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The 12th Annual

WORLD HEALTH CARE CONGRESS + EXHIBITION

Connecting and Preparing Leaders for Health Care's Transformation

March 22-25, 2015
The Marriott Wardman Park Hotel
Washington, DC

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Do Not Miss Hearing Health Care Leaders Discuss:

- How new innovations are impacting traditional care methods and the bottom line
- The known pros and cons of participating in accountable care
- Corporate America's approach to providing health benefits while curbing health care costs
- The economics and opportunities of the ACA: What changes are necessary?
- The impact of alliances and partnerships between payers, providers, employers, and suppliers
- Engagement strategies to improve experience and influence choice for consumers

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WHCC WEBAST AGENDA • MONDAY, MARCH 23, 2015

8:00	Congress Welcome <div>  Susan Dentzer Senior Policy Adviser ROBERT WOOD JOHNSON FOUNDATION </div>
8:05	Adapting and Succeeding in a Time of Change <div> <div>  Moderator: Susan Dentzer Senior Policy Adviser ROBERT WOOD JOHNSON FOUNDATION </div> <div>  Steve Forbes Chairman and Editor-in-Chief FORBES MEDIA </div> </div>
8:30	Stakeholder Response: Is it Time to Hedge Your Bets or Go All in with Bigger Ones in the Uncertain Landscape of Churn, Exchanges, and Expansion? <ul style="list-style-type: none"> How does patient churn between plans and provider networks affect the marketplace and patient-provider relationships, and what are possible approaches to overcome problems posed by churn? Evolution to a more sustainable Medicare payment system: Will Medicare Advantage replace traditional Medicare? What possibilities do employers and plans see in defined contribution and private exchanges? <div> <div>  Moderator: Gary Ahlquist Senior Vice President and Partner, Global Health Practice STRATEGY& </div> <div>  Steve Forbes Chairman and Editor-in-Chief FORBES MEDIA </div> <div>  Clint Hailey Senior Vice President, Chief Managed Care Officer TENET HEALTHCARE CORPORATION </div> <div>  Pamela Morris President and Chief Executive Officer CARESOURCE </div> </div>
9:10	Technology's Role in Health Care Transformation: Where Will Investments Result in Higher Quality and Greater Affordability? <ul style="list-style-type: none"> Hear how data is impacting traditional care methods Explore money-saving innovations that add value Apply science and big data to the bedside with genomic medicine <div> <div>  Moderator: Robert M. Wachter, MD Professor and Associate Chair, Department of Medicine, UCSF Author, <u>The Digital Doctor: Hope, Hype and Harm at the Dawn of Medicine's Computer Age</u> </div> <div>  Victor Dzau, MD President INSTITUTE OF MEDICINE </div> <div>  John Niederhuber, MD Chief Executive Officer, INOVA TRANSLATIONAL MEDICINE INSTITUTE Former Director NATIONAL CANCER INSTITUTE </div> <div>  Bryce Williams Chief Executive Officer and President HEALTHMINE </div> </div>
10:15-4:00 • CONCURRENT MARKET INSIGHTS * LUNCH BREAK * CONCURRENT EXECUTIVE SUMMITS REFER TO WEBSITE FOR DETAILS (SESSIONS NOT PART OF WEBCAST BROADCAST)	
4:05	Policy and Progress toward Patient-Centered Health Reforms <div> <div>  Moderator: Jayne O'Donnell, Healthcare Policy Reporter USA TODAY </div> <div>  Phil Roe, MD, (R-TN) Co-Chair, GOP Doctors Caucus U.S. HOUSE OF REPRESENTATIVES </div> </div>
4:30	Accountable Care: What Have We Learned on the Path to Payment Reform? <ul style="list-style-type: none"> Strategic insights from health system, plan, and other leaders transitioning from FFS to value-based care Why have some ACOs failed and others succeeded? Where is industry experiencing measurable benefits? How has the ACO model started disruptive processes for providers, payers, and hospital financing? <div> <div>  Moderator: Judy Murphy, RN Chief Nursing Officer and Director-Global Business Services IBM HEALTHCARE </div> <div>  Chet Burrell President and Chief Executive Officer CAREFIRST BLUECROSS BLUESHIELD </div> <div>  Joseph Gifford, MD Chief Executive PROVIDENCE- SWEDISH HEALTH ALLIANCE </div> <div>  Chris Lloyd Chief Executive Officer MEMORIAL HERMANN PHYSICIAN NETWORK Chief Executive Officer MEMORIAL HERMANN ACCOUNTABLE CARE ORGANIZATION </div> </div>

5:30 Employer View: The Business Community as a Catalyst to Health System Change

- Perspective on how the business community can influence delivery reforms
- Approaches to reduce cost by equipping employees to partner in health care decisions
- Uptake and outcomes of financial incentive programs and cost transparency tools



Moderator:
Jayne O'Donnell,
Healthcare Policy Reporter
USA TODAY



Gary W. Loveman
Chairman, Chief Executive Officer and President
CAESARS ENTERTAINMENT CORPORATION
Chair, Health and Retirement Committee, **BUSINESS ROUNDTABLE**

6:00 • Close of Day Monday Agenda

TUESDAY, MARCH 24, 2015

8:00 • Congress Welcome

8:05 Opening Remarks



Merrill Goozner
Editor
Modern Healthcare

8:10 Point-Counter-Point: Economics and Opportunities of the ACA: What Changes Are Necessary?

