



The 2010

Employee Health Care Conference

Workforce Health 2010: New Deal, New Dividend



February 25–26, 2010
March 25–26, 2010

Marriott Marquis, New York, NY
Loews Coronado Bay, San Diego, CA

Sponsored by: **TOWERS WATSON** 

Presented with assistance from:



Anthem National Accounts



medco



Pre-Conference Interactive Workshop

Wednesday, February 24, 2010 – *New York*

Wednesday, March 24, 2010 – *San Diego*

Registration 12:30–1 pm

Your Company's Wellness Program: If You Build It, Will They Come?

Workshop 1–5 pm

Not necessarily. So you've got a wellness program in place, but it's not producing the results you were expecting. What next?

Learn from industry experts and wellness and benefit professionals from major organizations about robust ways to plan for and drive employee involvement in your programs. You'll see how to identify and then use key factors and metrics to help you more accurately predict participation across your company's specific demographics, which can ultimately better position your program for measurable success. This workshop will also cover:

- Why CDHPs and HSAs pair well with wellness programs
- Which incentives work, which ones don't
- How timing of appropriate incentives and communications can pay off and most effectively reduce your company's health spend
- How to keep program momentum going and strong

Kathleen Herath, Associate Vice President, Health and Productivity, Nationwide Mutual Insurance Company

Neil F. Gordon MD, PhD, MPH, FACC, Chief Medical & Science Officer, Nationwide Better Health

Workshop Sponsor:



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CONFERENCE

Day One:

Thursday, February 25, 2010 – *New York*

Thursday, March 25, 2010 – *San Diego*

Registration and Continental Breakfast 7:30–8 am

Welcome and Introductions 8–8:15 am

Workforce Health 2010: New Deal, New Dividend

A 8:15–9 am

When this conference convenes in early 2010, the world of health care will be very different. Health care reform, coupled with a tough economy, has set the stage for change and innovation in the health care industry. For employers, the time has come for a fresh look at talent management, new reward strategies and new precision in measuring and maximizing the value of employee health as a business asset. How companies respond to the new environment will shape their competitive advantage in a recovering economy. In this keynote, a senior executive from one of the nation's leading organizations shares perspectives on the changing landscape and what it means for employers.

Craig R. Barrett (*New York*), Retired CEO/Chairman of the Board, **Intel Corporation**

Five-Year Outlook: Practical Ideas for Change

B 9–9:45 am

A major employer shares strategies and tactics for innovation—today and in the medium term—in developing and delivering health programs and maximizing their value to the business.

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

Innovation Labs C1 or C2 10–11 am (*choose one*)

Innovation Labs are designed to give you the opportunity to take a deeper look at a topic, work closely with the speakers and fellow attendees, and come away with a plan for implementation.

Behavioral Economics

Innovation Lab C1 10–11 am

This session explores leading-edge techniques for influencing employee behaviors, including behavioral economics and the latest ideas in incentives. Learn how you can get measurable results with simple, cost-effective approaches that make the right employee decisions easy, comfortable and convenient.

Bob Ihrle, MBA, Senior Vice President, Employee Rewards and Services,
Lowe's Companies, Inc.

Bob Nease, PhD, Chief Scientist, **Express Scripts, Inc.**



Find Your Tweet Spot: Social Media and Wellness

Innovation Lab C2 10–11 am

The global conversation on the importance of wellness continues to surge. And, at the same time, many organizations are finding new ways to use social media to advance relationships with customers and investors. So how can we bring these trends together in a future view of the next conversation in wellness? Join this thought provoking session to explore the differences social conversations can make to organizational objectives for wellness and how social conversations regarding wellness can help personalize these issues to motivate participants to take the next steps to live healthier lives.

Concurrent Sessions C3, C4, C5 or C6 10–11 am (*choose one*)

Building, Measuring and Sustaining Employee Well-being and Productivity

C3 10–11 am

Explore new frontiers in employee health measurement and links to business outcomes—from the basics of your health program scorecard to new metrics that define the value of workforce health in terms that resonate with senior management.

