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Susan Pearsall of Disney Institute to address World Congress Leadership Summit on Consumer Engagement on the power of innovation

Health plan-focused summit to address innovative steps to improve consumer satisfaction

Orlando, Fla. – March 6, 2012 – The [World Congress Leadership Summit on Consumer Engagement](#) is pleased to announce, Susan Pearsall, Senior Business Facilitator, Disney Institute, will deliver the opening address titled “Unleashing the Power of Innovation – Learn the Disney Approach.”

Pearsall will deliver her address, Friday, March 23 at 8:15 a.m. and will focus on how Disney is built on a cornerstone of creativity and continues to search for new ideas that can lead to greater successes. Specifically, she will demonstrate how creativity and innovation are found everywhere and how companies can tap into the diversity and depth of their workforce to unleash a constant source of new and creative solutions to everyday business challenges.

Designed for health plans, the Leadership Summit on Consumer Engagement will provide insight from senior industry leaders to: maximize consumer engagement, ensure member retention, build customer loyalty, achieve excellent member satisfaction, promote health and wellness and innovative strategies to:

- Prepare for Health Insurance Exchanges
- Develop a retail presence
- Maximize share of the growing individual market
- Implement a direct to consumer sales strategy
- Utilize multiple channels to reach and engage members

Before joining Walt Disney World in 1999, Ms. Pearsall spent nearly 10 years in the quick-service restaurant industry where she helped independent business owners optimize their franchises. She brings an additional eight years of experience in finance and strategic planning in both the packaged foods and financial services industries. She began her career with Disney as the business manager at Disney’s Contemporary Resort.

WHAT: The World Congress Leadership Summit on Consumer Engagement

WHEN: March 21-23, 2013

WHERE: Orlando, Fla.

PROGRAM AGENDA: www.worldcongress.com/consumer

Speaker Roster: <http://www.worldcongress.com/events/HW12011/speakers.cfm>

About World Health Care Congress Leadership Summits

The World Health Care Congress Leadership Summit Series addresses the most cutting edge issues for health care executives across a wide range of industry sectors. Designed to expand on topics discussed at invitation-only summits during the World Health Care Congress, this series offers new perspectives on established methodologies, and details solutions to foster innovation and change. www.worldcongress.com

About Disney Institute

Disney Institute was created to showcase Disney best practices that easily adapt to other organizations. One of the most recognized names in professional development, Disney Institute travels the world offering engaging seminars, workshops and presentations, as well as fully customized programming. Immersive learning experiences are also offered at Disney destinations in the Americas, Europe and Asia, enabling participants to go behind the scenes and see firsthand how business

theory drives operational excellence. The Disney Institute client roster includes Fortune 500 companies as well as a wide range of small businesses, non-profits and government agencies. To learn more about Disney Institute, please visit www.disneyinstitute.com, find at www.facebook.com/disneyinstitute, follow at www.twitter.com/disneyinstitute, or call 321-939-4600.

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