- Economic determinants impacting provider, payer, employer, and supplier business strategies
- How could the ACA Marketplaces be reformed and expanded?
- The potential of market forces to affect pricing, overall cost, and innovation in health care



Moderator:
Robert Pearl, MD
Executive Director and Chief Executive Officer, **THE PERMANENTE MEDICAL GROUP, KAISER PERMANENTE**
Contributor, **FORBES**



Bob Kocher, MD
Partner, **VENROCK**; Former Special Assistant to the President for Healthcare and Economic Policy
NATIONAL ECONOMIC COUNCIL



Avik Roy
Senior Fellow
MANHATTAN INSTITUTE
Opinion Editor, **FORBES**

8:55 Control Cost Drivers in a Shifting Reimbursement Environment

- Discuss levers that payers, providers, and employers can pull to impact health care cost
- Hear about Rosencare, an employer-led alternative to the ACA that is dramatically reducing cost while providing richer health benefits, and how it can apply to the broader U.S. health system
- Gain insight into trends impacting the cost curve including provider consolidation, utilization, and specialty drug pricing



Moderator:
Joseph J. Fifer
President and Chief Executive Officer
HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION (HFMA)



Pamela F. Cipriano, RN
President
AMERICAN NURSES ASSOCIATION



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Robert Pearl, MD
Executive Director and Chief Executive Officer
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Harris Rosen
President and Chief Operating Officer
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9:55-3:50 • NETWORKING BREAK * CONCURRENT MARKET INSIGHTS * LUNCH BREAK * CONCURRENT EXECUTIVE SUMMITS REFER TO WEBSITE FOR DETAILS (SESSIONS NOT PART OF WEBCAST BROADCAST)

3:50 Afternoon Remarks



Merrill Goozner
Editor
Modern Healthcare

3:55 Aligning Patient Experience with Wellness: The Road to Better Health

- The missing link in patient care: A focus on compassion
- The move toward a "System for Health" with patient-centered wellness and education



Moderator:
Merrill Goozner
Editor
Modern Healthcare



Lloyd H. Dean
President and Chief Executive Officer
DIGNITY HEALTH



Jonathan Woodson, MD
Assistant Secretary of Defense for Health Affairs, **MILITARY HEALTH SYSTEM (MHS)**

4:40 Collaboration and Partnerships Reshaping Health Care

- Impacts of value-driven alliances and partnerships between payers, providers, employers, and suppliers
- Provider consolidation and the future of these affiliations
- The rise of the employed physician and how that changes health care delivery
- Vertical integration of plans and health systems: How is that working?



Moderator:
Mary Grealy
President
HEALTHCARE
LEADERSHIP COUNCIL



Jo Anne Anderson
Executive Vice President,
Teleperformance
Healthcare Practice
TELEPERFORMANCE



Richard L. Gundling
Vice President, Healthcare
Financial Practices,
HEALTHCARE
FINANCIAL
MANAGEMENT
ASSOCIATION (HFMA)



Catherine A. Jacobson
President and
Chief Executive Officer
FROEDTERT HEALTH

5:40 • Close of Tuesday Agenda

WEDNESDAY, MARCH 25, 2015

8:00 • Opening Remarks

8:05 Top Priorities in U.S. Health Care: Surgeon General Perspective



Moderator:
Jayne O'Donnell
Healthcare Policy Reporter
USA TODAY



Vice Admiral (VADM)
Vivek H. Murthy, MD, MBA
19TH UNITED STATES
SURGEON GENERAL

8:35 State-Led Innovation: Implementing A Health Transformation Plan in New York



Moderator:
Jayne O'Donnell
Healthcare Policy Reporter
USA TODAY



Howard A. Zucker, MD
Acting Commissioner of Health
NEW YORK STATE

9:05 Communicate Effectively to the New Consumer

- Consumer engagement in an era of high deductibles, narrow networks, and transparency
- Strategies to improve experience and influence choice throughout the consumer journey as purchaser, member, and patient
- Leveraging technology and data to effectively engage members, improve health outcomes, and enhance the member experience



Moderator:
Stan Nowak
Chief Executive
Officer and
Co-Founder
SILVERLINK
COMMUNICATIONS



Peter Goldbach, MD
Chief Medical
Officer, **REDICLINIC**
and **HEALTH**
DIALOG, wholly-
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Jeffrey E. Shapiro
Vice President,
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10:05 Value and Potential of Virtualizing Medicine: How and Why Should We Make this Transition?

- What does connected mean? Is it theory, tools, or the Consumer Electronics Market (CEM)?
- Explore results of implementing patient engagement tools and the effectiveness of wearables
- How does virtual medicine impact the provider-patient relationship? Where does responsibility begin and end?
- Can the current system adapt or is it poised for a revolution?



Moderator:
Todd Hixon
Founder and
Managing Partner
NAV.VC



Horace L. Blackman
Vice President,
Health & Life Sciences
LOCKHEED MARTIN



Joseph C. Kvedar, MD
Vice President,
Connected Health
PARTNERS
HEALTHCARE



Andrew Watson, MD
Medical Director-
Telemedicine, Advisory
Services-International
Division and Division of
Colorectal Surgery **UPMC**

11:10-12:20 • NETWORKING BREAK * CONCURRENT MARKET INSIGHTS * CONCURRENT EXECUTIVE SUMMITS REFER TO WEBSITE FOR DETAILS (SESSIONS NOT PART OF WEBCAST BROADCAST)

WEDNESDAY, MARCH 25, 2015

12:20-12:30	Afternoon Remarks
	 Ray Desrochers Executive Vice President HEALTHEDGE
12:30	LUNCHEON KEYNOTE: The Future of U.S. Health Care: Where Do We Go from Here?
	<div>  Moderator: Jayne O'Donnell Healthcare Policy Reporter USA TODAY </div> <div>  The Honorable Newt Gingrich Former Speaker U.S. HOUSE OF REPRESENTATIVES Contributor, CNN </div>
1:30	Close of Congress

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