Paul F. Rhilinger, Senior Manager - Health & Wellness, **DIRECTV**

Trends in High Performance and Best Practices

C4 10–11 am

In 2010, companies with high-performing health programs will pay, on average, \$1,800 per employee less than companies with low-performing programs—a cost differential that quickly adds up to millions and a significant competitive advantage. This session looks at what high performers do differently today and where they're headed in emerging areas such as health-related technologies, account-based plans and personalized care delivery.

Scott H. Beeken, Vice President - Corporate Services,

Great American Insurance Company

Spencer Stooksbury (*New York*), Director - Corporate Benefits,

American Financial Group, Inc.

Ellen Borak (*New York*), Vice President, Employee Benefits, **Prudential**

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An Employer Case Study:

Extending Yum! Brands' Health Care Enterprise: The Importance of Pharmacy In Improving Employee Health and Well-being

C5 10–11 am

This presentation will highlight year-to-date successes in the Yum! Brands' program which has leveraged pharmacy interventions to improve overall patient care. You'll learn about the many advantages of having an integrated care team that targets both condition specific and therapy specific interventions, and how Yum! Brands successfully engaged employees with chronic conditions and increased program enrollment.

Matthew Gibbs, PharmD (*New York*) Chief Clinical Officer, **Medco Employer Accounts**

Lynn Rossetto, PharmD (*San Diego*), Vice President of Clinical Services,

Medco Employer Accounts

Joann Watkins, Director of Benefits, **Yum! Brands**

New York: TIAA CREF: Disrupting the Rising Costs of Health Care through Preventive and Onsite Health

C6 10–11 am

Deborah Hamilton, Vice President of Benefits, **TIAA CREF**

Dr. Jim Thiel, MD, MPH, Regional Medical Director, **Take Care Health Systems**

San Diego: Intel's Journey into On-Site Wellness and Primary Care Services: Building the Business Case, Implementing and Measuring Success

C6 10–11 am

Tami Graham, Global Benefits Design Manager, **Intel**

Sara Crate, MBA, Vice President of Client Services, **Take Care Health Systems**

Concurrent Sessions D1, D2, D3, D4 or D5 11:15 am–12:15 pm (*choose one*)

Rethinking Retirement

D1 11:15 am–12:15 pm

For many employers, the recent economic turmoil has only accelerated trends in retirement benefits that have been under way for at least a decade. In brief, employers are reducing both their financial and administrative commitments to retiree income and health benefits—but not without seeking solutions that creatively address the needs of both the company and current and future retirees. This session explores new and emerging options.

Sarah Staggs, Head of Benefits, **Zurich North America**

Ched Miller (*New York*), Manager, Retirement Programs, **Raytheon Company**

Bob Restivo (*San Diego*), Director, Corporate Benefit Programs,

General Dynamics Corporation

Global Health: From Fragmentation to Integration

D2 11:15 am–12:15 pm

As employers around the world begin to recognize the link between employee health and healthy businesses, companies operating in multiple geographies are taking advantage of their unique opportunity to influence employee health across borders and to make health

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one of the values that unify company culture. Join this session for a look at how leading multinationals bring this integrated vision to life.

Building, Measuring and Sustaining Employee Well-being and Productivity

D3 (C3 repeated) 11:15 am–12:15 pm

New York: Measuring the Impact of Care Management Programs

D4 11:15 am–12:15 pm

Implementation of care management programs has, and continues to be, a strategy utilized by many employers to improve care and lower costs. In this challenging economy, employers need to know if their programs are achieving the desired results. In this session, UPS will provide an overview of their care management programs, their latest program evaluations, refinements they have made to their strategy and how they plan to monitor program progress going forward. Ingenix will provide an overview of the data and analytics designed to support UPS's program evaluation and strategy.

Justine Peddle, Financial Controller, UPS Corporate Healthcare,

United Parcel Service of America, Inc.

