

AGENDA-AT-A-GLANCE

PRE-CONGRESS WORKSHOPS - Wednesday, March 21, 2012

| | | |
|--------------------|--|---|
| 7:00 am - 8:00 am | Pre-Summit Workshop Registration and Welcome Coffee | |
| 8:00 am - 12:00 pm | <p>Pre-Congress Workshop A: Health Insurance Exchanges Understanding Key Policy, Governance and Operational Components of Exchanges and Impacts on your Business Strategy</p> | <p>Pre-Congress Workshop B: Data Analytics & Segmentation In-Depth Evaluation of Market Analysis and Segmentation Strategies</p> |
| 12:00 pm | Lunch on Your Own | |
| 1:00 pm - 5:00 pm | <p>Pre-Congress Workshop C: Wellness Programs Strategies to Support Consumer Engagement, Health and Wellness</p> | <p>Pre-Congress Workshop D: Effective Compliant Member Communications Health Benefit Communications for an Increasingly Regulated Market</p> |

MAIN CONGRESS AGENDA - Thursday, March 22, 2012

| | |
|---------------------|--|
| 7:00 am - 8:00 am | <i>Main Congress Registration and Welcome Coffee in the Executive Networking Lounge</i> |
| 8:00am - 8:15 am | CO-CHAIRPERSON'S WELCOME AND DAY ONE OPENING REMARKS |
| 8:15 am - 9:15 am | OPENING KEYNOTE PANEL DISCUSSION: Building the Business Case for Investing in Ancillary Benefits: Reducing Health Care Costs and Promoting the Well Being of Employees |
| 9:15 am -10:15 am | PANEL DISCUSSION: Innovative Products and Services – Beyond Traditional Voluntary Benefits |
| 10:15 am - 10:45 am | <i>Networking and Refreshment Break in the Executive Networking Lounge</i> |
| 10:45 am - 11:30 am | Dental and Medical Benefits – The Role of Dental in Overall Health |
| 11:30 am - 12:15 pm | Integrating Vision & Eye Health Benefits and Professional Optometric Services |
| 12:15 pm - 1:30 pm | <i>Networking Luncheon in the Executive Networking Lounge</i> |
| 1:30 pm - 2:15 pm | The Future Role of the Broker in Bringing Voluntary Products to Employers |
| 2:15 pm - 3:00 pm | CASE STUDY: Successful Outcomes of an Engaging and Interactive Enrollment Program |
| 3:00 pm - 3:30 pm | Networking and Refreshment Break in the Executive Networking Lounge |
| 3:30 pm - 4:30 pm | PANEL DISCUSSION: The Impact of Health Care Reform on Specialty Benefits |
| 4:30 pm - 5:30 pm | CLOSING KEYNOTE PANEL DISCUSSION: Prepare for 2014! Products and Strategies for Selling on Public and Private Exchanges (co-located with Health Plan Innovation Congress) |
| 5:30 pm - 6:30 pm | <i>Networking, Cocktail Reception in the Executive Networking Lounge</i> |

Friday, March 23, 2012

| | |
|---------------------|--|
| 7:00 am - 8:00 am | <i>Registration and Welcome Coffee in the Executive Networking Lounge</i> |
| 8:00 am - 8:15 am | CO-CHAIRPERSON'S WELCOME AND DAY TWO OPNING REMARKS |
| 8:15 am - 9:00 am | OPENING KEYNOTE ADDRESS: Advantages of Integrating Health and Voluntary Benefits |
| 9:00 am - 10:15 am | REACTOR PANEL DISCUSSION: Integrating and Broadening Scope of Benefits to Meet the Needs of a Consumer Driven Market |
| 10:15 am - 10:45 am | <i>Networking and Refreshment Break in the Executive Networking Lounge</i> |
| 10:45 pm - 11:30 pm | Utilizing Pharmaceutical Benefits to Drive Down Overall Health Care Costs (co-located with Health Plan Innovation Congress) |
| 11:30 am - 12:15 pm | Marketing Strategies to Penetrate Different Populations |
| 12:20 pm - 1:15 pm | CLOSING KEYNOTE ADDRESS: Getting to the Bottom Line – What Do Employees, Individual Purchasers, and Employers Want from their Health Plans? (co-located with HPIC Congress) |