



## SUNDAY, MARCH 22, 2015

1:00 pm - 2:00 pm	<b>WORKSHOP REGISTRATION</b>			
2:00 pm - 5:00 pm	<b>EXECUTIVE WORKSHOPS</b> <i>(Workshop Networking and Refreshment Break from 3pm– 3:15 pm) *Workshop C runs from 2pm–6pm</i>			
	<b>WORKSHOP A</b> <b>Cutting Costs in Employer-Sponsored Health Care</b>	<b>WORKSHOP B</b> <b>Preparing People and Organizations for the Challenge of Change: Seven Critical Success Factors</b>	<b>WORKSHOP C</b> <b>The Future of Interoperable Health IT: Direct, eHealth Exchange, and Beyond*</b>	<b>WORKSHOP D</b> <b>Creating and Sustaining An Engaged Workforce: Tips And Techniques</b>
5:30 pm - 7:30 pm	<b>CONGRESS REGISTRATION OPEN</b>			
6:00 pm - 7:30 pm	<b>INSIDER'S RECEPTION FOR ALL ATTENDEES</b>			

## 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		Market Insight B1		Market Insight C1		SPONSORED CONCURRENT MARKET INSIGHTS If you have a product or solution that you would like to showcase in the Market Insight discussions, please contact us.
	Patients Take the Wheel: The Road Ahead		Innovations in ePayment: The Evolving Face of the Virtual Card		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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# TUESDAY, MARCH 24, 2015



7:00 am – 6:30 pm	<b>REGISTRATION OPEN</b>							
7:00 am - 8:00 am	<b>PEER-TO-PEER NETWORKING BREAKFASTS</b>							
8:00 am - 8:05 am	<b>CONGRESS WELCOME</b>							
8:05 am - 8:10 am	<b>OPENING REMARKS</b>							
8:10 am - 8:55 am	<b>KEYNOTE: POINT-COUNTER-POINT: ECONOMICS AND OPPORTUNITIES OF THE ACA – WHAT CHANGES ARE NECESSARY?</b>							
8:55 am - 9:55 am	<b>KEYNOTE: CONTROL COST DRIVERS IN A SHIFTING REIMBURSEMENT ENVIRONMENT</b>							
9:55 am - 10:40 am	<b>REFRESHMENT BREAK IN THE EXECUTIVE NETWORKING LOUNGE</b>							
10:45 am - 11:30 am	<b>Market Insight A2</b>	<b>Market Insight B2</b>		<b>Market Insight C2</b>		<b>Market Insight D2</b>		
	<b>Bringing the Amazon Service Experience to Healthcare</b>	<b>Demand-Driven Customer Engagement Strategies for Payers</b>		<b>How Telehealth puts the Patient at the Center — Delivering Quality Care, Improving Access, and Reducing the Cost of Care for Everyone</b>		<b>The Public Health Exchange Experience: A Closer Look at Pharmacy Benefit Use in the First Year</b>		
	<b>Closed-Door Executive Summits</b>		<b>Concurrent Summits for All Attendees</b>					
	<b>1</b> <b>Health Plan and Payer</b>	<b>2</b> <b>Hospital and Health System</b>	<b>3</b> <b>Network and Contract Management</b>	<b>4</b> <b>Health Information Technology</b>	<b>5</b> <b>Medicaid and Medicare Reform</b>	<b>6</b> <b>Business of Exchanges</b>	<b>7</b> <b>Employer Summit for HR Professionals</b>	
11:30 am - 12:30 pm	<b>Engagement Strategies that Support the Move from B2B to B2C</b>	<b>Align Strategies and Integrate Systems to Succeed in a Blended Payment Environment</b>	<b>Emergence of Narrow Network Contracts to Contain Costs: Examine the Pros and Cons</b>	<b>Technology Needs for Accountable Care Organization Success</b>	<b>Integration of Medicaid and Medicare to Manage Complex Patients: Dual Eligible and Long Term Care Coordination</b>	<b>Innovative Outreach and Enrollment Strategies to Engage the Uninsured</b>	<b>Movement from Wellness to Well-Being: Practical Approaches to Create a Happy and Healthy Workforce</b>	
12:30 pm - 1:40 pm	<b>LUNCHEON IN THE EXECUTIVE NETWORKING LOUNGE</b>							
1:45 pm - 2:45 pm	<b>Leverage Population Health Strategies to Help Stakeholders Cost-Effectively Manage and Empower Members</b>	<b>Current Impact and Outlook on Consolidation, Acquisition, and Integration Trends</b>	<b>Case Study: How ACO Models Can Strengthen Value-Based Reimbursement and Reduce Medical Expenses</b>	<b>Insight on Data Analytics and Governance to Manage Information, Increase Access, and Improve Care</b>	<b>Evaluate the Medicare Market: Sustainability and Role of Medicare Advantage Plans</b>	<b>Private Exchange Market: Emergence and Trends</b>	<b>Outlook on Outcomes-Based Incentives and Benefit Design</b>	
2:45 pm - 3:45 pm	<b>The Health Insurer of the Future: How Health Plans will Transform in the Next 5 Years</b>	<b>Mitigate Risk and Deliver Better Care with Data and Population Health Management Strategies</b>	<b>Explore Recent Trends in Contracting and Reimbursement</b>	<b>Enhanced Patient Engagement Approaches: An Era of Mobile Health</b>	<b>Optimize Performance and Meet Standards to Achieve Medicare Star Ratings</b>	<b>Consumer Engagement and Decision Support on Private Exchanges</b>	<b>Dig into the Dynamics of Employee Health Clinics to Provide High-Value Care at Reduced Cost</b>	
3:50 pm - 3:55 pm	<b>AFTERNOON REMARKS</b>							
3:55 pm - 4:40 pm	<b>KEYNOTE: ALIGNING PATIENT EXPERIENCE WITH WELLNESS: THE ROAD TO BETTER HEALTH</b>							
4:40 pm - 5:40 pm	<b>KEYNOTE: COLLABORATION AND PARTNERSHIPS RESHAPING HEALTH CARE</b>							
5:40 pm - 6:40 pm	<b>RECEPTION IN THE EXECUTIVE NETWORKING LOUNGE</b>							