Tina Brown-Stevenson, Senior Vice President,

Ingenix Health Care Innovation and Information Group

San Diego: Putting Individuals in Control of Their Health Care Can Achieve Real Results

D4 11:15 am–12:15 pm

In a health care system where 30 cents of every health care dollar is wasted on misguided or unnecessary medical care, employers continue to struggle for ways to curb rising health care costs. With no real systemic solution on the horizon today, companies are turning to innovative approaches in both plan design and health care services. This session will feature a case study of one employer that helped its employees take control of their health care. By arming its employees with a resource to help them avoid misdiagnosis and inappropriate treatment, the company has achieved impressive results—immediate cost savings and a direct impact on employee lives.

Delia Vetter, Senior Director of Benefits, **EMC Corporation**

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

Engaging Employees and Doctors with the Right Information at the Right Time

D5 11:15 am–12:15 pm

Having the right information at your fingertips is especially important when making health care decisions—whether you're an employee deciding which benefits to select for the coming year or a doctor deciding on a course of treatment. At Intel, engaging employees through robust decision support tools and education leads to a successful annual enrollment, including a more proactive selection of consumer plans where employees are playing a role in helping Intel control costs. Engagement efforts have driven Consumer Plan enrollment from 18% in 2007 to 58% in 2010. In addition: employees get year-round communications to help them with their health care decisions. At Anthem, providing doctors with enhanced technology to support more informed treatment decisions has helped drive lower trend even among patients with higher illness rates. And that expertise is

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being shared with the government's Health IT Policy Committee through Dr. Charles Kennedy in an effort to improve the quality of health care as well as the efficiency of the health care system.

Dr. Charles Kennedy, Vice President, Health Information Technology, **WellPoint, Inc.**
Susan Churchill (*New York*), U.S. Health Benefits Program Manager, **Intel Corporation**
Corrine Zenzola, CEBS (*San Diego*), Global Health & Risk Benefits Design Manager,
Global Benefits Design, **Intel Corporation**

Networking Luncheon 12:15–1:15 pm

The New Deal: Positioning Health Programs in a Post-Reform World

E 1:15–2:15 pm

A panel of human resource executives and industry experts discusses the implications of health care reform for employers in an evolving health care marketplace. Plan to participate in this interactive session and take away practical ideas you can add to your own strategy review.

Janet M. Marchibroda, Chief Healthcare Officer, **IBM Corporation**
James A. Klein, President, **American Benefits Council**
Arthur Southam, MD, MBA, MPH (*San Diego*), Executive Vice President,
Health Plan Operations, **Kaiser Permanente**

Innovation Labs F1 or F2 2:30–3:30 pm (*choose one*)

Behavioral Economics

Innovation Lab F1 (C1 repeated) 2:30–3:30 pm

Find Your Tweet Spot: Social Media and Wellness

Innovation Lab F2 (C2 repeated) 2:30–3:30 pm

Concurrent Sessions F3, F4 or F5 2:30–3:30 pm (*choose one*)

New York: The Diabetes Health Plan – Using a Condition-Specific Benefit Design to Encourage Members with Pre-Diabetes and Diabetes to Better Manage Their Condition

F3 2:30–3:30 pm

Although a serious condition with devastating complications, diabetes is largely a self-managed condition—so what are employers to do? Anya Kirvan and Bob Soroosh will discuss how to use value-based theory to create specific benefit designs that serve as architects for change. Additionally, Mr. Soroosh will discuss Affinia's efforts to focus on its people on prevention and review the structure of Affinia's full-replacement pilot program for diabetic and pre-diabetic employees and their family members that rewards compliance and removes barriers to care, resulting in enhanced clinical and financial outcomes.

Bob Soroosh, Director of Benefit Administration, **Affinia Group, Inc.**
Anya Kirvan, Vice President, Innovation and Research, **UnitedHealthcare**

San Diego: Value-Based Plan Design – Is Condition-Specific Benefit Design Encouraging Chronically Ill Employees to Better Manage Their Condition?

F3 2:30–3:30 pm

While the idea behind Value-Based Plan Design has been around for nearly a decade, today's advances in disease management and data-sharing technology are paving the way for real-world applications. At its simplest, a Value-Based program can target clinically valuable services for co-payment reduction, while in its most advanced form, considers both the patient's condition and the available treatments. As more employers look to play an active role in examining the evidence base and cost-effectiveness of covered services, as well as the quality of the providers delivering these covered services, please join Amy Katzoff and Anya Kirvan as they discuss the business value, employer implementation considerations, employee reaction, and results to Abbott's recently launched Value-Based Plan Designs.

