



The 15th Annual

EMPLOYEE HEALTH CARE CONFERENCE

March 12 – 13, 2015

Marriott Marquis, New York, NY

March 19 – 20, 2015

Hilton San Diego Bayfront, San Diego, CA

High-Performance Health Care: Defining, Achieving, Sustaining

Sponsored by:

TOWERS WATSON



Presented with assistance from:

aetna

AMERICAN WELL

Anthem.
National Accounts



The 15th Annual

EMPLOYEE HEALTH CARE CONFERENCE

Meet the high-performance health care challenge

The high-performance health care challenge still holds a top slot on business agendas nationwide. All aspects of health care are in flux. Rising costs pose a significant business risk now – and the excise tax is imminent. Investments in health care must have demonstrable value, fulfill varying roles in total rewards for different workforce groups – and, ultimately, support both business performance and a consumer grade employee experience.

In its 15th year, the Employee Health Care Conference will convene top employers and industry leaders to share case studies, best practices and practical next steps to help you define, achieve and sustain a high-performance health care program now and in the years ahead.

TOP 5 REASONS TO ATTEND THIS YEAR'S EMPLOYEE HEALTH CARE CONFERENCE

Strategies for SUCCESS Build a vision, process and practical plan for delivering high-performance health care today and over the long term

A fresh look at PERFORMANCE Frame meaningful, business-relevant analytics, gain new insights into the factors that drive performance and explore new pathways to improvement now available to employers

Views on the state of the HEALTH CARE INDUSTRY What it means to deliver high performance through a system undergoing consolidation, integration, care delivery transformation and contracting/payment reform

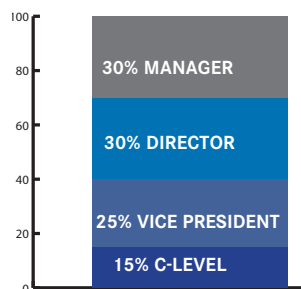
Exchanges in the SPOTLIGHT Evaluate public and private exchange marketplaces; assess opportunities to create value for key workforce segments, including actives, retirees, pre-65 retirees, COBRA participants and part-timers

Market-focused SOLUTIONS Why, when and how employers can ramp up performance by developing optimal network structures, contracting arrangements and delivery strategies on a market-by-market basis

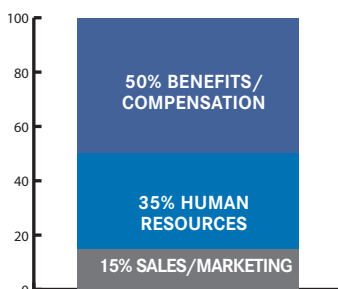
WHOM YOU WILL MEET

Corporate executives from human resources, benefits, health care, wellness, communication, human resource administration, total rewards, talent management, organizational development and finance

Job Level



Job Function



SPECIAL NETWORKING EVENTS

Early Registration & Hospitality Suite

Wednesday, March 11, New York • 3 – 6 PM

Save a little time, pick up your conference materials and badge early and join us for a cocktail and hors d'oeuvres the afternoon before the conference in New York. We'll help you download the conference app, provide you with the WiFi password and answer any questions.

Sponsored by: **castlight** HEALTH

Networking Reception

Thursday, March 12, New York • 4:45 – 5:45 PM

Thursday, March 19, San Diego • 4:45 – 5:45 PM

Please join your fellow attendees and sponsors for a drink and hors d'oeuvres right after the first day concludes.

Sponsored by:



Fitness Event

Yoga: Friday, March 13, New York • 6:15 – 7:00 AM

Run/Walk: Friday, March 20, San Diego • 6:15 – 7:00 AM

Join your fellow attendees for an invigorating mind and body workout. In New York, we offer a flow-style yoga class structured for all levels. In San Diego, we offer a Fun Run, which will include walker groups. Exclusively for conference attendees; no additional charge.