# WEDNESDAY, MARCH 25, 2015

7:30 am – 1:30 pm	<b>REGISTRATION OPEN</b>	
7:30 am – 8:00 am	<b>NETWORKING BREAKFAST</b>	
8:00 am – 8:05 am	<b>OPENING REMARKS</b>	
8:05 am – 8:35 am	<b>KEYNOTE: TOP PRIORITIES IN U.S. HEALTH CARE: SURGEON GENERAL PERSPECTIVE</b>	
8:35 am – 9:05 am	<b>KEYNOTE: STATE-LED INNOVATION: IMPLEMENTING A HEALTH TRANSFORMATION PLAN IN NEW YORK</b>	
9:05 am – 10:05 am	<b>KEYNOTE: COMMUNICATE EFFECTIVELY TO THE NEW CONSUMER</b>	
10:05 am – 11:05 am	<b>KEYNOTE: VALUE AND POTENTIAL OF VIRTUALIZING MEDICINE: HOW AND WHY SHOULD WE MAKE THIS TRANSITION?</b>	
11:10 am – 11:55 am	<b>Market Insight A3</b>	<b>Market Insight B3</b>
	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
		<b>Market Insight C3</b>
		Digital and Multi-Channel Outreach: Acquiring, Retaining, and Engaging Consumers in Health Care
12:00 pm	<b>LUNCHEON BEGINS</b>	
12:20 pm – 12:30 pm	<b>AFTERNOON REMARKS</b>	
12:30 pm – 1:30 pm	<b>LUNCHEON KEYNOTE: THE FUTURE OF U.S. HEALTH CARE: WHERE DO WE GO FROM HERE?</b>	
1:30 pm	<b>CLOSE OF CONGRESS</b>	