

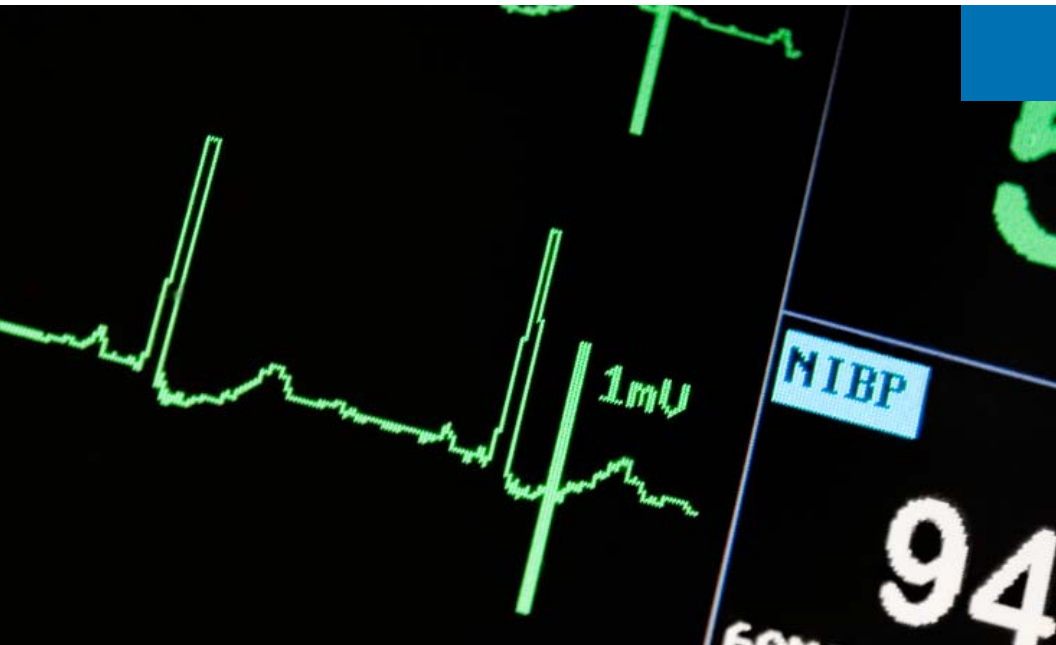


The 2011

Employee Health Care Conference

Beyond Reform: New Strategies for a New Era

March 24–25, 2011, Loews Coronado Bay, San Diego, CA



Sponsored by TOWERS WATSON

Presented with assistance from



Anthem National Accounts
Health. Join In.



Benefits of attending

- The Reform Horizon: What's Hot for 2011 and Beyond
- The New World of Employee Engagement in Health Care
- The Health Dividend: Managing and Measuring the Value of Employee Health
- Top Innovators Showcase: New Ways to Manage Health and Costs
- The Future of Retiree Medical...A Whole New Take on Retirement?
- Employee Incentives: New Angles, New Applications
- Integrating Technology and Information to Drive Consumer Behavior

Who should attend

Corporate executives involved in human resources, benefits, health care, wellness, communication, human resource administration, total rewards, talent management and organizational development.

Previous participants of the Employee Health Care Conferences

3M Company
Adobe Systems Incorporated
American Airlines
Amgen Inc.
Apple Inc.
Applied Materials, Inc.
Bank of America Corporation
Bob Evans Farms, Inc.
Cargill, Incorporated
Caterpillar Inc.
Chevron Corporation
Cisco Systems, Inc.
The Coca-Cola Company
Dell Inc.
Dow Corning Corporation
EMC Corporation
FedEx Corporation
Fluor Corporation
Gap Inc.
General Dynamics Corporation
H.J. Heinz Company
Harley-Davidson, Inc.
Hilton Worldwide
Intel Corporation

The Kroger Company
L.L. Bean, Inc.
L'Oreal USA Inc.
Lowe's Companies, Inc.
MasterCard International, Inc.
McDonald's Corporation
Merck & Co., Inc.
Microsoft Corporation
Monsanto Company
National Basketball Association
Nike, Inc.
Norfolk Southern Corporation
Owens Corning
Prudential Financial
Raytheon Company
Reader's Digest Association, Inc.
S.C. Johnson & Son, Inc.
Safeway, Inc.
Southern Company
Tennessee Valley Authority
TIAA-CREF
United Parcel Service, Inc.
Walt Disney Company
Yahoo! Inc.