Sponsored by: **Anthem** National Accounts

YOU'LL BE IN GOOD COMPANY

Some of the companies that sent executives to the 2014 conference to learn, network and share ideas include:

- AMC Networks Inc.
- Apple Inc.
- Bloomberg L.P.
- BP America, Inc.
- Bristol-Myers Squibb
- Caesars Entertainment Corporation
- Cargill
- CBS Corporation
- Chevron
- Cisco Systems Inc.
- Colgate-Palmolive Company
- Comcast NBCUniversal
- Delta Air Lines
- DHL
- DIRECTV
- Disney Worldwide Services, Inc.
- DuPont
- FedEx Corporation
- Ford Motor Company
- General Electric Company
- General Mills Inc.
- Google, Inc.
- Harley-Davidson Motor Company
- Home Box Office Inc.
- IBM Corporation
- IKEA North America
- Intel Corporation
- Interpublic Group of Companies, Inc.
- Intuit, Inc.
- JetBlue Airways
- LinkedIn Corporation
- M&M Mars
- Marriott International
- Marvell Semiconductor
- McDonald's Corporation
- Merck
- Michelin North America, Inc.
- Microsoft Corporation
- Neiman Marcus
- Northrop Grumman Corporation
- Oracle Corporation
- PepsiCo
- PGA Tour, Inc.
- Philips North America
- Pitney Bowes
- Qualcomm Incorporated
- Rockwell Collins
- Safeway, Inc.
- Sony Corporation
- Southwest Airlines Co.
- Steel Dynamics Inc.
- Target Corporation
- Tesla Motors, Inc.
- Texas Instruments Inc.
- The Hershey Company
- The Progressive Corporation
- TIAA-CREF
- Time Warner Inc.
- Toyota Motor Sales, U.S.A., Inc.
- Twitter, Inc.
- United Airlines
- U.S. Postal Service
- Verizon Communications, Inc.
- Viacom Inc.
- Visa Inc.
- Walmart
- Whirlpool Corporation
- Zurich North America

Registration and Continental Breakfast • 7:15 – 8:00 AM

General Session A • 8:00 – 8:15 AM

High-Performance Health Care: Defining, Achieving, Sustaining

The high-performance health care challenge still holds a top slot on business agendas nationwide. All aspects of health care are in flux. Rising costs pose a significant business risk now – and the excise tax is imminent. Investments in health care must have demonstrable value, fulfill varying roles in total rewards for different workforce groups – and, ultimately, support both business performance and a consumer grade employee experience. This session introduces new definitions of performance and strategies for sustainable success.

General Session B • 8:15 – 9:10 AM

Building and Sustaining a High-Performance Health Plan: Strategies for Success

A leading company discusses the evolving business context for employer-sponsored health care investments – the disciplines, processes and tools that deliver success, and how a clear strategy can be both a guide and a dynamic process, providing a framework for decision-making combined with full flexibility for ongoing modification and improved execution.

Jeanne Denz, Director, Global Benefits, **General Mills, Inc.**

Refreshment Break • 9:10 – 9:40 AM



Concurrent Session C1 • 9:40 – 10:30 AM

Exchanges in the Spotlight: The Build/Buy/Exit Decision (Repeats as J1)

Hear from employers who have chosen exchange-based “buy” strategies alongside those who have decided to maintain a self-managed “build” approach – how these organizations assessed the options, the issues for key workforce segments (including actives, retirees, pre-65 retirees, part-timers), the financials, the implementation challenges, key decision points and performance analytics.

Eric P. Bishop, Vice President Finance, Administration
Fresenius Medical Care NA

Donald King, Vice President, Compensation & Benefits
Envision Healthcare Corporation

Concurrent Session C2 • 9:40 – 10:30 AM

Delivering High Performance Through Shared Resource Models

Employers who want to improve performance by exerting influence on vendors can increase their purchasing power and market clout by partnering with other employers who have shared interests. This session explores some new concepts,

as well as live examples of successful collaborations in care management, pharmacy management and other key program management components, along with results achieved.

Cara Horton, Total Rewards Manager, **Barrick Gold Corporation New York**

William McDonough, CEBS, Director – Reward Talent, **ETS San Diego**

Dennis Salentine, US Benefits, Vice President, Human Resources, **BMO Financial Group**

Concurrent Session C3 • 9:40 – 10:30 AM

Wellness: Does It Work?

With noise in the popular press, some are questioning the value of wellness programs. This session will review engagement and behavior-change best practices, present original research on the outcomes of a model that meets people where they are, and reveal surprising findings on the link between design and outcomes.

Jeff Dobro, M.D., Chief Medical Officer

RedBrick Health Corporation

Niko Triantafyllou, VP Wellness and Health Plan Strategy
Citigroup

Eric Zimmerman, Chief Marketing Officer
RedBrick Health Corporation

Concurrent Session C4 • 9:40 – 10:30 AM

The Doctor Is In! Five Steps to a Successful Telemedicine Program (Repeats as F4)

Telemedicine is a must-have benefit for 2015 and employers need to do their homework before launch. Who are the doctors? What’s the experience like? Is it compliant with medical regulations? What’s the ROI? What’s the best benefit structure? Learn best practices from top employers and health plans that have implemented telemedicine.

