

Health Plan Innovation

MARCH 5 - 6, 2018 | ORLANDO, FL | ROSEN PLAZA HOTEL

DAY ONE • MONDAY, MARCH 5, 2018

| | | | |
|---------------------------------------|---|---|---|
| 7:30 am | <i>WORKSHOP REGISTRATION AND MORNING COFFEE</i> | | |
| CHOOSE BETWEEN 2 PRE-SUMMIT WORKSHOPS | | | |
| 8:30 am | WORKSHOP: HOW TO TAP INTO THE DUAL-MARKET — AND WHY YOU'RE MISSING OPPORTUNITIES IF YOU DON'T! | WORKSHOP: THINK DIFFERENTLY TO BREAK BARRIERS IN CREATIVE MARKETING | |
| 11:45 am | <i>LUNCH ON YOUR OWN/MAIN SUMMIT REGISTRATION</i> | | |
| MAIN SUMMIT | | | |
| 1:00 pm | CHAIRPERSON'S WELCOME AND OPENING REMARKS | | |
| 1:15 pm | OUT OF INDUSTRY KEYNOTE: REVVING THE INNOVATION ENGINE TO BANISH COMPLACENCY AND GARNER ATTENTION | | |
| | HEALTH PLAN MARKETING | HEALTH PLAN PRODUCT STRATEGY & INNOVATION | MEDICARE MARKETING & SALES INNOVATION |
| 2:00 pm | SHARED SESSION | | MEDICARE MARKETING & SALES INNOVATION KEYNOTE: PLAN FORWARD FOR NEW TRENDS AND OPPORTUNITIES |
| | LEVERAGE DATA ANALYTICS TO MAKE MORE MEANINGFUL CONNECTIONS WITH MEMBERS | | |
| 2:45 pm | INTERACTIVE INNOVATION BREAKOUT | | |
| 3:00 pm | <i>NETWORKING AND REFRESHMENT BREAK</i> | | |
| 3:30 pm | CREATE A CONSUMER-CENTRIC ONBOARDING EXPERIENCE TO OWN COMMUNICATIONS | ROUNDTABLE DISCUSSIONS | UNDERSTAND THE NEW MEDICARE CONSUMER TO CREATE MORE TARGETED MARKETING AND INCREASE YOUR IMPACT |
| 4:15 pm | BUILD PERSONAL RELATIONSHIPS WITH MEMBERS BY CONNECTING WITH THE COMMUNITIES YOU SERVE | PANEL DISCUSSION: USE VALUE-BASED PRODUCT DESIGNS TO DRIVE MORE COST-EFFECTIVE CARE WHILE MANAGING CONSUMER CHOICE | CASE STUDY: UTILIZE PREDICTIVE ANALYTICS TO DIRECT MARKET SEGMENTATION AND EFFICIENTLY ALLOCATE RESOURCES |
| 5:00 pm | <i>COCKTAIL AND NETWORKING RECEPTION</i> | | |

DAY TWO • TUESDAY, MARCH 6, 2018

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| 8:00 am | <i>MORNING COFFEE</i> | | |
| 8:30 am | CHAIRPERSON'S WELCOME AND REVIEW OF DAY ONE | | |
| 8:45 am | QUANTIFY THE VALUE OF YOUR MARKETING TOOLS TO PROTECT YOUR BUDGET | REFLECT MEMBER VALUES IN PRODUCT DESIGN BY ENGAGING CONSUMERS IN THE DEVELOPMENT PROCESS | CHIEF SALES AND MARKETING OFFICERS' FIRESIDE CHAT: ANALYZE CHANNEL EFFICACY TO UNCOVER THE BEST BALANCE FOR MULTICHANNEL SUCCESS |
| 9:30 am | CONNECT WITH YOUR MARKETS TO EFFECTIVELY BUILD BRAND VALUE | STIMULATE ENGAGEMENT AND LONG-TERM LOYALTY THROUGH INNOVATIVE PRODUCT DESIGN | PANEL DISCUSSION: EMPLOY EDUCATION AND STRATEGIC COMMUNICATION TO FORM AND FOSTER BRAND LOYALTY |
| 10:15 am | INTERACTIVE INNOVATION BREAKOUT | | |
| 10:30 am | <i>NETWORKING AND REFRESHMENT BREAK</i> | | |
| 11:00 am | BALANCE DIGITAL TRANSFORMATION WITHIN OMNI-CHANNEL MARKETING FOR NEW MARKET SEGMENTS | DEVELOP PRODUCTS THAT DRIVE BETTER SITE OF SERVICE UTILIZATION | UTILIZE DATA-DRIVEN DECISIONS TO STAY NIMBLE, PROACTIVE, AND READY TO ADAPT |
| 11:45 am | OPTIMIZE SOCIAL MEDIA STRATEGY TO DEVELOP INNOVATIVE COMMUNICATION PLATFORMS | <ul style="list-style-type: none"> Narrow Networks Transparency Incentives Pricing | PANEL DISCUSSION: EXPLORE THE MARKETING AND SALES PERSPECTIVES TO INCREASE STAR RATINGS AND MITIGATE RISK |
| 12:30 pm | <i>MUNCH AND MINGLE</i> | | |
| 1:45 pm | CREATE NEW MEMBER ACQUISITION OPPORTUNITIES TO DIFFERENTIATE YOUR PORTFOLIO | EXPLORE RISK-BASED PHARMACY STRATEGIES TO MANAGE THE HIGH COST OF SPECIALTY DRUGS | DEMISTIFY THE DUALS DEMONSTRATIONS AND EXPOSE OPENINGS OF OPPORTUNITY |
| 2:30 pm | SHARED SESSION | | SYNCING WITHOUT SINKING: UNDERSTAND THE VALUE OF DEPARTMENTAL SYNERGY, HOW TO CREATE IT, AND WHERE TO FOCUS |
| | CASE STUDY: DESIGN MESSAGING TO INFLUENCE BEHAVIOR CHANGE AND IMPROVE POPULATION HEALTH | | |
| 3:15 pm | CLOSING KEYNOTE: PROMOTE CLINICAL INTEGRATION BY LEVERAGING PROVIDER RELATIONSHIPS TO BUILD NEW PATHWAYS FOR POPULATION HEALTH IMPROVEMENT | | |
| 4:00 pm | <i>CLOSE OF SUMMIT</i> | | |