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Pre-Conference Workshop

March 23, 2011

REGISTRATION 12:30–1 PM

WORKSHOP 1–5 PM

Real Reform: Real Ways to Reduce Health Care Costs

If you're like many HR professionals, you've been dealing with the administrative details of health care reform, with little time left to focus on real ways to reduce health care costs.

During this interactive workshop, you will hear industry experts and wellness and benefit professionals talk about innovative yet practical ways to develop an effective health and productivity strategy to control health care costs. These experts will share their experiences with investing in employee health and how it helped achieve measurable success.

During this workshop you will learn how to:

- Use your unique organizational culture to engage employees
- Employ your absence and disability data to get the right employees in the right programs at the right time, while directly controlling costs of absenteeism
- Provide time-appropriate incentives and communications that can increase participation
- Develop metrics to help you accurately plan for program participation, based on your company's specific demographics
- Monitor program success and make continual improvements

Brian Doran, Director, Marketing Strategy, **Nationwide Better Health**

Kathleen Herath, Associate Vice President, Health and Productivity

Nationwide Insurance

Neil Gordon, M.D., Ph.D., Chief Medical and Science Officer

Nationwide Better Health

David Kasper, Vice President, Benefits, **Waste Management**

Amy Shannon, Advisor, Health and Productivity, Health and Medical Services,

Chevron Services Company

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Better Health®
On Your Side®

Explanation of Conference Sessions and Formats

In addition to in-depth case studies and thought-leader presentations, this conference features two unique formats: Knowledge Roundtables and Knowledge Forums.

- Knowledge Roundtables

These informal, hour-long moderated discussion groups provide a forum for discussion and interaction. You'll have the opportunity to learn from colleagues as well as solicit feedback on your own initiatives. You'll hear what's working—and what's not—at peer companies, and make connections with other executives that can extend beyond the conference.

- Knowledge Forums

These 25-minute discussions expand on conference presentations. Forums allow you to learn from peers and conference sponsors about the latest applications, programs and innovative initiatives to develop new strategies for a new era.

Conference March 24, 2011

REGISTRATION AND CONTINENTAL BREAKFAST 7:30–8 AM

A 8–8:35 AM

Beyond Reform: New Strategies for a New Era

With fresh insights drawn from a variety of new research efforts, this session sets the context for a new era:

- Competitive pressures in a tough economy: The health care cost burden
- Workforce health as a business advantage
- The rewards portfolio: Balancing costs, risks, value
- The employer role in helping employees manage their health and wealth for the long term
- Innovations that will transform health care as we know it today

Jon Spector, Chief Executive Officer, **The Conference Board**

Mark Maselli, North America Leader, Health and Group Benefits, **Towers Watson**

B 8:35–9:35 AM

Rethinking the Employer Role in Health Care

Major companies representing diverse industries and business models discuss how their organizations are looking ahead to:

- Evaluate the strategic issues raised by reform
- Address the key questions around pay or play
- Anticipate cost consequences and employee reaction
- Review and rebalance the total rewards portfolio

Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

- Reassess the value of investments in workforce health and the impact on affordability, engagement and well-being
- Brief senior management on key decisions and business implications for 2014 and beyond

Peter Shott, Vice President, Human Resources, **Oracle**

Bobbie Honesty, Director, Strategic Benefit Services & HRIS, **Manpower Inc.**

Shawn Leavitt, Vice President, Benefits, **Safeway, Inc.**

NETWORKING REFRESHMENT BREAK 9:35–9:50 AM

CONCURRENT SESSION C1 9:50–10:45 AM

The Reform Horizon: What's Hot for 2011 and Beyond

Washington experts provide a compliance update, then delve into up-to-the-minute issues in key areas such as:

- Reporting
- Limits and mandates
- Account-based designs
- Administration
- Employee communication