Stephanie Masquelier, Benefits Manager, **Gap, Inc.**

Concurrent Session C5 • 9:40 – 10:30 AM

Engagement Strategies That Work: Perspectives from Two Fortune 500/1000 Employers, a Nationally-Acclaimed Provider and a Consumer Behavior Expert

Learn how a F500 oil field services company and a F1000 skilled nursing facilities company both implemented breakthrough approaches to benefits delivery, which produced dramatically higher member engagement, a better overall consumer experience and sustained savings. Learn what business challenges were faced, approaches taken to solve them, lessons learned and results to date.

Mike Chilen, Global Director of Compensation and Benefits
Weatherford International

Dr. Harlan Levine, Chief Executive, **City of Hope Medical Foundation**

Ann Otley, Director of Employee Benefits, **HCR ManorCare**
Kara Trott, CEO, **Quantum Health**

Concurrent Session C6 • 9:40 – 10:30 AM

When Second Opinions Aren't Enough: Why Comcast Implemented Outcomes Management

Learn how Comcast delivered expert opinions, curated office visits and other key services for employees at critical moments of need. Hear about Comcast's innovative program and how a laser focus on speed, quality and utilization has helped dramatically improve outcomes for employees, while cutting waste.

Tanya Benenson, MD, Chief Medical Officer & VP, Strategic Health Initiatives, **Comcast NBCUniversal**
Owen Tripp, CEO, **Grand Rounds**

Concurrent Session D1 • 10:40 – 11:30 AM

A New Era in Health and Productivity Management
(Repeats as F2)

Leading employers are moving far beyond basic wellness and care management programs to take on the bigger challenge of improving workforce health and productivity as a business priority. Speakers in this session will focus on both population health and disability/absence management issues – the programs, metrics, organizational accountabilities and results.

Joyce A. Townsend, Senior Manager, Global Benefits & HR
Whirlpool Corporation

New York

Audrietta Izlar, Benefits Manager, **Verizon**

Concurrent Session D2 • 10:40 – 11:30 AM

Voluntary Benefits: Rationale, Design, Implementation

Why offer supplemental benefits? What are the potential costs, and what's the value? What should your decision-making process include? How do voluntary benefits work in an exchange setting? This session explores the issues in the context of several very different applications – from smoothing design transitions in medical plans to engaging key employee groups and sweetening the rewards portfolio overall.

Don Walter, Director, Pensions and Benefits, USA
The Church of The Nazarene, Inc.

New York

Becky Lynn-Crockford, Senior Vice President, Total Rewards Consultant, **SunTrust Banks, Inc.**

San Diego

Jackie Lombard, SVP, Manager Foundational & Career Rewards
SunTrust Banks, Inc.

Concurrent Session D3 • 10:40 – 11:30 AM

Ring Up Health Care Savings Through Timely, Personalized Engagement
(Repeats as F3)

Safeway has been progressive in providing their employees and families with tools and information to be better health care consumers. Learn how Safeway accelerated engagement with a high-touch service model that provides timely, relevant decision-making support and connections to resources that enable employees to maximize their health and health care.

Stacey Clanton, Staff VP, Member Services, **Anthem**

New York

Amber Pilgrim, Benefits Director, **Safeway**

San Diego

Lisa Montalvo, Vice President Benefits, **Safeway**

Concurrent Session D4 • 10:40 – 11:30 AM

New York

Delivering Medical Excellence to Global Locations

Bernie Knobbe, Vice President, Global Benefits, Corporate Total Rewards, **AECOM**

Ryan Schoenecker, Vice President, **Best Doctors**

San Diego

Using Health Data & Technology to Promote a Healthy Workforce

Concurrent Session D5 • 10:40 – 11:30 AM

Specialized Program Support: Maximizing the Impact of Clinical Programs by Engaging Those Needing Help the Most
(Repeats as G5)

Complementing population health initiatives, major benefits can be achieved through targeted strategies that support patients with significant unmet needs. We will review the design and effectiveness of two approaches. NeoCare provides support to families with premature infants and long NICU stays. AbilTo helps patients with acute medical events avoid the negative consequences of behavioral health comorbidities.

