

SUNDAY, MARCH 22, 2015

1:00 pm - 2:00 pm	WORKSHOP REGISTRATION								
2:00 pm - 5:00 pm	EXECUTIVE WORKSHOPS (Workshop Networking and Refreshment Break from 3pm- 3:15 pm) *Workshop C runs from 2pm-6pm								
	WORKSHOP A Cutting Costs in Employer-Sponsored Health Care	WORKSHOP B Preparing People and Organizations for the Challenge of Change: Seven Critical Success Factors	WORKSHOP C The Future of Interoperable Health IT: Direct, eHealth Exchange, and Beyond*	WORKSHOP D Creating and Sustaining An Engaged Workforce: Tips And Techniques					
5:30 pm - 7:30 pm	CONGRESS REGISTRATION OPEN								
6:00 pm - 7:30 pm	INSIDER'S RECEPTION FOR ALL ATTENDEES								
MONDAY, MARCH 23, 2015									
7:00 am - 7:00 pm	REGISTRATION OPEN								
7:15 am - 8:00 am	PEER-TO-PEER NETWORKING BREAKFASTS								
8:00 am - 8:05 am	CONGRESS WELCOME								
8:05 am - 8:30 am	KEYNOTE: ADAPTING AND SUCCEEDING IN A TIME OF CHANGE								
8:30 am - 9:10 am	KEYNOTE: 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?								
9:10 am - 10:10 am	KEYNOTE: TECHNOLOGY'S ROLE IN HEALTH CARE TRANSFORMATION: WHERE WILL INVESTMENTS RESULT IN HIGHER QUALITY AND GREATER AFFORDABILITY?								
10:15 am - 11:00 am	Market Insight A1 Patients Take the Wheel: The Road Ahead	Market Insight B1 Innovations in ePayment: The Evolving Face of the Virtual Card	Market Insight C1 Your Communication Channels Are Broken: Here's How To Fix Them						
	Closed-Door Executive Summits		Concurrent Summits for All Attendees						
	1 Health Plan and Payer	2 Hospital and Health System	3 Network and Contract Management	4 Health Information Technology	5 Medicaid and Medicare Reform	6 Business of Exchanges	7 Employer Summit for HR Professionals		
11:05 am - 12:05 pm	Examine Major Market Changes and Implications for Plans	The Provider Role in the Move toward a More Efficient and Effective Delivery System	Evaluate Sustainability of the Shared-Savings Model in Value-Based Contracting	Adopt Technology as an Engine for Health Care Advancement	The State of States on Medicaid Expansion: Status Update	Performance in Year 2: Progress and the Road Ahead for Public Marketplaces	2015 and Beyond: Employers' Take on Cost-Shifting and Defined Contribution under the ACA		
12:05 pm - 1:15 pm	LUNCHEON IN THE EXECUTIVE NETWORKING LOUNGE								
1:20 pm - 2:20 pm	Payment Reform to Incentivize a Sustainable Shift to a Value-Based System	Think Differently about the Practice of Medicine: Shift to Consumer-Focused Care	Coordinate Payer-Provider Operations for Successful Implementation of Bundled Payments	Build an Interoperable Ecosystem and Increase Connectivity of Health Information	Innovative Payment Models and Solutions to Control Cost in Medicaid	Evaluate the Private Exchange Approach and Eliminate Resistance to Adoption			
2:20 pm - 3:20 pm	Benefit and Service Design to Attract New Members: What are Consumers Looking For?	Outlook on Accountable Care: Examine Models Achieving Measurable Results	Build Payer-Provider Relationships to Improve Contract Design and Care Delivery	Next Gen EHR: Access and Exchange More Information to Attain Meaningful Use (MU)	Explore Approaches to Effectively Integrate Medicaid and HIX		Case Study: Analyze the Boeing and Providence-Swedish Health Alliance Employer-Driven ACO Model		
3:20 pm - 4:00 pm	REFRESHMENT BREAK IN THE EXECUTIVE NETWORKING LOUNGE HOSTED BY: 								
4:05 pm - 4:30 pm	KEYNOTE: POLICY AND PROGRESS TOWARD PATIENT-CENTERED HEALTH REFORMS								
4:30 pm - 5:30 pm	KEYNOTE: ACCOUNTABLE CARE: WHAT HAVE WE LEARNED ON THE PATH TO PAYMENT REFORM?								
5:30 pm - 6:00 pm	KEYNOTE: EMPLOYER VIEW: THE BUSINESS COMMUNITY AS A CATALYST TO HEALTH SYSTEM CHANGE								
6:00 pm - 7:00 pm	OPENING NIGHT RECEPTION IN THE EXECUTIVE NETWORKING LOUNGE HOSTED BY: 								

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7:30 am - 1:30 pm	REGISTRATION OPEN						
7:30 am - 8:00 am	NETWORKING BREAKFAST						
8:00 am - 8:05 am	OPENING REMARKS						
8:05 am - 8:35 am	KEYNOTE: TOP PRIORITIES IN U.S. HEALTH CARE: SURGEON GENERAL PERSPECTIVE						
8:35 am - 9:05 am	KEYNOTE: STATE-LED INNOVATION: IMPLEMENTING A HEALTH TRANSFORMATION PLAN IN NEW YORK						
9:05 am - 10:05 am	KEYNOTE: COMMUNICATE EFFECTIVELY TO THE NEW CONSUMER						
10:05 am - 11:05 am	KEYNOTE: VALUE AND POTENTIAL OF VIRTUALIZING MEDICINE: HOW AND WHY SHOULD WE MAKE THIS TRANSITION?						
	<table border="1"> <thead> <tr> <th>Market Insight A3</th> <th>Market Insight B3</th> <th>Market Insight C3</th> </tr> </thead> <tbody> <tr> <td>Meet the Demands of Consumerism: The New Importance of Payments</td> <td>Creating Harley Davidson Loyalty in a Chronic Care World – What Retail Brands Can Teach Health Care about Consumer Engagement</td> <td>Digital and Multi-Channel Outreach: Acquiring, Retaining, and Engaging Consumers in Health Care</td> </tr> </tbody> </table>	Market Insight A3	Market Insight B3	Market Insight C3	Meet the Demands of Consumerism: The New Importance of Payments	Creating Harley Davidson Loyalty in a Chronic Care World – What Retail Brands Can Teach Health Care about Consumer Engagement	Digital and Multi-Channel Outreach: Acquiring, Retaining, and Engaging Consumers in Health Care
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11:10 am - 11:55 am							
12:00 pm	LUNCHEON BEGINS						
12:20 pm - 12:30 pm	AFTERNOON REMARKS						
12:30 pm - 1:30 pm	LUNCHEON KEYNOTE: THE FUTURE OF U.S. HEALTH CARE: WHERE DO WE GO FROM HERE?						
1:30 pm	CLOSE OF CONGRESS						