James A. Klein, President, **American Benefits Council**

Ron Mason, Senior Consultant, **Towers Watson**

CONCURRENT SESSION C2 9:50–10:45 AM

Employee Incentives: New Angles, New Applications

Join this session to explore key questions:

- What have we learned from new research about employee behavior and decision-making?
- What new angles can be gleaned from behavioral economics?
- Which wellness incentives have proven most successful?
- How can incentives drive results in an outcomes-based strategy?
- What's a reasonable approach to measurement? Which metrics are most practical—and most telling?
- How can you sustain involvement over time? Which incentives have the longest “half-life”?

Shawn Leavitt, Vice President, Benefits, **Safeway, Inc.**

Bobbie Lauer, Vice President, Health and Wellness, **UnitedHealth Group**

Presentations

Available online in advance of the conference

CONCURRENT SESSION C3 9:50–10:45 AM

Ramping Up Your Health Management Efforts (and Avoiding the Excise Tax)

Hear leading employers discuss what they're doing today to:

- Implement enhanced case management (e.g., via health advocates) to engage employees and improve outcomes
- Refine onsite delivery solutions
- Expand use of data to drive targeted interventions, identify potential cases earlier and provide cost and quality transparency
- Partner with providers in developing more accountable, affordable health solutions
- Create a healthier workplace environment to reduce lifestyle risk

Ernie Richardson, Manager Health Services,

Toyota Motor Engineering & Manufacturing of North America

Emily Gaines, Vice President Compensation, Benefits & HR Effectiveness

Caesars Entertainment

CONCURRENT SESSION C4 9:50–10:45 AM

Using Outcomes-Based Incentive Design: Impacts on Employee Health Status

Learn how outcomes-based incentives can be integrated into an effective program design resulting in improved employee engagement and health status.

Aldy Duffield, Director, Global Benefits, **Dell Computer**

Michael Taylor, Senior Vice President, Employer Strategies, **OptumHealth**

CONCURRENT SESSION C5 9:50–10:45 AM

The Promise of ACOs: How Changing the Model Will Benefit All Stakeholders

During this session, you will learn how Sharp Community Medical Group is preparing for transformation into an Accountable Care Organization (ACO) and why transformation across health care systems is the key to better quality and lower costs.

John Jenrette, MD, CEO & CMO, **Sharp Healthcare**

Ken Yale, DDS, JD, Vice President of Clinical Solutions, **ActiveHealth Management**

CONCURRENT SESSION C6 9:50–10:45 AM

SESSION SPONSORED BY  **Best Doctors**

Improving the Health of a Global Workforce: Key Challenges and Considerations

This session will discuss how one international employer is overcoming the challenges of improving the health of a global workforce. Attendees will gain insight into the business-driven cultural and operational differences among countries that health promotion professionals must consider when designing global programs.

Evan Falchuk, President, **Best Doctors, Inc.**

Susan Grisso, Senior HR Manager, **Bechtel Corporation**

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CONCURRENT SESSION C7 9:50–10:45 AM

How to Implement a Strategy to Control Cost, Quality and Access to Healthcare

Lisa Evans, Director of Healthcare, **Southwire Company**

CONCURRENT SESSION D1 10:55–11:50 AM

The Health Dividend: Managing and Measuring the Value of Employee Health

Explore innovative measurement models that can help your organization:

- Quantify the value of specific programs—from clinical care management to wellness promotion
- Develop a meaningful measurement model specific to your company's needs
- Explore the concept of employee well-being, how employers measure it and why it matters
- Connect employee health data to employee engagement and other key workforce metrics
- Link your health program results to business outcomes in compelling ways for senior management

Valerie Wandler, Senior Vice President, HR Services, **Aramark**

Calvin Hilton, Vice President Benefits & Compliance, **Alliance Data**

CONCURRENT SESSION D2 10:55–11:50 AM

The Future of Retiree Medical...A Whole New Take on Retirement?

