The 13th Annual Employee Health Care Conference
Reshaping the Health Care Experience: What’s Next. What’s Now.
March 12–13, 2013, La Costa Resort and Spa, San Diego, CA
Pre-Conference Workshop: March 20, 2013, Marriott Marquis, New York, NY
Conference: March 21–22, 2013, Marriott Marquis, New York, NY

Sponsored by TOWERS WATSON

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Cigna
Walgreens
Benefits of attending

Change is reshaping the health care experience. What’s next? New delivery models, technologies, partnerships, financing. What’s now? More reform, some uncertainty… and many opportunities to get full value for your benefit dollar. Take away insights and tools as we explore:

- Value-based delivery models – ACOs, PCMHs, centers of excellence, and the many variations in between
- The new care experience – physician extenders, onsite clinics, kiosks, retail clinics, virtual visits
- The changing world of provider and vendor contracting – narrow networks, bundled payments, shared risk/shared savings, value-based metrics and guarantees
- The new consumer experience – efficiency, transparency, accountability and fun
- Public and private insurance exchanges for actives and retirees
- Up-to-the-minute regulatory, legislative and political developments
- The pivotal role of account-based health plans – from health promotion and consumerism to retirement readiness and workforce planning
- Next generation measurement strategies – new value-based approaches to cost/ROI analytics, reporting and linkages to business outcomes
- Global health and well-being strategies – adapting and applying country-specific experiences across borders to create measurable business value
- …and more, all from innovation leaders and your peers

Call Customer Service at 212 339 0345
Pre-Conference Workshop

Wednesday, March 20, 2013 — New York

REGISTRATION 12:30–1 PM
WORKSHOP 1–5 PM

New York: How to Get and Use the Right Health and Productivity Data to Measure the Value in Improving Employee Health

WORKSHOP SPONSOR Integrated Health

With employers awash in data on workforce health, many are facing a dilemma how to identify the data critical to understanding how their health-related programs are faring and where are the best opportunities to invest to improve workforce health and impact business results.

Collecting the right data will be critical to deciding to “stay in” the health care system and maximize the value of their investments in workforce health or they exit the system and separate the furnishing of medical care from the health outcomes that drive business impacts.

This pre-conference workshop will present pragmatic strategies for employers to access and use health and productivity data for employers to make the business case for making investments in workforce health. Presenters will provide real-world examples and solutions for employers on how to deal effectively with internal partners and manage vendor relationships.

Dr. Wayne Burton, Corporate Medical Director, American Express
Thomas Parry, Ph.D., President, Integrated Benefits Institute
John Riedel, Principal, Riedel and Associates
Heather Sell, PharmD., Director, Medical Outcomes Specialist
Pfizer Integrated Health

Space is limited.
Tuesday, March 12, 2013 – San Diego  
Thursday, March 21, 2013 – New York

FINDNESS EVENT 6:15 AM

San Diego: Fun Run/Walk

SPONSORED BY  

Anthem

Get a healthy start to the conference with a brisk run or walk. You’ll meet fellow attendees, get energized, and experience the beautiful La Costa Resort grounds as the sun rises. Runners’ and walkers’ groups will be formed. Space is limited. Approx 30 min; included in conference fee.

REGISTRATION AND CONTINENTAL BREAKFAST 7:15–8 AM

SPONSORED BY  

GlobalFit

WELCOME AND INTRODUCTION 8–8:10 AM

Fighting the Cost Disease in Health Care: An Economic Perspective

Although it is unavoidable that health care cost will continue to rise relative to the cost of economic goods and services, users have more options to choose cost-efficient health care than they may think. You’ll learn how solid management of health care cost balanced against the need for a healthy labor force may create one of the biggest competitive cost advantages a company may be able to create.

Bart van Ark, Chief Economist, The Conference Board

GENERAL SESSION A 8:10–8:35 AM

Reshaping the Health Care Experience: What’s Next. What’s Now.

