

10:00 AM – 4:30 PM	THE Grameen Creative Lab Social Business Workshop	ANAPOLIS 3&4
12:40 PM – 5:30 PM	THE WORLD HEALTH INNOVATION SUMMIT	ANAPOLIS 1&2
5:30 PM – 7:00 PM	Insider's Reception for WHCC VIP Members, Speaker Faculty and Key Sponsors	PRINCE GEORGE FOYER

MONDAY, APRIL 12, 2010

8:00 AM – 8:55 AM	THE HEALTH CARE ECONOMY – Douglas W. Elmendorf, PhD, Director, Congressional Budget Office Moderator: Lizzie O'Leary, Washington, DC Correspondent, Bloomberg Television	PRINCE GEORGE D
8:55 AM – 9:50 AM	REBUILDING HEALTH CARE – Ronald A. Williams, Chairman and CEO, Aetna Inc • Denis Cortese, MD, Emeritus President and CEO, Mayo Clinic Moderator: David G. Knott, Senior Partner, Booz & Company	PRINCE GEORGE D
9:50 AM – 10:40 AM	ADVANCING THE CONSUMER'S ROLE IN HEALTH – John Berry, Director, U.S. Office of Personnel Management • Dan Buettner, New York Times best-selling author of The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest • Catherine M. Baase, MD, Global Director of Health Services, The Dow Chemical Company • Moderator: Ben Leedle, President and CEO, Healthways, Inc.	PRINCE GEORGE D
10:40 AM – 11:30 AM	DISRUPTIVE INNOVATIONS – Clayton Christensen, PhD, Robert and Jane Cizik Professor of Business Administration, Harvard Business School Moderator: Stephanie Dhue, Correspondent, PBS Nightly Business Report	PRINCE GEORGE D

EMERGING TREND FORUMS									
PRINCE GEORGE D	CHESAPEAKE I	CHESAPEAKE D	CHESAPEAKE E	CHESAPEAKE A	CHESAPEAKE H	CHESAPEAKE G	CHESAPEAKE 12	CHESAPEAKE B	
A Analyzing the Role of Government to Improve Quality of Life — Insights from an In-Depth Survey in Health Care	B Follow The Money — Investments from Venture Capital and Private Equity in Health Care	C The Emerging Hospital Business Model for a New Value Proposition	D Interoperability — Funding Oversight and Standards to Initiate Nationwide Interoperability	E Advances in Prevention Program Design — ROI, Metrics and Consumer Incentive	F End of Life Care — Quality, Cost-Effective Programs to Improve Outcomes	G Molecular Diagnostics — 360° of Collaboration for Early Identification for Improved Outcomes	H Critical Analysis of Outcomes Measurement Reports	I Launching a Payer Solution for Operational Transparency	

CO-LOCATED EXECUTIVE SUMMITS										
PRINCE GEORGE D	CHESAPEAKE I	CHESAPEAKE H	CHESAPEAKE E	CHESAPEAKE A	CHESAPEAKE B	CHESAPEAKE D	CHESAPEAKE G	CHESAPEAKE 12	CHESAPEAKE 11	
1 EXECUTIVE CONGRESS	2 PUBLIC PURCHASER SUMMIT	3 CHRONIC CARE SUMMIT	4 HEALTH IT/INTEROPERABILITY SUMMIT	5 EMPLOYER EXECUTIVE SUMMIT	6 HEALTH PLAN SUMMIT	7 HOSPITAL AND HEALTH SYSTEM SUMMIT	8 PHARMA/BIOTECH/MEDICAL DEVICE SUMMIT	9 PHYSICIAN PRACTICE SUMMIT	10 INTERNATIONAL HEALTH SUMMIT	
CMS Medicare Payment Reform	Federal Employee Program	Zero Trends for Population Health	Meaningful Use	Reform's Impact on Employers	Strategies After Health Reform	Unintended Consequences of Reform	Comparative Effectiveness and Coverage	EMR Implementation for ROI	Affordable, Sustainable Primary Care	
Health Disparities	MA Model for Federal Program	Obesity and Co-Morbidities	Architecture for Health IT	Consumer Engagement Innovations	Competitive Advantage for Member Retention	Dartmouth Health Atlas	Demonstrating Value and Cost Effectiveness	Cost-Effective Care and Eliminating Waste	Innovations, Partnerships to Expand Access	
Refreshment Break in Executive Networking Lounge with book signing by John Kenagy, MD										
PRINCE GEORGE D	CHESAPEAKE B									CHESAPEAKE D
1 EXECUTIVE CONGRESS	INNOVATION SERIES									CHESAPEAKE 11
Longevity	1. Integrating Revenue and Medical Management Initiatives to Improve Member Care									2. Utilizing Data Mining Of Healthcare Systems To Personalize Patient Care & Improve Clinical Decisions

