

# Agenda-At-A-Glance

## March 13, 2013

7:30 am – 8:30 am	Registration and Welcome Coffee		
<b>Pre-Congress Workshops</b> <i>(Choose 1 of 2)</i>			
8:30 am – 11:30 am	<b>Workshop A:</b> Strategies on How to Operate Within the Private and Public Exchanges		<b>Workshop B:</b> Using Social Media to Increase Medicare Marketing and Optimize Enrollment Strategies
Lunch on Your Own			
12:00 pm – 1:00 pm	Registration and Welcome Coffee		
1:00 pm – 4:00 pm	<b>Workshop C:</b> Tools And Techniques Required to Move Towards Defined Contribution		<b>Workshop D:</b> Best Practices Increasing Consumer Engagement Through Wellness and Behavioral Modification
Invitation Dinners: If you are interested in Sponsoring a Dinner Please Contact Peter Bowes at <a href="mailto:peter.bowes@worldcongress.com">peter.bowes@worldcongress.com</a> or 781-939-2619			

## March 14, 2013

7:00 am – 8:00 am	Registration and Welcome Coffee in the Executive Networking Lounge		
8:00 am – 8:15 am	<b>Chairperson's Welcome and Opening Remarks</b>		
8:15 am – 9:15 am	<b>CONGRESS OPENING KEYNOTE ADDRESS: Health Reform</b>		
9:15 am – 10:00 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>		
	Health Plan Innovation	Medicare Marketing	Ancillary and Voluntary Benefits
10:00 am – 11:00 am	<b>ACCELERATING THE BUSINESS PLAN TO LAUNCH HEALTH PLANS INTO TODAY'S CONSUMERIST WORLD</b>	<b>INCREASING MEMBER ACQUISITION</b>	<b>HEALTH REFORM: WHAT MARKET OPPORTUNITIES ARE BEING CREATED FOR EXPANDING ANCILLARY BENEFITS?</b>
11:00 am – 12:00 pm	<b>CREATING A CONSUMER CULTURE FROM THE INSIDE OUT: ALIGNING AND ORGANIZING TO MEET CONSUMER NEEDS</b>	<b>PANEL DISCUSSION: HOW TO BETTER UNDERSTAND TODAY'S 65+ MARKETPLACE</b>	<b>HEALTH EXCHANGES: What Will be the Role of Specialty Benefits?</b>
12:00 pm – 1:15 pm	<i>Luncheon in the Executive Networking Lounge</i>		
1:15 pm – 2:15 pm	<b>UNDERSTANDING AND ENGAGING THE FUTURE CONSUMER: KEY LEARNINGS FROM A GOOGLE CONSUMER EXPERT</b>	<b>PANEL DISCUSSION: LAUNCHING MARKETING AND COMMUNICATION STRATEGIES BASED ON THE STAR RATINGS AND OBTAINING 5 STARS</b>	<b>HEALTH REFORM: WHAT MARKET OPPORTUNITIES ARE BEING CREATED FOR EXPANDING ANCILLARY BENEFITS?</b>

## Market Insights

*(Choose 1 of 3)*

2:15 pm – 3:00 pm	<b>Market Insight TBD</b>	<b>Market Insight TBD</b>	<b>Market Insight TBD</b>
3:00 pm – 3:45 pm	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>		
3:45 pm – 4:45 pm	<b>WELLNESS INITIATIVES FOR MOTIVATING MEMBERS AND ACHIEVING TOTAL COST MANAGEMENT</b>	<b>PANEL DISCUSSION: USING SOCIAL MEDIA IN MEDICARE MARKETING</b>	<b>CASE STUDY: EMPLOYER PERSPECTIVE ON WHAT THEY ARE LOOKING FOR</b>
4:45 pm – 5:45 pm	<b>EMPLOYER INSIGHT PANEL: HOW WE PLAN TO MOVE FORWARD WITH HEALTH REFORM</b>	<b>UNDERSTANDING YOUR COMPETITION AS A RESULT OF THE LATEST MARKET CONSOLIDATION</b>	<b>CASE STUDY: LEVERAGING YOUR PRODUCT OFFERINGS TO INCREASE MARKET SHARE</b>
5:45 pm – 7:30 pm	<i>Networking Cocktail Reception in the Executive Networking Lounge</i>		

## March 15, 2013

7:00 am – 8:00 am	<i>Registration and Welcome Coffee in the Executive Networking Lounge</i>		
	Innovation Forums for HPI <i>(Choose 1 of 2)</i>	Medicare Marketing	Ancillary and Voluntary Benefits
8:15 am – 9:00 am	<b>BUSINESS INNOVATIONS: DEVELOPING THE NEW LINES OF BUSINESS TO GENERATE ADDITIONAL REVENUE</b>	<b>CASE STUDY: UTILIZING THE RIGHT TOOLS TO INCREASE MEMBER LEARNING</b>	<b>BUILDING A RELATIONSHIP TO CREATE MEMBER LOYALTY FOR MEDICARE PATIENTS</b>
9:00 am – 9:45 am	Session TBA	<b>WHAT ARE OUR RETAIL OPTIONS? EXPLORING PERSONALIZED PLANS FOR THE NEWLY INSURED</b>	<b>CASE STUDY: UTILIZING THE AGING-IN PROCESS</b>
9:45 am – 10:30 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>		
10:30 am – 11:15 am	<b>CALCULATING THE FINANCIAL IMPLICATIONS AND ROI GENERATED BY CONSUMER ENGAGEMENT</b>	Roundtables See website for a full listing of topics.	Roundtables See website for a full listing of topics.
5 Minute Transition			
11:20 am – 12:00 pm	<b>CONGRESS CLOSING KEYNOTE: OUT OF INDUSTRY PERSPECTIVE</b>		