

# MARKETING ANALYTICS FOR HEALTH PLANS

## Agenda-at-a-Glance

### DAY ONE: Wednesday, November 4, 2009

8:00 AM – 8:30 AM	<i>Summit Registration and Continental Breakfast</i>
8:30 AM – 8:45 AM	<i>CHAIRPERSON'S WELCOME &amp; OPENING REMARKS</i>
8:45 AM – 9:30 AM	<b>OPENING KEYNOTE ADDRESS: Competing on Analytics – Preparing for the Impending Health Care Analytics Revolution</b>
9:30 AM – 10:15 AM	<b>EMERGING TREND: What Can Analytics Do for You? Formulating A Data-Driven Communication Strategy to Drive Behavior Change</b>
10:15 AM – 10:45 AM	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
10:45 AM – 11:30 AM	<b>CASE STUDY: Blending Health Information with Consumer Data to Optimize Market Reach – A Health Plan's Recipe for Success</b>
11:30AM – 12:15PM	<b>BEST PRACTICE: Applying Business Intelligence Data to Capture Individual and Medicare Market Opportunities</b>
12:15PM – 1:15PM	<i>Networking Luncheon in the Executive Networking Lounge</i>

#### CONCURRENT EDUCATIONAL TRACKS (Choose 1 of 2)

	<b>TRACK 1: DEVELOPING A MULTI-CHANNEL, RETAIL-BASED DISTRIBUTION STRATEGY</b>	<b>TRACK 2: APPLYING DATA ANALYTICS TO CAMPAIGN MANAGEMENT</b>
1:15PM – 2:00PM	Maintaining the Broker Relationship in a Direct-to-Consumer Market	Establishing Trend and Performance Metrics to Define and Demonstrate an RIL
2:00PM – 2:45PM	Location, Location, Location – Capitalizing on the Emergence of Health Insurance Retail Stores	Creating an Internal, Data-Driven Culture – Strategies to Enhance Measurement, Analytics and Customer Intelligence
2:45PM – 3:30PM	The Online Shopping Revolution – Turning Your Website into a Valued Revenue Stream	Delivering on the Brand Promise with a Customer-Centered Service Model

3:30PM – 4:00PM	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
4:00PM – 4:45PM	<b>EMERGING TREND: Web Utilization Among US Health Care Consumers – Transforming Business Strategy to Meet Market Demands</b>
4:45PM – 5:30PM	<b>KEYNOTE ADDRESS: Taking the Pulse of Your Website – Techniques for Evaluating Online Effectiveness</b>
5:30PM -6:30PM	<i>Cocktail Reception in the Executive Networking Lounge</i>

### DAY TWO: Thursday, November 5, 2009

7:00AM – 8:00AM	<i>Continental Breakfast and Registration in the Executive Networking Lounge</i>
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8:00AM – 8:45AM	<b>BREAKFAST SEMINARS (Choose 1 of 2)</b>	
	<b>SEMINAR A:</b> A New Era of Marketing – Providing Meaningful Value to Gen X and Gen Y	<b>SEMINAR B:</b> Medicare Marketing – Achieving Enrollment Goals and Remaining CMS Compliant

8:50AM – 9:00AM	<i>CHAIRPERSON'S WELCOME &amp; DAY TWO REMARKS</i>
9:00AM – 10:00AM	<b>OPENING KEYNOTE ADDRESS: Staying Relevant through Times of Change – Lessons Learned from Outside Industry</b>
10:00AM – 10:30AM	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
10:30AM – 11:15AM	<b>CASE STUDY: Blue Shield of California's Journey to Outstanding Achievements in Marketing-Communications: The Road to 22 Awards and Honors</b>
11:15AM – 12:00PM	<b>EMERGING TREND: Measuring the Impact of Non-Traditional and Social Marketing</b>
12:00PM – 12:45PM	<b>CLOSING KEYNOTE ADDRESS: The Next Generation of Health Insurance – Crossing the Chasm Between Winning New Business and Delivering on the Brand Promise</b>
12:45PM – 1:00PM	
1:00PM	<i>CHAIRPERSON'S CLOSING REMARKS</i>
	<b>Summit Concludes</b>

**\*\*Agenda is Subject to Change\*\***