Richard A. Feifer, MD, MPH, FACP, Chief Medical Officer, National Accounts, **Aetna, Inc.**

Jeffrey Jacques, MD, President and Founder

NeoCare Solutions

Reena L. Pande, MD, MSc, Chief Medical Officer, **AbilTo**

New York

Kathy Way, Vice President of Benefits, **Nordstrom**

San Diego

Donna Sexton, Director, Employee Benefits, **Costco Wholesale**

Concurrent Session D6 • 10:40 – 11:30 AM

Beyond Assessments: How Next-Generation Well-Being Strategies Build High-Performing Businesses

This session explains why wellness 2.0 offers something for every employee and why it starts by meeting people wherever they are on their journey to better well-being. Learn why holistic well-being drives broad business benefits.

Chris Boyce, CEO, **Virgin Pulse**

New York

Kim Kurtz, Benefits Manager, **Finish Line**

San Diego

Elizabeth Glenn-Bottari, Vice President, Chief Operation Officer, Integrative Health, **St. Joseph Health Center**

Concurrent Session D7 • 10:40 – 11:30 AM

New York

Drivers of Change: Behavioral Economics and Patient Engagement

Strategies are needed to curb health care spending while maintaining employee satisfaction. Lowe's adopted behavioral economics principles and engagement approaches that include providing beneficiaries with a personal health ally who has visibility into clinical and contextual issues that impact their health care. With this resource, employees make informed decisions and avoid errors, resulting in improved outcomes and savings for Lowe's.

Bob Ihrie, Senior Vice President of Compensation and Benefits
Lowe's Companies, Inc.

Alan H. Spiro, MD, MBA, Chief Medical Officer and Chief Health Assistant, **Accolade**

Luncheon • 11:30 AM – 12:45 PM

Sponsored by:  **imagine**
HEALTH

General Session E • 12:45 – 1:30 PM

High Performance: New Analytics, New Definitions

The new "gold standard" for CFOs may be managing health care trend to CPI...but what other factors define high performance for your health program? How does health care performance contribute to business performance? What are the key drivers of sustainability? And what opportunities for improvement underpin the wide differential (averaging \$5,000 per employee per year) between high- and low-performing programs?

Al Ayers, Director, Health, Wellness and Disability Benefits
Electric Boat Corporation

Bob Restivo, Director, Corporate Benefit Programs
General Dynamics Corporation

Concurrent Session F1 • 1:40 – 2:30 PM

Tackling the Big Issues in Health Care: Is Technology the Answer?

Can rapid advances in health care technology address the big issues – wellness, consumer engagement, health management for individuals and populations, access to providers, the ever-increasing cost of care? How close is the dream to reality? Come and join this lively discussion.

Concurrent Session F2 • 1:40 – 2:30 PM

A New Era in Health and Productivity Management (D1 Repeated)

Concurrent Session F3 • 1:40 – 2:30 PM

Ring Up Health Care Savings Through Timely, Personalized Engagement (D3 repeated)

Concurrent Session F4 • 1:40 – 2:30 PM

The Doctor Is In! Five Steps to a Successful Telemedicine Program (C4 repeated)

Concurrent Session F5 • 1:40 – 2:30 PM

Continuum of Care: New Opportunities to Improve Employee Health

This session will highlight how Whirlpool Corporation has taken a focused approach to their pharmacy benefit in order to impact population health strategy. This approach is inclusive of strategies that involve onsite pharmacists, specialty, and immunizations with the goals of increasing employee engagement and improving the quality of care while reducing costs.

Debbie Brandt, Senior Manager, Global Benefits, **Whirlpool**
Florencio Calderon, PharmD, BCPS, Senior Director, Health Outcomes Field Team, **Walgreens**

Concurrent Session F6 • 1:40 – 2:30 PM

Improving Engagement and Outcomes with Immediate Musculoskeletal Savings Using a Robust Clinical Decision Support Program: A Case Study

The Cadillac Tax is coming. Join us to learn how a robust clinical support program is lowering overall surgical costs, especially in the area of musculoskeletal procedures, while also transforming employees into informed consumers of health care. We will share results to date including high levels of engagement, high satisfaction, and immediate and measurable savings.

David Hines, CEO & Founder, **ConsumerMedical**

New York

Stacey Rodgers, Director of Group Insurance, **Pearson**

San Diego

Pete Kneedler, Vice President - Compensation and Benefits
Acosta Sales & Marketing

Refreshment Break • 2:30 – 3:00 PM

Sponsored by:  **vsp**
Vision care for life

Concurrent Session G1 • 3:00 – 3:50 PM

Defining, Achieving and Sustaining High Performance: The New Health Care Analytics
(Repeats as J2)

The new imperative for high performance calls for a deeper understanding of cost and value than ever before. What factors define high performance for your health program? How can you use analytics to identify and close key performance gaps? What new forces and factors in the changing environment should be reflected in your metrics and performance measurement process? And how can you turn analytics into actions that make a difference?