Health care reform, ongoing cost and affordability concerns, increases in health risks and chronic conditions, aging populations, provider consolidation, looming physician shortages…all of these factors are driving change and rapidly reshaping every aspect of the health care experience. What’s next? New delivery models, new technologies, new partnerships, new accountabilities for members, new approaches to financing, contracting and payment. What’s now? More reform, some uncertainty…and many opportunities to get the best workforce health outcomes for dollars spent.

GENERAL SESSION B 8:35–9:20 AM

Reshaping the Health Care Experience: New Models, New Partnerships, New Lexicon

For the past decade, employer efforts to improve health program performance have focused on efficiency, benefit design and “consumerism.” Today, the spotlight is on provider alignment, with a shift away from fee-for-service to outcomes and value. Spurred by reform, employers and other key players are moving quickly to reshape delivery, contracting and payment models. Gain insights from a leading organization and its current forays into this new territory.

Conference KeyNotes

Registration includes  this summary of conference highlights and a post-conference interactive webcast
CONCURRENT SESSION C1 9:50–10:40 AM

**Innovation in Value-Based Delivery**

Kick the tires on emerging approaches, including ACOs, patient-centered medical homes, centers of excellence, and the many variations in between. Which have broad applicability? Which elements best address specific population demographics and cost drivers? What is the role of onsite clinics and other alternative delivery vehicles? How will these approaches work in national programs? This session cuts through the confusion and offers points of view.

Tami Graham, Global Benefits Design Director, **Intel Corporation**

_San Diego_

Jeff Shapiro, Vice President, Employee Benefits, **Disney Worldwide Services, Inc.**

_New York_

Kent Bradley, MD, Senior Vice President, Chief Medical Officer, **Safeway, Inc.**

CONCURRENT SESSION C2 9:50–10:40 AM

**Measurement Strategies for the 21st Century**

Hear from the experts and your peers on new ways to analyze benefit costs and value. Explore underused metrics that can actually be the true predictors of superior results, plus powerful new ways to present key findings. Learn how to structure integrated data analyses, meaningful ROI studies, dashboards and management reporting for sound decision-making and shared accountability across the organization.

_San Diego_

Charles M. Yarborough, MD, MPH, Director, Medical Strategies **Health & Wellness Lockheed Martin Corp.**

_New York_

Emily Gaines, Senior Vice President, Compensation, Benefits & HR Effectiveness **Caesars Entertainment Operating Company, Inc.**

Rich Goldstein, Vice President, Benefits, **MassMutual**

David Artzerounian, MD, Vice President and Chief Medical Officer, **MassMutual**

CONCURRENT SESSION C3 9:50–10:40 AM

**San Diego: Creating Informed, Accountable Health Care Consumers: Driving a Healthier Bottom Line**

To thrive in an extremely competitive marketplace, Safeway has leveraged consumer-driven plan designs and innovative network solutions to create employee accountability for how they approach their health care. It’s working. Claims utilization results are positive, RBP compliance rate and preferred vendor use are up, and lab services costs are down. Join us to learn what ingredients made the difference.

Kent L. Bradley, MD, MPH, MBA, Senior Vice President, Chief Medical Officer **Safeway, Inc.**

David Stacey, MBA, Vice President, Cigna National Segment West, **Cigna Corporation**

Presentations

Available online in advance of the conference
New York: Creating the Healthiest Workforce: Unlocking the Potential of Effective Patient-Physician Partnerships
One of the nation’s leading flooring suppliers has put their employees at the center of an accountable care model that provides full integration between customer, physician and coach. Join us to learn how this model has been designed to enable a healthy productive workforce and drive long-term savings.
Phil Brown, Senior Vice President of Human Resources, Mohawk Industries, Inc.
Charles E. Smith, MD, FAAFP, Chief Medical Officer, National Segment Cigna Corporation

Driving Better Decision Making in the Pharmacy Benefit: Develop a Clear Understanding of Patient Behavior
In this session we will discuss how we can predict which members in a plan will become non-adherent and learn how plan sponsors are marrying universal design principles with behavioral sciences to help improve overall health outcomes while lowering plan and member costs.

