

THE 7TH ANNUAL

HEALTH PLAN INNOVATION THROUGH CONSUMERISM

Digital, Mobile, and Product Innovations to Integrate Consumer-Centered Practices into Business Strategy

February 25-26, 2015 • Doubletree by Hilton Orlando at SeaWorld • Orlando, FL



Who Should Attend:

From Health Insurers and Payers:

- Chief Consumer Officers
- Chief Marketing Officers
- Chief Strategy Officers
- Vice Presidents and Directors of:
 - Marketing
 - Consumerism
 - Digital Marketing
 - Engagement
 - Consumer Experience
 - Strategy
 - Innovation
 - Sales
 - Commercial Products
 - Individual Products
 - Community Affairs
 - Strategy
 - Business Development

From Health Care Support and Solutions Providers:

- Marketing and Distribution Agencies
- Mobile and App Developers
- Data and Analytics System Providers
- Payments Organizations
- Social Media Companies

Part of:

THE 7TH ANNUAL

HEALTH PLAN CONSUMERISM CONGRESS

Consumerism through Health Plan Innovation | Medicare Marketing and Enrollment Strategies | Insurer's Retail Innovation Strategy

FEBRUARY 25 - 26, 2015 • ORLANDO, FLORIDA



Dear Distinguished Colleague,

As our organizations adjust and solidify post-reform strategies, consumerism has clearly emerged as a vital part of health plan strategy. To continue to develop our business lines and support growth, we must adopt innovative and consumer-centric strategies to our product design, marketing efforts, technology, and service operations.

I invite you to join me at the **Payer's Summit on Health Plan Innovation through Consumerism**. This meeting brings together marketing, strategy, and innovation professionals from across the health insurance industry to discuss trends in consumerism, market strategy, and innovation. The agenda features best practices in distribution strategy, product design, digital marketing, mobile engagement, education, simplification, consumer purchase decisions, and more.

I look forward to seeing you in Orlando this February as we prepare for the future of health plan operations and strategy.

Sincerely,



Brian Lobley

Senior Vice President, Marketing, Consumer, and Specialty Services

INDEPENDENCE BLUE CROSS

Chairperson, Health Plan Innovation through Consumerism Summit

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