

THE WORLD CONGRESS 4TH ANNUAL LEADERSHIP SUMMIT ON THE BUSINESS OF WOMEN'S HEALTH

MONDAY, APRIL 8, 2013

7:00 am – 8:00 am	<i>Conference Registration</i>
8:00 am – 8:10 am	<b>Conference Welcome</b>
8:10 am – 8:40 am	<b>Catastrophic Care: How American Health Care Killed My Father — And How We Can Fix It</b>
8:40 am – 9:10 am	<b>Reactor Panel Discussion</b>
9:10 am – 10:10 am	<b>What Role Does Health Care Have in Federal Debt Reduction Strategies?</b>
10:10 am – 11:10 am	<b>Partnering for Value — How Collaboration is Driving Change in Our Health System</b>
11:15 am – 12:00 pm	<b>The COEMIG Program: Applying for National Designation as a Center of Excellence in Minimally Invasive Gynecology</b>
12:00 pm – 1:15 pm	<i>Lunch in the Executive Networking Lounge</i>
1:15 pm – 2:15 pm	<b>Creating Excellence: Nationally Designated Centers of Excellence in Women's Health</b>
2:15 pm – 3:15 pm	<b>Designing and Implementing a Women's Health Institute</b>
3:15 pm – 4:00 pm	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
4:00 pm – 4:05 pm	<b>Afternoon Introductory Remarks</b>
4:05 pm – 5:05 pm	<b>Engaging the Consumer – Creating Awareness and Partnership in Health Care</b>
5:05 pm – 6:05 pm	<b>Meet the Global Challenge of Developing Sustainable, Affordable Health Care Systems</b>

TUESDAY, APRIL 9, 2013

7:00 am – 7:00 pm	<i>Conference Registration</i>
7:00 am – 8:00 am	<i>Networking Breakfast</i>
8:00 am – 8:05 am	<b>Opening Remarks</b>
8:05 am – 8:15 am	<b>Keynote Introductions</b>
8:15 am – 8:45 am	<b>Challenging Assumptions — A New Mindset for Innovation in Health Care</b>
8:45 am – 9:15 am	<b>Innovating to Cure Disease — A Novel Approach to Care and Wellness</b>
9:20 am – 10:05 am	<b>Leadership Training in Women's Health — If You Lead with the Right Style... They Will Follow</b>
10:05 am – 10:40 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
10:40 am – 11:40 am	<b>Opportunities for Improved Outcomes: Baby Friendly Hospital Initiative and Centering Pregnancy Model of Group Care</b>
11:40 am – 12:25 pm	<b>Best Practices on Utilizing Social Media and mHealth to Increase Patient Engagement and Improve Your Marketing Strategies</b>
12:25 pm – 12:40 am	<b>Presentation of the The 2ND Annual Richard Ireland Award for Excellence and Innovation in the Business of Women's Health</b>
12:45 pm – 2:00 pm	<i>Lunch in the Executive Networking Lounge</i>
2:00 pm – 3:00 pm	<b>Population Health Management — Creating a Full Spectrum of Comprehensive Care</b>
3:00 pm – 4:00 pm	<b>Designing Wellness Programs to Create a Culture of Healthy Behaviors</b>
4:00 pm – 4:05 pm	<b>Afternoon Introductory Remarks</b>
4:05 pm – 5:05 pm	<b>Health Care Transformation through Technology Innovation</b>
5:05 pm – 5:35 pm	<b>Building Care Innovations for This Time and Place</b>
5:35 pm – 6:35 pm	<i>Reception in the Executive Networking Lounge</i>
6:35 pm – 8:00 pm	<i>Invitation-Only Sponsored Dinners</i>

WENESDAY, APRIL 9, 2013

7:00 am – 2:00 pm	<i>Conference Registration</i>
7:00 am – 8:00 am	<i>Networking Breakfast</i>
8:00 am – 8:10 am	<b>Conference Welcome</b>
8:10 am – 9:10 am	<b>Health Care as a Strategic Business Imperative</b>
9:10 am – 9:50 am	<b>Increasing Revenue in Women's Health</b>
9:50 am – 11:00 am	<i>Networking Brunch in the Executive Networking Lounge</i>
11:05 am – 12:05 pm	<b>Reengineering of the American Health Care Workforce — Aligning with the Needs of an Integrated System</b>
12:05 pm – 1:05 pm	<b>Innovating to Improve Care — Delivering Better, More Effective, and More Efficient Health Care</b>
1:05 pm – 2:05 pm	<b>Person-Centricity: Leveraging Technology and Connectivity to Bend the Sickness Curve</b>
2:05 pm	<i>Close of Conference</i>