

# AGENDA-AT-A-GLANCE

## WEDNESDAY, MARCH 16, 2011

12:15 PM – 1:00 PM *Pre-Congress Workshop Registration; Lunch on your Own*

1:00 PM – 5:00 PM **Health Insurance Exchanges – Understanding Key Policy, Governance and Operational Components of Exchanges and Impacts on your Business Strategy**

## THURSDAY, MARCH 17, 2011

7:00 AM – 8:00 AM *Main Congress Registration and Welcome Coffee in the Executive Networking Lounge*

8:00 AM – 8:15 AM *CO-CHAIRPERSON'S WELCOME AND OPENING REMARKS*

8:15 AM – 9:15 AM **OPENING KEYNOTE ADDRESS: The New Quality Equation in Health Care – ACOs, Medicare STAR Ratings, Exchange Implementation – What Does it all Mean?**

9:15 AM – 10:15 AM **KEYNOTE PANEL DISCUSSION: Cost and Quality – Where Can Innovation Take Us?**

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

### LEADERSHIP SUMMITS I (Choose 1 of 3)

	SUMMIT A: <b>Consumer Engagement, Marketing and Brand Loyalty – New Tools for the New Marketplace</b>	SUMMIT B: <b>Consumer Centric Product Design and Distribution Strategies</b>	SUMMIT C: <b>Medicare Marketing and Enrollment Strategies</b>
10:45 AM – 11:30 AM	Creating Consumer Experiences that Build Loyalty and Improve Retention	Psychographic Segmentation – Strategies to Identify Your Consumer and Develop Products for their Specific Wants and Needs	Medicare's New Marketology – Delivering ROI in a Reformed Landscape
11:30 AM – 12:15 PM	<b>CASE STUDY:</b> Collaborating with the Consumer on Their Health – Keeping the Promise of Retail Health	<b>CASE STUDY:</b> Innovative Network Strategies to Improve Quality, Reduce Costs and Engage the Consumer	Star Ratings – Marketing's Role in Maximizing Your Rating

12:15 PM – 1:30 PM *Networking Luncheon in the Executive Networking Lounge*

### LEADERSHIP SUMMITS I (continued)

	SUMMIT A: <b>Consumer Engagement, Marketing and Brand Loyalty – New Tools for the New Marketplace</b>	SUMMIT B: <b>Consumer Centric Product Design and Distribution Strategies</b>	SUMMIT C: <b>Medicare Marketing and Enrollment Strategies</b>
1:30 PM – 2:15 PM	B2C Acquisition and Retention Techniques – Maximize Conversion Rates and Reduce Acquisition Costs	<b>CASE STUDY:</b> Evaluating New Product Design and Pricing to Engage the Consumer	The Link Between Care Management and Consumer Engagement – A Key Opportunity to Improve Care, Reduce Costs AND Retain Members
2:15 PM – 3:00 PM	Multi-Channel, Multi-Touch Approach to Maximize Member Engagement	<b>CASE STUDY:</b> Improving Employer Trend and Health Plan Retention through Innovative Population Health Strategies	How to Extend AEP to 195 Days!

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

3:30 PM – 4:15 PM **KEYNOTE ADDRESS: Making the Culture Shift to the Individual Market – An Outside Industry Perspective on Succeeding in a Consumer Driven Market**

4:15 PM – 5:15 PM **CLOSING KEYNOTE PANEL DISCUSSION: Products and Strategies for Distributing through Health Insurance Exchanges – Prepare Now for 2014!**

5:15 PM – 6:15 PM *Networking, Cocktail Reception in the Executive Networking Lounge*

6:15 PM – 9:00 PM *Invitation Only Dinners E-mail joseph.zuccerella@worldcongress.com for more information*

## FRIDAY, MARCH 18, 2010

7:00 AM – 8:00 AM *Registration and Welcome Coffee in the Executive Networking Lounge; Breakfast Focus Groups*

8:00 AM – 8:15 AM *CO-CHAIRPERSON'S WELCOME AND DAY TWO OPENING REMARKS*

8:15 AM – 9:15 AM **OPENING KEYNOTE ADDRESS: Supplemental, Adjacent, Ancillary and Specialty Lines – Innovative Product Development, Cross Selling and Up Selling Strategies to Maximize Revenue**

### LEADERSHIP SUMMITS II (Choose 1 of 2)

	Summit A: <b>Consumer Engagement, Marketing and Brand Loyalty – New Tools for the New Marketplace</b>	Summit B: <b>Medicare and Medicaid Marketing and Enrollment Strategies</b>
9:15 AM – 10:00 AM	What Do Members Really Want From Their Health Plan?	Beyond Traditional Consumer Marketing – Successful Marketing in a Health Care Reform Era
10:00 AM – 10:45 AM	<b>CASE STUDY:</b> How Lovelace Health Plan is Effectively Using Incentives – An Employer and Plan Perspective	Open Session

10:45 AM – 11:15 AM *Networking and Refreshment Break in the Executive Networking Lounge*

11:15 AM – 12:00 PM **Healthy Interactive Entertainment – The Future of Engaging Consumers in Health and Wellness**

12:00 PM – 1:00 PM **CLOSING KEYNOTE ADDRESS: Analyzing the Changing Health Plan Marketplace – Impacts of Aging Boomers, Reform Mandates, Exchange Implementation and Economic Factors on the Future of the Industry**

1:00 PM *CO-CHAIRPERSON'S CLOSING REMARKS, CONGRESS CONCLUDES*

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