In the new world of retiree medical, employers can do as much, if not more, for current and future retirees *outside* their traditional role. Learn about new ways to:

- Help employees and retirees better manage their health and wealth
- Take full advantage of account-based health plans
- Help retirees get maximum value in the medical coverage marketplace
- Reflect new economic and regulatory realities in your benefit commitments for the longer term

Bob Connolly, Principal, Benefits, **NV Energy, Inc.**

Pascale Thomas, Director, Global Healthcare & Benefits NA, **Unilever**

CONCURRENT SESSION D3 10:55–11:50 AM

Approaches for Diabetes Management:

The Diabetes Prevention and Control Alliance (DPCA)

There are actions that can be taken to reduce the prevalence of pre-diabetes, the clinical complications of diabetes, and the financial burden placed on employers. We'll discuss how DPCA provides employees with new ways to seek care and improve their well-being through provider options never before available through a health care company.

Sarah Shimchick, Diabetes Prevention Program Director, **YMCA of the USA**

Heather Hodge, Project Manager, Diabetes Prevention, **YMCA of the USA**

CONCURRENT SESSION D4 10:55–11:50 AM

Taking an Integrated Approach to Medical Management

To avoid increased claims with employees seeing more doctors to prove they are disabled, learn how one company used an advocacy-based integrated model to engage the employee in an open dialogue to identify all issues impacting recovery and return to work.

Tom Foran, Director, Disability Products, **Anthem Specialty**
Lisa Triplett, Health and Disability Manager, **Visant**

CONCURRENT SESSION D5 10:55–11:50 AM

Knowledge Roundtable: Meeting Health Care and Benefits Challenges Post-Acquisition

- Determine plan strategy and plan design to support acquisition
- Answer key questions, e.g., adopt legacy plans?
- Learn successful communication techniques to support benefits strategy
- Keep employees engaged during an acquisition

David Birnbaum, Senior Vice President Total Rewards, **IAC**
Mark Dubinsky, Solutions Architect, **Workscope**

CONCURRENT SESSION D6 10:55–11:50 AM

Knowledge Roundtable: Employee Health & Productivity Management 2015: A Vision for Insourcing/Outsourcing

Through the impact of health care reform on employee wellness programs is still undefined, employers have been focusing on near-term compliance requirements before tackling long-term strategies. Medical and business leaders from Mayo Clinic will facilitate roundtable discussions with conference attendees to compare employer health and productivity management programs today with what they might look like five years from now.

Brent Bauer, M.D., **Mayo Clinic**
Brian Nass, Chair, Global Products and Services Division, **Mayo Clinic**

CONCURRENT SESSION D7 10:55–11:50 AM

Knowledge Roundtable: Benefits Great and Small – How Employers of All Sizes Reap the Rewards of Consumer-Directed Health

Learn how three well-known companies introduced account-based health plans coupled with health savings accounts and realized positive results and more personal control for employees over their health care choices.

Jim Dwyer, Vice President of Global Compensation and Benefits
American Express Co.
Todd Davis, Chief People Officer, **FranklinCovey Co.**
Steve Neeleman, CEO and Founder, **HealthEquity, Inc.**

NETWORKING LUNCHEON 11:50 AM–12:50 PM

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Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

E 12:50–1:45 PM

The New World of Employee Engagement in Health Care

It's time to think differently about the perennial problem of employee engagement. This panel discussion showcases exciting, leading-edge ideas and applications, including:

- How games and virtual worlds can drive involvement—and results
- The depth and breadth of what “personalized health” could mean as a total engagement strategy
- What social media can do to enhance and integrate your health initiatives

Leighton Read, Partner, **Alloy Ventures** and **Seriosity, Inc.**

Byron Reeves, Professor, **Stanford University** and **Seriosity, Inc.**

CONCURRENT SESSION F1 1:55–2:50 PM

The Reform Horizon: What's Hot for 2011 and Beyond (C1 repeated)

CONCURRENT SESSION F2 1:55–2:50 PM

Employee Incentives: New Angles, New Applications (C2 repeated)

CONCURRENT SESSION F3 1:55–2:50 PM

Tips, Tools and Programs to Drive Measurable Results: A Kaiser Permanente Case Study

This session features Kaiser Permanente, Avivia Health and a featured employer for a thoughtful discussion on ways to achieve measurable financial efficiencies with a health and productivity strategy within your organization.

