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*The 12th Annual*

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

# MONDAY, MARCH 23, 2015 (CONTINUED)

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  
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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**



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



**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)**

# TUESDAY, MARCH 24, 2015 (CONTINUED)

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  
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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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**Dalal Haldeman**  
Senior Vice  
President,  
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Chief Executive  
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**OSCAR**



**Jeffrey E. Shapiro**  
Vice President,  
Enterprise  
Benefits  
**DISNEY  
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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  
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**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**  
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Agenda as of 3/6/15 • Speakers and sessions are subject to change

# 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?



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



**The Honorable Newt Gingrich**  
Former Speaker  
**U.S. HOUSE OF REPRESENTATIVES**  
Contributor, CNN

1:30 • Close of Congress

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