Amy Katzoff, Senior Manager, Benefits, **Abbott Laboratories**

Anya Kirvan, Vice President, Innovation and Research, **UnitedHealthcare**

Rethinking Retirement

F4 (D1 repeated) 2:30–3:30 pm

Maximizing Engagement Across the Entire Health Spectrum

F5 2:30–4:30 pm

Come learn how this major Midwest retailer's program of incentives and communications is driving sustained Disease Management and Wellness engagement in excess of three times the industry rate across all segments of the health spectrum. The presentation will outline the key elements of Meijer's strategy, discuss lessons learned and provide a glimpse of the early indicators of success.

Brian Dolan, Executive Vice President, **ActiveHealth Management**

Laurie Walton (*New York*), Manager HR Shared Services, **Meijer**

Jerry VanderWal (*San Diego*), Benefits Design Manager, **Meijer**

Trends in High Performance: Insights and Best Practices

G 3:45–4:30 pm

A broad look at key trends shaping the employer/employee deal and the role of health benefits in total rewards—featuring research findings, new insights into well-being and the productive worker/workforce, case studies and input from conference attendees.

Innovations in Health Care: Disrupting the Status Quo

H 4:30–5:15 pm

Health care reform, coupled with tough economic times, has opened the door for change and innovation in health care—innovation that will disrupt the status quo and favor new business models, new delivery approaches and new strategies for measuring and managing health and well-being. Economic stress has added urgency to the imperative for innovation, and technology is offering new avenues for change. What are the likely new directions? How will employers be affected, and what role can they play in shaping new solutions? During this session, we'll discuss how innovation is moving the health care system and chart a course for change that will address old problems in new ways.

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Matt Miller, Author, *The Tyranny of Dead Ideas*

Day One Wrap-Up 5:15–5:30 pm

Cocktail Reception 5:30–6:30 pm

Hosted by: TOWERS WATSON



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Day Two:

Friday, February 26, 2010–New York

Friday, March 26, 2010–San Diego

Continental Breakfast 7:30–8 am

Introduction to Day Two 8–8:15 am

A Futurist's View On Workforce Health

1 8:15–9 am

Health care tomorrow will not, and must not, resemble health care today. Demographic and financial challenges both urge us toward necessary change, and threaten to bog us down in bureaucracy. Meanwhile, the big three technologies—bio, nano, and information—are surging together, revolutionizing many medical treatments. Super longevity is on the horizon—but, lacking decisive action, millions may be left out. What is coming, what must be done? By imagining the preferred future of healthcare, we can aim our efforts toward the creation of an exciting, feasible and equitable industry.

Glen Hiemstra, Founder, **Futurist.com**, Author, *Turning the Future Into Revenue: What Businesses and Individuals Need to Know to Shape Their Future* (Wiley & Sons)
Co-author of *Strategic Leadership: Achieving Your Preferred Future*

Networking Knowledge Roundtables & Knowledge Forum

9:15 am–12:30 pm

Innovative thought and knowledge sharing continues on Day Two with a new feature – the Networking Knowledge Roundtables & Knowledge Forum. They offer a rich, interactive day that combines learning and networking. With a multitude of choices and combinations, you'll have the opportunity to talk about specific health care topics with peers and industry experts in an informal environment, as well as sit in on brief case studies that focus on sharing programs, results achieved and to-dos for you to take back and use at your company. Time will be built in for free-form networking and breaks.

