



The World Congress 4th Annual Leadership Summit on

MEMBER SERVICES IN CONSUMER-BASED HEALTH PLANS

Leveraging Superior Customer Service to Engage, Retain and Acquire New Members

September 20-21, 2012 | Boston, MA

Agenda-At-A-Glance

Thursday, September 20, 2012

7:00 am - 8:00 am	<i>Pre-Summit Workshops Registration and Welcome Coffee</i>
8:00 am - 11:30 am	PRE- SUMMIT WORKSHOP: How Will You Differentiate Your Plan in the Exchanges? Capitalize on Superior Member Services and Satisfaction to Become the Plan of Choice for Health Care Shoppers
11:30 am - 12:30 pm	<i>Pre-Summit Workshop Concludes; Networking Luncheon in the Executive Networking Lounge</i>
12:30 pm – 12:45 pm	CHAIRPERSON'S WELCOME AND OPENING REMARKS
12:45 pm - 1:45 pm	PANEL DISCUSSION: Creating a Service-Oriented Culture to Reinforce Your Initiatives as a Consumer-Centric Health Plan
1:45 pm – 2:30 pm	Maximize Your Member Acquisition Efforts by Aligning Marketing and Communication Campaigns
2:30 pm - 3:00 pm	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
3:00 pm – 3:45 pm	Connecting the Dots for Members' Medication Coverage in a Post-Reform World
3:45 pm – 4:30 pm	Delivering Coverage Information: Reduce Member Confusion and Frustration with A Simplified Approach
4:30 pm - 5:30 pm	CLOSING KEYNOTE: An Out-Of-Industry Perspective on Successfully Incorporating Customer Service into Your Company's Strategic Vision
5:30 pm - 5:45 pm	CHAIRPERSON'S CLOSING REMARKS
5:45 pm - 6:45 pm	<i>Networking Cocktail Reception in the Executive Networking Lounge</i>

Friday, September 21, 2012

8:00 am – 8:15 am	CHAIRPERSON'S WELCOME AND DAY 2 REMARKS
8:15 am – 9:00 am	OPENING KEYNOTE: Improve J.D. Power Member Satisfaction Ratings and Differentiate Your Plan
9:00 am – 9:45 am	Marketing Your Brand with High Member Ratings and Top Customer Service Scores
9:45 am – 10:30 am	Medicare Star Ratings: How Superior Customer Service Can Help You Achieve the Profitable 5-Star Rating
10:30 am – 11:00 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
11:00 am – 11:45 am	The Right People With the Right Knowledge: Transforming the Team Behind the Members' Experience
11:45 am – 12:30 pm	KEYNOTE: Implications of the Individual Mandate: Transitioning from a Business-to-Business to Direct-to-Consumer Relationship
12:30 pm – 1:30 pm	<i>Networking and Lunch Break in the Executive Networking Lounge</i>
1:30 pm – 2:15 pm	Engage and Satisfy Members and Providers with Web-Based Systems and Mobile Apps
2:15 pm – 3:00 pm	CLOSING KEYNOTE PANEL: The ROI of Member Retention
3:00 pm – 3:15 pm	CHAIRPERSON'S CLOSING REMARKS; CONGRESS CONCLUDES