Jeffrey M. Davis, MD, MPH, Medical Director, National Sales and Account Management, **Kaiser Permanente**, Chief Medial Officer, **Avivia Health**

Tammy Jones, Vice President of Healthy Workforce, National Human Resources
Kaiser Foundation Health Plan, Inc.

CONCURRENT SESSION F4 1:55–2:50 PM

Delivering Health and Wellness Services at Work

Learn how an employer offered its diverse workforce a range of workplace solutions that improves employee health and enhances performance. We'll discuss the step-by-step process, real-life challenges and successes, and considerations you can apply to the implementation of your own workplace solutions.

Emily Gaines, Vice President Compensation, Benefits & HR Effectiveness
Caesars Entertainment

David Stacey, Senior Vice President, **CIGNA National Accounts**

CONCURRENT SESSION F5 1:55–2:50 PM

Knowledge Roundtable: Meeting Health Care and Benefits Challenges Post-Acquisition (D5 repeated)

CONCURRENT SESSION F6 1:55–2:50 PM

Knowledge Roundtable: Employee Health & Productivity Management 2015: A Vision for Insourcing/Outsourcing (D6 repeated)

Presentations

Available online in advance of the conference

CONCURRENT SESSION F7 1:55–2:50 PM

Knowledge Roundtable: Benefits Great and Small – How Employers of All Sizes Reap the Rewards of Consumer-Directed Health (D7 repeated)

NETWORKING REFRESHMENT BREAK 2:50–3:15 PM

CONCURRENT SESSION GA1 3:15–3:40 PM

Knowledge Forum: Improving Health Care Quality for a Global Workforce

Susan Grisso, Senior HR Manager, **Bechtel Corporation**

Evan Falchuk, President, **Best Doctors, Inc.**

CONCURRENT SESSION GB1 3:45–4:10 PM

Knowledge Forum: How to Maximize Your Investment in a Worksite Health Center

Michael S. Mallory, CEBS, Vice President, **Walgreens Co.**

Peter Vasquez, MD, Regional Medical Director, **Take Care Health Systems**

CONCURRENT SESSION G2 3:15–4:10 PM

Knowledge Forum: How to Educate, Engage and Empower Health Care Consumers While Achieving Corporate Finance and Wellness Objectives

This discussion will focus on taking a new approach to driving employee engagement in health care with an emphasis on individual accountability in achieving mental, physical and financial well being. This holistic approach is based on combining dynamic, targeted behavioral change programs with financial decision support leaving employers with a more productive workforce and lower health care costs.

Darren McCue, Executive Vice President, **PayFlex Systems USA, Inc.**

Mary Moslander, President & Chief Executive Officer, **LiveHealthier**

CONCURRENT SESSION G3 3:15–4:10 PM

Using New Employee Insights to Drive a Culture of Health

Employees who perceive their company as having a strong culture of health are three times more likely to take action on their health. Yet, less than 26% feel this way. Learn the critical success factors of establishing momentum and exciting new data on employees' perspective on what drives participation.

Jennifer Bruno, Senior Director

Wellness & Prevention, Inc., a Johnson & Johnson Company

CONCURRENT SESSION GA4 3:15–3:40 PM

Knowledge Forum: The Diabetes Prevention and Control Alliance (DPCA): A Closer Look

Sarah Shimchick, Diabetes Prevention Program Director, **YMCA of the USA**

Heather Hodge, Project Manager, Diabetes Prevention, **YMCA of the USA**

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CONCURRENT SESSION GB4 3:45-4:10 PM

***Knowledge Forum: Take Charge of Your Population's Health:
Learn How to Find Hidden Risks Long Before Diagnosis***

Learn about a patent-pending model that is unique and different because it identifies the hidden risks long *before* diagnosis. Learn how to manage employee health from a proactive rather than a reactive stance.