San Diego: Winning with HSAs the Google Way
During this session, you will learn:
• How Google provided the best quality of care for employees while saving money
• How to effectively message your Health Savings Account (HSA) plan option to your employees
• How to build a positive conversation around the subject of consumer-driven healthcare, and avoid the negative stereotypes and attitudes associated with high-deductible plans

New York: A Simpler Approach to HSAs
During this session, you will learn:
• How General Dynamics controlled rising employee benefit costs in a difficulty economy
• How to make HSA adoption easy for your employees
• How to properly message your HSA option and avoid the negative stereotypes and attitudes associated with high-deductible health plans
Bob Restivo, Director of Benefit Strategy, General Dynamics

The Changing World of Health Care Contracting
Explore the inner workings of new delivery models through the contracting lens, delving into the mechanics of narrow networks, bundled payments, value- and performance-based guarantees, shared risk/shared savings and vendor/program integration. Hear from your peers on how new contracting approaches support integrated, patient-focused, quality care. And how these organizations plan to address data management, accounting and reporting issues.

Call Customer Service at 212 339 0345
David L. Longworth, MD, Chairman, Medicine Institute, Cleveland Clinic

New York
Allan Calonge, Vice President, Compensation & Benefits, Catholic Health Partners

CONCURRENT SESSION D2 10:50-11:40 AM

Reshaping Benefit Commitments: Retiree Medical and Beyond
Spurred by compelling new opportunities to reexamine retiree medical programs, leading employers are looking more broadly at their benefit commitments. What are the options, given the sea change in private markets and the advent of public and private insurance exchanges? Hear about key trends as well as real-life experiences: How employers arrive at exchange-based solutions for Medicare eligibles, and what their thinking is on pre-65 retirees and, possibly, actives.

Lori Lechner, Director, Benefits Planning, HR/Center of Expertise, Bayer Corporation
San Diego
Jacquie Folk, Director, Benefits, Nestlé USA

New York
Mike Holian, Vice President Employee and Financial Shared Services Nestlé Business Services

CONCURRENT SESSION D3 10:50-11:40 AM

Evolving Incentive Strategies to Optimize Health Management Engagement
Early emphasis on awareness and culture-building has given Honda a strong foundation on which extrinsic rewards are complemented by intrinsic motivation, and the company continually investigates leading-edge strategies such as outcomes-based rewards. Learn how effective incentive design has helped produce measurable results, including 87% HRA participation and estimated 2011 medical cost savings of $258 per person.

Tara Burkhart, Strategic Account Executive, WebMD Health Services
Kevin Decot, HR Strategic Projects Manager, Honda of America
Joelyn Ridder, Wellness Program Manager, Honda of America

CONCURRENT SESSION D5 10:50-11:40 AM

The Journey to a Culture of Health
Life Technologies developed a comprehensive wellness strategy that is reshaping the health of their organization. Their approach to health promotion and employee engagement is leading to results, both clinically and financially. Learn how senior leadership commitment and an evolving delivery strategy helped build this success story.

Richard A. Feifer, M.D., M.P.H., FACP, National Medical Director, National Accounts Aetna, Inc.
Carole Mendoza, Director, Global Benefits and Mobility, Global Human Resources Life Technologies
San Diego: Bending The Trend Through Consumerism: The Hartford Case Study
Join The Hartford and Consumer's Medical Resource (CMR) to learn about how a robust clinical decision support program has helped The Hartford’s employees become informed consumers and eliminate unnecessary cost, while improving quality and productivity. Also learn about other innovations, such as claims-based savings measurement and broad-based communication efforts to drive further engagement.