4:35 PM – 5:25 PM	PREVENTION AND INCENTIVES FOR HEALTH – William C. Weldon, Chairman, Board of Directors and Chief Executive, Johnson & Johnson David M. Cordani, President and CEO, CIGNA; Board of Directors, National Association of Manufacturers Moderator: Mary Alice Williams, Host, Daily Rounds, Discovery Health Channel; former principal anchor, CNN and former anchor and correspondent, NBC News	PRINCE GEORGE D
5:25 PM – 6:15 PM	HEALTH IT—ADVANCES IN DATA, SYSTEMS AND CLOUD COMPUTING TO ACHIEVE HEALTH – George Halvorson, Chairman and Chief Executive Officer, Kaiser Foundation Health Plan, Inc. and Kaiser Foundation Hospitals • Jonathan B. Perlin, MD, PhD, MSHA, FACP, FACMI, President, Clinical Services and Chief Medical Officer, HCA, Inc. / Hospital Corporation of America Alfred Spector, VP, Research and Special Initiatives, Google, Inc. • Moderator: William Winkenwerder, Jr., MD, Former Assistant Secretary of Defense for Health Affairs	PRINCE GEORGE D
6:15 PM – 7:15 PM	Reception in Executive Networking Lounge with book signing by George Halvorson	PRINCE GEORGE E

TUESDAY, APRIL 13, 2010

8:00 AM – 8:30 AM	THE HEALTH REFORM AGENDA – Kathleen Sebelius, 21st Secretary, United States Department of Health and Human Services Moderator: Ceci Connolly, National Staff Writer, Washington Post	PRINCE GEORGE D
8:30 AM – 9:00 AM	TRANSFORMING HEALTH CARE NOW IN THE DEVELOPED AND DEVELOPING WORLDS 	PRINCE GEORGE D
	Nobel Laureate Muhammad Yunus, Founder and Managing Director, Grameen Bank and Grameen Health (Bangladesh); (Winner of the 2006 Nobel Peace Prize) Patrick Soon-Shiong, MD, Executive Chairman and CEO, Abraxis BioScience	
9:00 AM – 9:50 AM	ACHIEVING HEALTH – Mehmmad Khan, MD, SVP & Chief Scientist Officer, PepsiCo, Inc. • Andrew Webber, President and Chief Executive Officer, National Business Coalition on Health Reed V. Tuckson, MD, FACP, Executive Vice President and Chief of Medical Affairs, UnitedHealth Group • Introductory Remarks by: Tom Underwood, Chief Executive Officer, Alere Moderator: Tracie Potts, Correspondent, NBC News Channel	PRINCE GEORGE D
9:50 AM – 10:20 AM	Refreshment Break in the Executive Networking Lounge	PRINCE GEORGE E

CO-LOCATED EXECUTIVE SUMMITS										
PRINCE GEORGE D	CHESAPEAKE I	CHESAPEAKE H	CHESAPEAKE E	CHESAPEAKE A	CHESAPEAKE B	CHESAPEAKE D	CHESAPEAKE G	CHESAPEAKE 12	CHESAPEAKE 11	
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Value in Health Care Spending	State Partnership for Chronic Disease	Best Practices in Diabetes	Health Data Exchange	Personal Health Support for Productivity	Care Management Under Reform	Redesigning Chronic Care	FDA on Product Innovation and Surveillance	Accountable Care Organizations	Global Best Practices for Interoperability	
Applying Innovations to Care in the U.S.	DoD's Chronic Care Initiatives	Connecting with Patients	Wiring for Quality	Health Conveyed Per Dollar Spent	Quality-Focused End of Life Care	Health IT for Safety and Outcomes	Biosimilars Market Growth	New Models for Full EMR Implementation	Abu Dhabi Health System Reform	
Luncheon in the Executive Networking Lounge • A Discussion with Dr. Mehmmad Khan										