Peter C. Dandalides, MD, Employer Strategy, Planning, and Execution
OptumHealth

CONCURRENT SESSION G5 3:15-4:10 PM

***Knowledge Roundtable: Breakthrough in Adherence to Improve
Pharmacy Care***

Learn how the Behavior Change Research Partnership with Harvard University is advancing behavioral science to identify predictors, incentives and barriers to achieving medication adherence. Results are applied to address behavioral dynamics and increase adherence, improving health and reducing overall health costs.

Jack Bruner, Executive Vice President, **CVS Caremark**
Rick Finch, Director, Benefits Services, **Drummond Company, Inc.**
Julie Slezak, Vice President, Analytics & Outcomes, **CVS Caremark**

CONCURRENT SESSION G6 3:15-4:10 PM

***Knowledge Forum: EMC: Integrating Technology and Information to Drive
Consumer Behavior***

Learn how EMC has mitigated more than \$160M in healthcare costs since 2004 with a high-tech approach to population health management that centers around a robust personal health record and leverages data analysis, remote monitoring, targeted messaging and more.

Delia Vetter, Senior Director of Benefits and Programs, **EMC Corporation**
D'Ann Whitehead, Psy.D., Vice President, Strategic Accounts
WebMD Health Services

CONCURRENT SESSION G7: 3:15-4:10 PM

***Knowledge Forum: Accountable Care Organizations:
Improving Quality, Affordability and Satisfaction***

We will discuss Cigna's experience in working with seven groups nationally to reward improving quality, affordability and satisfaction. Key components of success include Cigna's approach to collaborative health coaching, provision of patient specific actionable information and performance guidance reports.

Dick Salmon, National Medical Executive, Performance Measurement and Improvement, **CIGNA**

H 4:20–5 PM

The New Era in Health Care: A New Definition of Success?

Employers and other key constituents in the health care system have devoted decades to improving cost, quality and access. This session will engage you in exploring the new era that has just begun. How different will the new landscape actually be? Will employers shift their priorities, and define “success” in different terms? What new factors will drive success? Where do the real forces for change actually lie? This highly interactive session will provide plenty of food for thought.

Dr. David H. Newman, Director of Clinical Research, Department of Emergency Medicine, **Mt. Sinai School of Medicine**

NETWORKING COCKTAIL RECEPTION 5–6 PM

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March 4, 2011 – New York / March 25, 2011 – San Diego

6:15 AM

Fun Run



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The Conference Board and Cigna are pleased to invite you to participate in this fun and energizing networking event. Join a runners' or walkers' group and see beautiful Coronado Island as the sun rises. Water will be provided.

CONTINENTAL BREAKFAST 7:30–8 AM

WELCOME AND OPENING REMARKS 8–8:10 AM

Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

18:10–9:10 AM

Post-Reform: Delivery Dilemmas, New Directions

A panel of industry leaders and government experts discusses the evolving health care system and how both public and private initiatives will shape it going forward:

- Cost pressures: How the system will respond, how employers will be affected
- Primary care: Transforming the delivery model
- Personalized health care: The next frontier?
- Accountable health care organizations: Back to the future?
- Insurance exchanges: Public – and private?
- Health information technology: Outlook for progress
- Federal programs, data resources, and support for health information technologies

Lawrence B. Leisure, Venture Partner, **Kleiner Perkins Caufield & Byers**

Dave Guilmette, President, National Segment, **CIGNA**

Thomas M. Priselac, President and CEO, **Cedars-Sinai Health System**

REFRESHMENT BREAK 9:10–9:20 AM

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the compassion to care, the leadership to conquer

CONCURRENT SESSION J1 9:20–10:15 AM

Insurance Exchanges: Scoping Out the New Marketplace

Hear from industry experts and visionaries about the potential impact of the new insurance exchanges on:

- Health care costs
- Access
- Administrative burdens
- Provider organizations and health plans
- Employer strategies – e.g., private cooperatives: Could they work nationally?

