Insurers: Medicare, COBRA and Post-Group Conversions

Realizing the Value of Retention Technologies

Networking and Refreshment Break in the Executive Networking Lounge

Prevention and Wellness as a Member Retention Strategy

Measuring and Leveraging the Member Experience and Voice

Chairperson's Day One Closing Remarks

Networking Cocktail Reception in the Executive Networking Lounge

THURSDAY, MARCH 19, 2009

Networking Breakfast and Registration in the Executive Networking Lounge

Chairperson's Day Two Opening Remarks

Winning In A Retail Health Insurance Market

Best Practices in Health Care Retention

Networking and Refreshment Break in the Executive Networking Lounge

Connecting Retention with Acquisition and Member Service

Keeping Members Satisfied and Brand Loyal: Lessons Learned from Successful B2C Companies

Luncheon in the Executive Networking Lounge

Designing and Managing the Member Experience

CLOSING KEYNOTE ADDRESS – Re-Stabilizing Health Plan Performance: Approaches That Can Drive Down Cost To Re-Energize Enrollment

Chairperson's Closing Remarks, Summit Concludes

MAXIMIZE YOUR NETWORKING OPPORTUNITIES

at the World Health Care Congress Leadership Summit on
Member Retention for Health Plans

- Meet Key Players in Your Target Market
- Take Advantage of 1-on-1 Sponsor/ Attendee Meetings Facilitated On-Site

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- Executive Tracks • Keynote Sessions • Networking Cocktail Reception • Breakfast Symposia
- Executive Networking Participant • Networking Breaks • Luncheon

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