

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

CONCURRENT EDUCATIONAL TRACKS (Choose 1 of 2)	
TRACK 1: DEVELOPING A MULTI-CHANNEL, RETAIL-BASED DISTRIBUTION STRATEGY	TRACK 2: APPLYING DATA ANALYTICS TO CAMPAIGN MANAGEMENT
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	EMERGING TREND: Web Utilization Among US Health Care Consumers – Transforming Business Strategy to Meet Market Demands
4:45PM – 5:30PM	KEYNOTE ADDRESS: Taking the Pulse of You Website – Techniques for Evaluating Online Effectiveness
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>
8:00AM – 8:45AM	BREAKFAST SEMINARS (Choose 1 of 2)
	SEMINAR A: A New Era of Marketing – Providing Meaningful Value to Gen X and Gen Y
	SEMINAR B: Medicare Marketing – Achieving Enrollment Goals and Remaining CMS Compliant
8:50AM – 9:00AM	CHAIRPERSON'S WELCOME & DAY TWO REMARKS
9:00AM – 10:00AM	OPENING KEYNOTE ADDRESS: Staying Relevant through Times of Change – Lessons Learned from Outside Industry
10:00AM – 10:30AM	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
10:30AM – 11:15AM	CASE STUDY: Blue Shield of California's Journey to Outstanding Achievements in Marketing-Communications: The Road to 22 Awards and Honors
11:15AM – 12:00PM	EMERGING TREND: Measuring the Impact of Non-Traditional and Social Marketing
12:00PM – 12:45PM	CLOSING KEYNOTE ADDRESS: The Next Generation of Health Insurance – Crossing the Chasm Between Winning New Business and Delivering on the Brand Promise
12:45PM – 1:00PM	<i>CHAIRPERSON'S CLOSING REMARKS</i>
1:00PM	<i>Summit Concludes</i>

Agenda is Subject to Change