1:10 PM – 1:40 PM	GAME CHANGING BUSINESS MODELS IN HEALTH CARE – Roy Schoenberg, MD, MPH, Chief Executive Officer, American Well Systems Nathan Estruth, Vice President, FutureWorks, Procter & Gamble • Moderator: Gardiner Morse, Senior Editor, Harvard Business Review	PRINCE GEORGE D
CHESAPEAKE D		

1:45 PM – 2:20 PM	1 EXECUTIVE CONGRESS Health Engagement	MARKET INSIGHT – Building a Global Healthcare Facility Database
CO-LOCATED EXECUTIVE SUMMITS		

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Purchasers' Impact on Hospital Quality	UT's Health Reform	Improved Senior Care	Registries to Advance Research	Secondary Prevention Programs	Individual Market Plan Design	Accountable Care Organizations	Vaccines for Infectious Disease	Collaboration for Medical Home	Disparities in Health and Nutrition	

3:15 PM – 4:15 PM	Payment and Delivery Reform	Oncology – Diagnostics and Informed Patients	Remote Patient Monitoring	ROI from Health-Focused Corporate Culture	Redesign for the New Consumer	Quality Improvement for Baldrige Status	FDA Process for New Technologies	Boeing Company's Outpatient Care Program	Sustainable Business Models for Global Health
Break in Executive Networking Lounge									

4:45 PM – 5:30 PM	A SYSTEMS APPROACH FOR AFFORDABILITY AND HEALTH – Thomas Colacchio, MD, President, Dartmouth-Hitchcock Clinic • Phil Fasano, Senior Vice President, Chief Information Officer, Kaiser Permanente • Jeff Margolis, Chairman and Chief Executive Officer, Trizetto • Moderator: Robert Nesse, CEO Elect, Mayo Health System	PRINCE GEORGE D

Floor Plan and Session Room Locations

Gaylord National Resort and Convention Center



ELEVATOR TO KEYNOTE SESSIONS AND PRINCE GEORGE EXHIBIT HALL AND FOYER

Insider's Reception:
Sunday, April 11, 2010

ETF A: THE ROLE OF GOVERNMENT TO IMPROVE QUALITY OF LIFE
TRACK 1: EXECUTIVE CONGRESS
EXECUTIVE NETWORKING LOUNGE

- Networking Receptions
- Refreshment/Coffee Breaks
- Book Store and Book Signings
- Special Networking Agenda
- Luncheons/Brunch
- Exhibiting Companies

Annapolis 3&4

THE GRAMEEN CREATIVE LAB SOCIAL BUSINESS WORKSHOP:
SUNDAY, APRIL 11, 2010

Annapolis 1&2

THE WORLD HEALTH INNOVATION SUMMIT:
SUNDAY, APRIL 11, 2010

Camelia

PRESS OFFICE

Azalea 1

SPEAKER READY ROOM

Chesapeake H

ETF F: END-OF-LIFE CARE
TRACK 3: CHRONIC CARE SUMMIT

Chesapeake I

ETF B: FOLLOW THE MONEY
TRACK 2: PUBLIC PURCHASER SUMMIT

Chesapeake E

ETF D: INTEROPERABILITY AND HIEs
TRACK 4: HEALTH IT SUMMIT

Chesapeake G

ETF G: MOLECULAR DIAGNOSTICS
TRACK 8: PHARMA/ BIOTECH SUMMIT

Chesapeake 12

ETF H: OUTCOMES MEASUREMENT REPORT
TRACK 9: PHYSICIAN PRACTICE SUMMIT

Chesapeake 11

TRACK 10: INTERNATIONAL HEALTH SUMMIT

Chesapeake D

ETF C: EMERGING HOSPITAL BUSINESS MODEL
TRACK 7: HOSPITAL SUMMIT
MARKET INSIGHT: GLOBAL HEALTHCARE FACILITY DATABASES
INNOVATION SERIES 2: DATA MINING OF HEALTH SYSTEMS

Chesapeake B

ETF I: PAYER SOLUTIONS FOR OPERATIONAL TRANSPARENCY
TRACK 6: HEALTH PLAN SUMMIT
INNOVATION SERIES 1: INTEGRATED REVENUE AND MEDICAL MANAGEMENT

Chesapeake A

ETF E: PREVENTION PROGRAM DESIGN
TRACK 5: EMPLOYER SUMMIT

Key

- Elevators
- Restrooms
- Phones
- Smoking