Paul Stordahl, FSA, MAAA, Vice President, **UnitedHealthcare**

Micah Weinberg, Senior Research Fellow, **New America Foundation**

CONCURRENT SESSION J2 9:20–10:15 AM

Global Health Strategies for Multinationals

Join a discussion with major companies as they consider how to:

- Make the business case for global health and wellness initiatives
- Develop supporting strategies and governance structures
- Measure the impact of workforce health and well-being including costs, employee engagement and business outcomes
- Identify appropriate vendors and develop purchasing efficiencies

Yvonne Agyei, Director, Global Benefits, **Google Inc.**

Julie Tuggle, Team Leader, Health and Welfare Plans, **Chevron Corporation**

Presentations

Available online in advance of the conference

CONCURRENT SESSION J3 9:20–10:15 AM

Sustained Engagement through Behavioral Economics

Key principles from behavioral economics can be applied to create highly effective programs to drive healthy behaviors. Dr. Kalayoglu will discuss the Science of Behavioral Economics applied to health behavior change.

Murat V. Kalayoglu, MD, PhD, Chief Science Officer
HealthHonors – a Healthways Company

CONCURRENT SESSION J4 9:20–10:15 AM

Knowledge Forum: Incentive Design: Will Yours Succeed?

Learn how to appropriately design an incentive program to positively impact your unique employee demographics via case studies about employers who have both succeeded – and failed.

Debi Heck, Vice President, Health Management Strategies, **Healthroads**

CONCURRENT SESSION J5 9:20–10:15 AM

Knowledge Roundtable: Breakthrough in Adherence to Improve Pharmacy Care (G5 repeated)

CONCURRENT SESSION J6 9:20–10:15 AM

Employing the Strategic Levers of Corporate Social Responsibility, Sustainability and Philanthropy to Drive Employee Engagement and Achieve Healthier Associates, Families and Communities

This session will present how these corporate drivers can be strategically used to educate, empower and engage employees to change the behavior, their lives and communities.

Pamela T. Miller, Esq., Vice President, Sustainability & Community Investment,
Medco Health Solutions, Inc.
Jody Holtzman, Senior Vice President, Thought Leadership, **AARP**

CONCURRENT SESSION J7 9:20–10:15 AM

Knowledge Forum: Impacting Engagement: Motivating Employees to be Healthier – and at Their Very Best

Paul Martino, Vice President, Sales, Health & Wellness Solutions
Anthem Blue Cross and Blue Shield

NETWORKING REFRESHMENT BREAK 10:15–10:30 AM

CONCURRENT SESSION K1 10:30–11:25 AM

Top Innovators Showcase: New Ways to Manage Health and Costs

Health care innovations are creating ground-breaking new opportunities for employer programs to achieve better health outcomes and significantly lower costs. Hear about new ways to:

- Identify individuals at risk for chronic conditions, motivate them to engage in behavior change, and measure the impact of interventions
- Stratify patients to help providers determine the level of disease activity and, in turn, target drug therapies and other treatments more efficiently

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- Confirm the need for intervention, reducing the frequency of unnecessary invasive (and expensive) procedures
- Measure and demonstrate the impact on employer program performance

Kyle Roling, Chief Executive Officer, **RedBrick Health**

Bill Hagstrom, Chief Executive Officer, **Crescendo Bioscience**

Mickey S. Urdea, Chief Executive Officer and Chairman, **Tethys Bioscience, Inc.**

CONCURRENT SESSION K2 10:30-11:25 AM

*Knowledge Forum: Take Charge of Your Population's Health:
Learn How to Find Hidden Risks Long Before Diagnosis (G4 repeated)*

CONCURRENT SESSION KA3 10:30-10:55 AM

*Knowledge Forum: Engaging Employees with Health and Wellness
Programs – A Treatment Decision Support Study*

This presentation will look at the positive role employer-sponsored health and wellness programs have on employee engagement, the perceptions employees have of companies offering these programs, and the impact a culture of health can have on the workplace. In the session, we will discuss a new study that shows how Treatment Decision Support programs are helping people make more informed decisions about their care and generating health care value for employers

Matt McDonough, Senior Director, Health Care Decision Support, **OptumHealth**

CONCURRENT SESSION KB3 11-11:25 AM

*Knowledge Forum: Take Charge of Your Population's Health:
Learn How to Find Hidden Risks Long Before Diagnosis (GB4 repeated)*