David Hines, President, Consumer’s Medical Resource
Erin Ridge, Vice President, Total Rewards, The Hartford

New York: Bending The Trend By Eliminating Unnecessary Surgeries Through Consumerism: Honeywell Case Study
During this session, you'll learn how a robust clinical decision support program has helped Honeywell employees become informed consumers and eliminate unnecessary surgeries, while improving quality, productivity, and savings millions of dollars each year. 7 years of data will be reviewed. We’ll also cover claims-based savings measurement, targeting, and new program participation requirements with penalty to drive further engagement.

David Hines, President, Consumer’s Medical Resource
Brian Marcotte, Vice President, Compensation & Benefits, Honeywell

Networking Luncheon 11:40 am–12:45 pm

Hosted by IMAGINE HEALTH

General Session E 12:45–1:30 pm
Performance-Based Strategies in a Post-Reform World
Amid the hubbub of health reform and the profound changes under way in health technologies and the provider marketplace, employers still face a soft economy, pressures on business results, and the never-ending battle to control costs and get employees on board with managing their health. In this session, you’ll gain insights into the key drivers of performance, and how to deliver results now while pursuing aggressive strategies to manage costs over the long term.

San Diego
Irene G. Immerman, Senior Vice President, Compensation and Benefits, KeyCorp

New York
Jeanne Denz, Director, Global Benefits, General Mills
Account-Based Health Plans: Pivotal Programs Back in the Benefit Strategy Spotlight

The last five years have put unusual pressures on HR investments, and have pushed benefits farther down the road of employee accountability, defined contribution models and consumerism. And now the time is ripe for employers to reassess the effectiveness of account-based health plans (ABHPs), pivotal programs that can help support multiple objectives – from healthy behaviors and consumerism to retirement readiness, workforce planning and new solutions for retiree medical. Whether you offer an ABHP or not, come to this session for a fresh look.

Shawn Leavitt, Vice President, Global Compensation and Benefits, Carlson San Diego
Wes K. Hutcherson, General Director – Benefits Compliance, Union Pacific Railroad New York
Jaclyn Iglesias, Manager, Health & Wellness, Catalent Pharma Solutions

Innovation in Value-Based Delivery (C1 repeated)

When “Work from Home” Means Little Rock…and Istanbul…and Mexico City: Benefits for a Global Workforce
Come learn how one company is committed to providing the same high quality, high value benefits to all employees – whether in Indiana or Indonesia. The company’s global health strategy is driven by their commitment, cultural sensitivity and collaboration with partners and all employees are supported by this comprehensive solution.

New York: Telehealth’s Impact on Employee Use of High Cost ER Services
By providing a low cost, easy access to quality care, employers can see measurable benefits by implementing telehealth solutions. Teladoc and Rent-A-Center will present the results of a claims analysis demonstrating the positive results and impact as employees turned to telehealth from ER use for non-emergency care resulting in significant ROI and savings for Rent-A-Center.

Aleta Dover, Global Benefits Manager, Rent-A-Center, Inc.
Jason Gorevic, Chief Executive Office, Teladoc, Inc.

Driving Better Decision Making in the Pharmacy Benefit: Develop a Clear Understanding of Patient Behavior (C5 repeated)

San Diego: Winning with HSAs the Google Way (C6 repeated)
New York: A Simpler Approach to HSAs (C6 repeated)

Networking Refreshment Break 2:30–3 PM
Concurrent Session G1 3–3:50 PM

Strategic Assessment: The Latest Take on Workforce Health, Wellness and Productivity

Over the past decade, virtually all large companies have tested, implemented, measured, revised and re-launched efforts aimed at improving workforce health. More recently, some employers have begun to pursue new ways to translate workforce health into measurable gains in productivity. As today’s pressures push the envelope even farther out, it’s time to take stock. Which programs and incentives really work? Which technologies help? Which metrics are relevant? What changes in behavior have we actually achieved, and which strategies hold promise for the long term?

