

# AGENDA AT A GLANCE

## PRE-CONGRESS WORKSHOPS - Wednesday, March 21, 2012

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

## 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 Breakfast Focus Groups – For information on sponsoring a Breakfast Focus Group, please contact Peter Bowes at peter.bowes@worldcongress.com</i>
8:00 am - 8:15 am	<b>CO-CHAIRPERSON'S WELCOME AND OPENING REMARKS</b>
8:15 am - 9:15 am	<b>LEADERS POWERING INNOVATION</b> <b>KEYNOTE ADDRESS:</b> Health Plans Driving Innovation through PCMH – A Collaborative, Patient Centered Model to Engage Consumers, Improve Health and Impact Cost. Early Results of the Largest PCMH Program in the Nation
9:15 am - 10:15 am	<b>FOCUS ON RETAIL STRATEGIES</b> <b>KEYNOTE PANEL DISCUSSION:</b> Retail Consumer Strategies – Making the Shift from B2B to B2C
10:15 am - 10:45 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>

## EDUCATIONAL LEADERSHIP TRACKS (Choose one of three)

	Track A - Employer <b>Value Driven Benefit Design to Promote Wellness and Achieve Cost Savings</b>	Track B – Health Plan <b>Consumer Centric Product Design &amp; Distribution Strategies</b>	Track C – Plan & Employer <b>Health 3.0 – Social Media, Mobile, Online Tools &amp; Techniques to Engage Consumers</b>
10:45 am – 11:30 am	Trends and Patterns in Defined Contribution Space	Differentiation Strategies to Succeed in an Exchange Environment	Integrating Mobile and Social Media to Maximize Engagement
11:30 am - 12:15 pm	Benefit Design and Program Levers to Promote Employee Engagement and Accountability	Utilizing Incentives to Drive Member Behavior – What Works and What Doesn't?	Reform Ready Marketing and Brand Strategies
12:15 pm - 1:30 pm	<i>Networking Luncheon in the Executive Networking Lounge</i>		
1:30 pm - 2:15 pm	Employers Partnering with Health Plans to Improve Workforce/Population Health and Lower Costs	Evaluating Tiered Network Strategies to Improve Quality, Reduce Cost and Promote Engagement	Cost Transparency Strategies to Empower Members and Influence Behavior
2:15 pm - 3:00 pm	CASE STUDY: Outcomes Based Models for Population Health	CASE STUDY: A Member Experience Model to Maximize Member Retention and Loyalty	Improving Member Engagement via Social Networking and Gaming Mechanics
3:00 pm - 3:30 pm	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>		
3:30 pm - 4:30 pm	<b>FOCUS ON CONSUMERISM</b> <b>KEYNOTE PANEL DISCUSSION:</b> The Intersection of Transparency and Consumerism – When will We Reach the Tipping Point?		
4:30 pm - 5:30 pm	<b>EXCHANGE STRATEGY</b> <b>CLOSING KEYNOTE PANEL DISCUSSION:</b> Prepare for 2014! Products and Strategies for Selling on Public and Private Exchanges		
5:30 pm - 6:30 pm	<i>Networking, Cocktail Reception in the Executive Networking Lounge</i>		
6:30 pm - 9:00 pm	Invitation Only Dinners		

## Friday, March 23, 2012

7:00 am - 8:00 am	<i>Registration and Welcome Coffee in the Executive Networking Lounge; Breakfast Focus Groups</i>
8:00 am - 8:15 am	<b>CO-CHAIRPERSON'S WELCOME AND OPENING REMARKS</b>
8:15 am - 9:15 am	<b>FOCUS ON INNOVATION</b> <b>OPENING KEYNOTE ADDRESS:</b> Unleashing the Power of Innovation – Learn the Disney Approach
9:15 am - 10:15 am	<b>FOCUS ON GAMING &amp; INNOVATION</b> <b>KEYNOTE PANEL DISCUSSION:</b> Customer Experience and Healthy Interactive Entertainment
10:15 am - 10:45 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>

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10:45 am - 11:30 am	Integration Opportunities – Enhancing Product Offering to Improving Productivity and Satisfaction (TENTATIVE)	Utilizing Pharmaceutical Benefits to Drive Down Overall Health Plan Costs (co-located with Ancillary)	CASE STUDY: United HealthCare's Health Wealth Dashboard - Making it Easy for the Consumers
11:30 am - 12:15 am	Technology and Data Analytics Innovations Moving the Needle on Costs and Outcomes (TENTATIVE)	New Issued Policy for Health Plans: Plan Language Regulations for Consumer Products	CASE STUDY: How Payers Benefit from Personalized Online Portal to Enhance User Experience
12:15 pm - 12:20 pm	<i>5 minute transition</i>		
12:20 pm - 1:15 pm	<b>RESULTS OF J.D. POWER 2012 STUDY</b> <b>CLOSING KEYNOTE ADDRESS:</b> Getting to the Bottom Line – What Do Employees, Individual Buyers and Employers Want from their Health Plans?		
1:15 pm	<b>CO-CHAIRPERSON'S CLOSING REMARKS; CONGRESS CONCLUDES</b>		

*Agenda Subject to Change*