CONCURRENT SESSION K4 10:30-11:25 AM

*Knowledge Forum: Population Health Management Programs: Responsibility
of the Employer, Health Plan, Medical Provider, or Individual Employee?*

Mayo Clinic occupies the unique position of playing each of these roles with their 50,000 employees. In addition to being a world-renown medical care provider, Mayo Clinic is also a winner of a National Business Group on Health's Platinum Award as one of the Best Employers for Healthier Lifestyles. During this session we'll cover the employer perspective on optimizing health and productivity through an integrated approach to health promotion and benefit design, and how Mayo Clinic is using its unique learning laboratory to explore new models and develop innovative programs for both Mayo and the marketplace.

Brent Bauer, M.D., **Mayo Clinic**

David Schuitema, Director of Benefits, **Mayo Clinic**

CONCURRENT SESSION K5 10:30–11:25 AM

Knowledge Forum: Sustained Engagement through Behavioral Economics: A Deeper Dive

People often make poor or irrational decisions due to cognitive biases...but these same biases can be used to “nudge” them towards better health. Attendees of this Knowledge Forum session will learn more about implementing key principles from behavioral economics to influence decision-making and enhance consumer health engagement.

Murat V. Kalayoglu, M.D., Ph.D., Chief Science Officer
HealthHonors – a Healthways Company

CONCURRENT SESSION K6 10:30–11:25 AM

Knowledge Forum: Partnering with You for Workforce Health

Penny S. Moore, Vice President, **Avivia Health from Kaiser Permanente**
Nancy Vaughan, Vice President, National Account Management
Kaiser Permanente

CONCURRENT SESSION KA7 10:30–10:55 AM

Knowledge Forum: Eldercare and its Impact on the Workforce

Linda Gzehoviak, Director, Corporate Initiatives, **Alzheimer’s Association**

CONCURRENT SESSION KB7 11–11:25 AM

Knowledge Forum: Innovations in Health Care: Not an Oxymoron

Health care costs outpace inflation and America’s health outcomes lag other countries. Government has passed sweeping legislation to intervene into employer and individual needs. What does this mean for healthcare innovation, and how can employers, consulting firms, health plans, providers, and individuals win? Through proprietary research that “scouts” emerging trends in health care and health care financing, Second Story Sales has discovered innovations that could allow each constituent to win. This research included interviews and surveys with self-insured employers, consulting firms, health plans, venture capital investors, and start-up companies. This research studied employer interest in deployed innovations from health plans and specialty vendors and emerging innovations from start up organizations.

Dave Dickey, **Second Story Sales**

L 11:35 AM–NOON

Implement What You’ve Learned: Crib-Notes and Take-Aways

This wrap-up will provide you with all the key highlights of the conference – to share with colleagues and work into your implementation plans. ***This information will be available only during this session and will not be provided after the conference,*** so please plan your travel accordingly.

Jonathan Smith, Senior Consultant, **Towers Watson**
Sandy Ageloff, Senior Consultant, **Towers Watson**

Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

Registration Information

Online www.conferenceboard.org/healthcare4

Email customer.service@conference-board.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2011 Employee Health Care Conference

Beyond Reform: New Strategies for a New Era

Conference (B21011-4)

Dates: March 3–4, 2011

Location: Marriott Marquis, New York

Conference (B20011-4)

Dates: March 24–25, 2011

Location: Loews Coronado Bay, San Diego

Associates \$2,195

Non-Associates \$2,495

Pre-Conference Workshop (B36011-4)

Date: March 2, 2011

Location: Marriott Marquis, New York

Pre-Conference Workshop (B82011-4)

Date: March 23, 2011

Location: Loews Coronado Bay, San Diego

Associates \$495

Non-Associates \$595

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Employee Health Care Conference**.

Marriott Marquis
1535 Broadway
New York, NY 10036
Tel 212 398 1900

Hotel reservations cut-off date
Tuesday, February 8, 2011

Loews Coronado Bay
4000 Loews Coronado Bay Road
Coronado, CA 92118
Tel 619 424 4000

Hotel reservations cut-off date
Wednesday, March 2, 2011

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts Per Person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



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