Ned Godwin, Director, HR-Benefits, TIAA-CREF Financial Services
Donna J. Frisch, Group Leader, Health & Wellness Plans, H.J. Heinz Company

Concurrent Session G2 3–3:50 PM

The Changing World of Health Care Contracting (D1 repeated)

Concurrent Session G3 3–3:50 PM

San Diego: Onsite Health and Wellness Centers – The Benefits and Care Delivery of Complimentary Health Care at the Workplace

Discover how and why Google is adding new services to their existing onsite health and wellness programming, including:

• Assessing what services make sense for an onsite health center offering
• Integrating ancillary services with existing health and wellness programs and partners
• Packaging these programs to ensure a holistic delivery model and benefits to your employees

Rachel Lambert, HR Benefits Manager, Google Inc.

New York: Integrating Chronic Condition Management at the Worksite: Improving the Value of Investment in Your Onsite Health Centers

Discover how and why Hanesbrands brought the management of chronic conditions to the worksite via face-to-face health coaching and onsite health center programming, including:

• A real-world example of this evolving clinic model
• Incorporating health coaching into the onsite clinic to target chronic disease states

Annamarie D’Souza, Vice President, HR, Hanesbrands, Inc.

Concurrent Session G4 3–3:50 PM

It’s About Behavior: Why Engagement Alone is Not Enough

To truly help consumers change their health habits and ensure traditional health improvement programs succeed, frequent, sustained engagement must be achieved. Learn how making health improvement simple, social and fun through an adaptive and personalized user experience will drive new healthy habits one small step at a time.

Call Customer Service at 212 339 0345
Julie Wilkes, North America Wellness Lead, Accenture
San Diego
Eric Zimmerman, Chief Marketing Officer, RedBrick Health
New York
Kurt Cegielski, Founder and Senior Vice President, Employer Solutions
RedBrick Health

**CONCURRENT SESSION G5 3–3:50 PM**

The Journey to a Culture of Health *(D5 repeated)*

**CONCURRENT SESSION G6 3–3:50 PM**

Driving Adoption and Engagement in Consumer-Driven Health Plans: How to Successfully Introduce a New Plan to Your Unique Culture

During this session you will learn:

- How to increase CDHP adoption among your employees
- Ways to develop successful open enrollment tactics
- Innovative communication and education strategies
- What impact a new plan has had on employee consumerism behaviors
- Results that Southern Utah University expect moving forward

Duncan Van Dusen, Chief Executive Officer, Tango Health
Travis Rosenberg, Assistant Director of Human Resources, Southern Utah University

**GENERAL SESSION H 4–4:45 PM**

Health Care Reform Update: What’s Relevant Now, Where Change is Headed

Come 2013, the decibel level in the health benefits space will reach new highs, with the exchanges gearing up to sell their wares and employers coping with explaining their own plans to employees, complying with mandated communication requirements, and continuing their efforts to reposition their programs for the long term. This session will cut through the noise and bring you the most relevant developments with an up-to-the-minute sweep of the post-election regulatory and legislative landscape.

James A. Klein, President, American Benefits Council

**NETWORKING AND COCKTAIL RECEPTION 4:45–5:45 PM**

HOSTED BY TOWERS WATSON

www.conferenceboard.org/healthcare3
Wednesday, March 13, 2013 – San Diego
Friday, March 22, 2013 – New York

FITNESS EVENT 6:15 AM
San Diego: Morning Yoga

SPONSORED BY
Anthem National Accounts

A healthy lifestyle begins with taking good care of your mind and body. Begin the second day of the conference by taking a renown Chopra Center Yoga flow-style class held exclusively for conference attendees. Space is limited. Approx 45 min; included in conference fee.