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Networking Knowledge Roundtables

These informal, moderated discussion groups will be organized by topic and allow for discussion and interaction among participants. You'll have the opportunity to listen to colleagues as well as solicit feedback on your initiatives. You'll learn what's working and not working at peer companies and make connections with other executives which will extend beyond the conference. Roundtables will be repeated to give you the opportunity to attend multiple sessions. Some of the topics we'll feature are: **Population Well-Being Assessment as a Workplace Indicator.** At this roundtable, Michael Taylor, Medical Director for Health Promotion, Caterpillar, Inc. will be on hand to discuss the Gallup-Healthways Well-Being Index™, a comprehensive, real-time view of well-being in the U.S., offering employers unmatched insight into the health and prosperity of their populations. Employer-specific trends and insights will be benchmarked against findings from more than 750,000 conducted interviews as well as future implications of the Index findings. At the **Benefits Trends & Employee Engagement: The Good, The Bad & The Ugly** roundtable, Workscape will provide in-depth insight into the challenges and opportunities your peers faced heading into the 2010 open enrollment season and how innovative solutions, services and strategies have helped to drive bottom-line results. Time will also be set aside to discuss the challenges you are experiencing within your organization and get feedback from our experts and fellow attendees on what they have done to turn benefits challenges into cost-saving and employee engagement opportunities. During the **Developing Customized Employer Sponsored High Performance Provider Networks** roundtable, you'll discuss how Imagine Health creates a customized high performance provider network for large self-funded employers. You'll learn how these employer-sponsored networks improve the quality of health care services provided to employees and their families while producing major cost savings for the employer including a very significant return on investment. Dow Corning will discuss their **CDH Promise – Phase Two**. During this case study Dow Corning will discuss how they combined 3 key elements – CDH Education and Communication, Funding Employee Health Savings Accounts and Partnering with their vendor – and increased healthcare benefits savings for the company year-over-year.

Knowledge Forum

The Knowledge Forum will include various 30-minute presentations on topics that expand on what you will learn on the first day. You'll have the opportunity to learn from peers and conference sponsors about the latest applications, programs and innovative initiatives around the theme of driving health, productivity and engagement in your workforce. Most forums will be repeated to give you the opportunity to attend multiple sessions. Some of the forums we'll feature include: Ingenix on **How "Providerism" Can Improve Health Management Performance and Free Up Investment Dollars**; UnitedHealthcare on **The Changing Way Companies Are Thinking About Retiree Health** (*New York*); Abbott Labs and UnitedHealthcare on **The Business Value, Employee Reaction, and Results to Abbott's Value-Based Plan Design** (*San Diego*); Anthem Blue Cross and Blue Shield on **Effective Engagement and Incentives That Drive Behavior Change**; Medco on **Care Support for Chronic Conditions**; L.L. Bean on **How Building a Culture of Health Pays Off**, and more.

Conference Adjournment 12:30 pm

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Registration Information

The 2010 Employee Health Care Conference

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

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 do not apply.

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.

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Hotel Discount Cut-off Date: Tuesday, February 2, 2010

Loews Coronado Bay Resort

4000 Coronado Bay Road
Coronado, CA 92118

Tel 619 424 4000

Hotel Discount Cut-off Date: Tuesday, March 2, 2010



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Registration Form

The 2010 Employee Health Care Conference

Pre-Conference Workshop (choose one)

☐ February 24, 2010

New York, NY (B36010-3)

☐ March 24, 2010

San Diego, CA (B82010-3)

Conference (choose one)

☐ February 25-26, 2010

Marriott Marquis

New York, NY (B21010-3)

☐ March 25-26, 2010

Loews Coronado Bay Resort

San Diego, CA (B20010-3)

Please print or attach a business card; for additional registrants, duplicate this form.

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Functional Area _____

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Choose your preferred innovation labs and concurrent sessions

February 25, 2010 – NY/ March 25, 2010 – CA

☐ C1 or ☐ C2 or ☐ C3 or ☐ C4 or ☐ C5 or ☐ C6 choose one

☐ D1 or ☐ D2 or ☐ D3 or ☐ D4 or ☐ D5 choose one

☐ F1 or ☐ F2 or ☐ F3 or ☐ F4 or ☐ F5 choose one

Registration Fees payable in advance in U.S. currency

Pre-Conference Workshop

Associates\$495

Non-Associates\$595

Conference

Associates\$2,195

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The 2010 Employee Health Care Conference



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Marriott Marquis, New York, NY
Pre-Conference Workshop: Feb 24
-and-

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