CONTINENTAL BREAKFAST: 7:15–8 AM

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GlobalFit

GENERAL SESSION I 8–8:45 AM
Reshaping the Consumer Experience: Engagement, Incentives, Accountability – and Fun

When it comes to engaging employees as health care consumers, employer programs are moving rapidly into new territory offered by emerging technologies. But there are also new approaches to traditional program elements that can contribute significantly to results, positive health outcomes and overall program value. This session showcases new ways to:

• Understand consumer behaviors and target the needs of specific groups
• Support responsible consumer decisions
• Integrate social media, apps and games to capture commitment and behavior change – with fun

San Diego
Manette Snow, Senior Director, Compensation & Benefits, Ball Corporation
John Koelling, Director, Benefits, Ball Corporation

New York
Joseph Mongelli, Director, Global Benefits Strategy, Covidien

CONCURRENT SESSION J1 8:55–9:45 AM
Insurance Exchanges Ramp Up

Public health insurance exchanges are here to stay. So regardless of whether your workforce will use them, your benefit program – and vendors – will be affected. In this session, industry experts, employers and exchange executives give an update on progress, fill in operational details, discuss the interaction with Medicaid, and raise the questions all employers must address regarding workforce composition, benefit design, financing and employee communication. We’ll also discuss the role of private exchanges, and how these emerging new options might work for employers, employees and retirees.

Carl Cudworth, Director of Benefits, Houghton Mifflin Harcourt

Conference KeyNotes
Registration includes this summary of conference highlights and a post-conference interactive webcast
Bryce Williams, Managing Director, Exchange Solutions
San Diego
David Panush, Director, External Affairs, Covered California
New York
Kevin Counihan, Chief Executive Officer, Connecticut Health Insurance Exchange

CONCURRENT SESSION J2 8:55–9:45 AM
Strategic Assessment: The Latest Take on Workforce Health, Wellness and Productivity (G1 repeated)

CONCURRENT SESSION J3 8:55–9:45 AM
The Private Insurance Exchange Value Chain: Everything You Need to Know About Evaluating a Private Insurance Exchange Partner
In the era of insurance exchanges, knowing how to evaluate an exchange partner will be key to implementing an effective benefits strategy. During this session, learn how to effectively evaluate and vet a private exchange partner and understand the importance of partnering with a third party administrator with an expertise in health reimbursement accounts.

CONCURRENT SESSION J4 8:55–9:45 AM
Discover How One Employer Has Successfully Saved Millions of Dollars and What They Plan to Develop to Increase Those Savings in the Years to Come
Achieving positive financial results through comprehensive wellness programs that increase employee engagement may seem pretty basic, but major cost savings is never that simple. Learn how developing strong wellness programs, in the context of a broader benefits strategy of Total Rewards and personalization, will be critical to continued savings in the future.

Howard Futterman, Senior Vice President-Benefits, Human Resources
Jones Lang LaSalle
Patti Walsh, Vice President, Sales and Distribution, UnitedHealthcare
San Diego
Praveen Thadani, Senior Vice President, Optum
New York
Elisa Reliford, National Vice President, Optum

Presentations
Available online in advance of the conference
Site of Care Optimization for Specialty Infusions: Expanding Options While Decreasing Costs through Offering Infusion at Work and Home

Specialty medications, which often times require injection or infusion at “sites of care,” will account for $123 billion by 2014. Moving infusions to alternate treatment sites, including the worksite, can generate savings of 20% – 60% per infusion while resulting in increased productivity, convenience, and employee satisfaction. Learn how Whirlpool built the business case, altered their benefits design and implemented site of care optimization as well as the potential savings impact.

Stacy White, Senior Benefits Analyst, Whirlpool

San Diego

Lars Duren, Pharm D., BCNSP, Vice President of Infusion Solutions, Walgreens
New York

Michael T. Eindoshofer, RPh, MBA, Director of Utilization Management, Walgreens Specialty Pharmacy

Connecting Members with Nurse Coaches Using Innovative Mobile Technology

How do you connect with people who don’t want to talk on the phone and inspire them to make healthy choices using real-time data? Verizon and Anthem are collaborating on innovative mobile healthcare solutions to connect employees to nurse coaches – learn how they’re expanding mHealth to improve connections between people and their healthcare support network.

Creating Business Value Through Global Health and Well-Being Strategies

More and more companies with operations in multiple regions recognize workforce health as a universal business value. The question is how to build a global strategy to support it, and how to execute in ways that work locally. Hear from major multinationals about how they’re adapting programs across differing cultures to engage employees in managing their health, build a company-wide culture of health, enhance productivity and strengthen the global brand.

JoAnne M. Wancata, CEBS, Manager, Compensation & Benefits Communications, Eaton
New York

Douglas Grossman-McKee, Ph.D., MBA, Director, Health & Welfare, Eaton
San Diego: Managing Healthcare: Reducing Overuse and Waste
In these changing and challenging economic times, employers are taking a closer look at invested programs and how best to maximize their usage to keep costs down and deliver a positive ROI. Learn strategies to best align and maximize benefit programs and increase utilization.

Evan Falchuk, Vice Chairman, Best Doctors
Jessica Mize, Director, Benefits, Qualcomm Incorporated

New York: High Cost Conditions Management
Better health for employees and better ROI for companies really can go hand-in-hand. In this session, we’ll discuss how implementing innovative benefits programs can help maximize spend and lower costs, while taking care of the thing that matters most to an organization – its people.

Evan Falchuk, Vice Chairman, Best Doctors
Gena Perry, Director of Benefits, Chesapeake Energy Corporation

San Diego: Account-Based Health Plans: A Healthier Focus
Educating employees on key program features, SAIC was able to increase employee awareness, account-based plan enrollment and capture cost savings. See the use of employee engagement through the use of consumer directed accounts in action. Walk through the project step-by-step with SAIC and learn how employees choose their benefits wisely.

Jody Dietel, Chief Compliance Officer, WageWorks, Inc.
Shirley D. Huston, SPHR, Benefits Consultant, SAIC

New York: Full Replacement Consumer-Directed Health Care at GE
Get a firsthand look at GE’s approach to health care consumerism. Learn how GE was able to successfully transition to a full CDH plan offering across all of its active populations help their employees become better health care consumers and to create a culture of health at GE.

San Diego: Think Like a CFO: Designing and Implementing Health Care Solutions That Work
The competencies of senior benefits executives are fast changing. Ever wondered what your CFO wants and how best to sell your ideas? In this session, you will learn how to frame investment decisions for your CFO and senior executives and take away a framework for successfully selling your programs internally.

Praveen Mooganur, Co-founder & COO, WiserTogether Inc.
Ken Shachmut, Executive Vice President & Chief Financial Officer Safeway Health Inc. and Senior Vice President, Safeway Inc.
New York: The Right Care at the Right Time
• Learn why cost transparency alone is not sufficient to drive consumerism
• Understand how unnecessary or ineffective care purchased at low cost doesn’t impact health or financial outcomes
• Understand how Treatment Selection tools dramatically improve quality of care consumed
• Learn how GE is helping employees evaluate and choose the right treatment(s)

Lynn A. Kohrs, Manager, Health Benefits and Programs, GE Aviation
Praveen Mooganur, Co-founder & COO, WiserTogether Inc.

Concurrent Session K6 10:10–11 AM
Connecting Members with Nurse Coaches Using Innovative Mobile Technology (J6 repeated)

Concurrent Session L1 11:10 AM–12 Noon
What’s Next: Innovation and the Care Experience
Higher premiums on time and productivity, new communication channels enabled by new technologies, and the expanding role of physician extenders (both human and electronic) are powerful forces reshaping the way patients experience care and interact with their care providers. In this session, you’ll hear from leading innovators as they showcase their newest solutions in care delivery, such as retail clinics, kiosks, telemedicine, virtual office visits and more.

Allison Robbins, President and Chief Executive Officer, Imagine Health, Inc.
San Diego
James Currier, Chairman, Jiff, Inc.
New York
Derek Newell, Chief Executive Officer, Jiff, Inc.

Concurrent Session L2 11:10 AM–12 Noon
Executing an Integrated Mental Health/Substance Abuse and EAP Program to Support Business Imperatives
Employers are becoming increasingly aware of the importance of mental health to physical health and overall productivity. Effective plan design and care management can also directly impact key business interests. Discover how one employer has developed a customized mental health/substance abuse care management program to meet specific industry demands.

Debra Reynolds, Dr.PH., CEAP, Director EAP-Mental Health Benefits, United Airlines
Sanjay Vaswani, MD, CMQ, FAPA, Vice President, Medical Director, ValueOptions

Conference KeyNotes
Registration includes this summary of conference highlights and a post-conference interactive webcast.
**How to Help Your Employees Get the Most Out of Their Health Care Plans**
Plan sponsors and administrators are key factors in creating financial wellness, which helps employees advance confidently, securely and empowered on their life's journey. This session will illustrate how holistic wellness benefits improve employees' lives, answer tough health care questions, share real-world insights, and offer practical tips on how to maximize the value of benefits for employees.

**Why Telehealth, Why Now? 2013 is the Tipping Point**
Telehealth is the most provocative innovation in healthcare, bringing care to employees at work and home, boosting morale and productivity. Forward-looking payors have already signed up; employers are ready to go. A panel of innovators will share insights and opinions about their telehealth experiences and how to unlock beneficiary adoption.

*San Diego*
Kristen Brown, Director, Benefits, JetBlue Airways

**San Diego: The Future of HSAs: The Full Replacement Debate, Healthcare Reform and One Fortune 50 Company’s HSA Solution**
In this session, we will discuss HSA full replacement strategies and the effects of healthcare reform on consumer-directed health plans (CDHPs). We’ll also hear how one of the most successful U.S. companies, Microsoft, has designed unique HSA features for its employees that empower them to take control over their healthcare spend.

**Next and Now: Conference Take-Aways**
A lively session that will engage you in taking on the challenges of change: What we’ve learned about today’s opportunities, what’s ahead, and how employers can help shape the future. Join the experts and your colleagues for high-value conference take-aways – as well as a few surprises.

**Conference Adjourns 12:30 PM**
## Partial listing of previous participants of the Employee Health Care Conference

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Call Customer Service at 212 339 0345
Who should attend
Corporate executives from human resources, benefits, health care, wellness, communication, human resource administration, total rewards, talent management, organizational development and finance

Additional support provided by

Presentations
Available online in advance of the conference
The 13th Annual Employee Health Care Conference
Reshaping the Health Care Experience: What’s Next. What’s Now.

Conference (B20013-3)
March 12–13, 2013, La Costa Resort and Spa, San Diego, CA

Conference (B21013-3)
March 21–22, 2013, Marriott Marquis, New York, NY
Associates $2,295  Non-Associates $2,595

Pre-Conference Workshop (B36013-3)
March 20, 2013, Marriott Marquis, New York, NY
Associates and Non-Associates Complimentary

Complimentary Airport Shuttle Bus in California
Shuttle buses from San Diego Airport to the La Costa on March 11, and from the La Costa to the San Diego Airport on March 13 are offered at no charge to conference attendees. Running times are:
Monday, March 11, SAN to La Costa: 4pm, 5pm, 6pm, and 7pm.
Wednesday, March 13, La Costa to SAN: 1pm, 1:30pm, 2pm, and 3pm

Online  www.conferenceboard.org/healthcare3
Email  customer.service@conferenceboard.org
Phone  212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

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.
La Costa Resort and Spa
2100 Costa Del Mar Road
San Diego, CA 92009
Tel 800 854 5000
Hotel Reservations Cut-off Date
Friday, February 15, 2013
Marriott Marquis
1535 Broadway
New York, NY 10036
Tel 212 398 1900
Hotel Reservations Cut-off Date
Tuesday, February 26, 2013

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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