Rick George, Senior Director of Benefits and Corporate Communications, **J. B. Hunt Transport, Inc.**
Jeni McGill, N.A. Senior Health and Welfare Consultant
Cargill, Incorporated

Concurrent Session G2 • 3:00 – 3:50 PM

A New Wave in Retiree Medical: The Business Implications of Change

Transformation in the market for retiree health care coverage is fundamentally changing the way employers view their retiree medical investments, value propositions for current and future retirees, funding opportunities – and the financial and business implications of the decisions they now can make along a continuum of sponsorship to “exit.”

Ira Altman, Executive Director, Benefits, **Time Warner Inc.**
Theresa Dodson, Director, HR Operations, **Westar Energy, Inc.**

Concurrent Session G3 • 3:00 – 3:50 PM

New York

Beyond Transparency: Benefit Strategies that Change Employee Behavior and Maximize Health Care Investments

Advances in technology are enabling employers to move beyond transparency solutions to effectively control health care spending, optimize their benefits programs, and promote employee health and productivity. This session will explore how innovative employers like Time Warner are driving high employee engagement through personalized education and a true one-stop shop experience across medical, Rx and dental.

Kathleen Harris, Vice President of Benefits, **Time Warner**

Concurrent Session G4 • 3:00 – 3:50 PM

Culture by the Numbers: How Data Can Drive an Employee-Centered Work Environment

Insights into your employees, including their culture, opportunities and successes, can drive a culture of health. Learn how to use data to set goals, make adjustments, and work toward outcomes that align with your mission and vision and truly support all of your employees, not just those enrolled in your benefits plan.

Concurrent Session G5 • 3:00 – 3:50 PM

Specialized Program Support: Maximizing the Impact of Clinical Programs by Engaging Those Needing Help the Most (D5 repeated)

Concurrent Session G6 • 3:00 – 3:50 PM

New York

Engineering Well-Being Lift: How Lockheed Martin Uses Collaboration, Creativity and Communication to Drive Engagement and Results

- The creation of a customized portal to facilitate collaboration among all vendors
- Engaging both employees and spouses
- Meeting the member where he or she is
- The integration of data across technology platforms

San Diego

From Big Picture to Practical Empowerment: How Starbucks Embraces Health Care as a Vital Part of Culture

For over 20 years, Starbucks has put employee health care at the center of its culture, values and guiding principles. Learn how the Starbucks benefits team translates this vision into practice by partnering with industry innovators to keep the Starbucks medical plan aligned with their values in a post-ACA marketplace.

Mark Agnew, Chief Marketing Officer, **ClearCost Health**
Ron Crawford, vice president – Benefits, Partner Resources
Starbucks

General Session H • 4:00 – 4:45 PM

Washington Outlook: What's Ahead for Employer-Sponsored Health Care?

The PPACA continues to create strategic challenges for employers, driven in large part by uncertainty about what might transpire in Washington during the months ahead. Will the focus be on improving PPACA, or will the battle continue to be waged on the law's fundamental framework? Will a system shift emerge? Will budget issues and the tax law debate herald a new role for employers?

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

Cocktail Reception: • 4:45 – 5:45 PM

Sponsored by:

TOWERS WATSON 

aetna

AMERICAN WELL

Anthem
National Accounts 

KAISER PERMANENTE  **thrive**

WageWorks
everyone benefits

FITNESS EVENT

Yoga: New York

Friday, March 13 • 6:15 – 7:00 AM

Run/Walk: San Diego

Friday, March 20 • 6:15 – 7:00 AM

Join your fellow attendees for an invigorating mind and body workout. In New York, we offer a flow-style yoga class structured for all levels. In San Diego, we offer a Fun Run, which will include walker groups. Exclusively for conference attendees; no additional charge.

Sponsored by:  

Continental Breakfast • 7:15 – 8:00 AM

General Session I • 8:00 – 8:45 AM

Views from the Health Care Industry: High Performance and System Transformation

One of the biggest challenges for employer-sponsored health care today is how to deliver high-value, high-performance health care through a system undergoing a sea change. Consolidation and integration among provider organizations and health systems, newly integrated care delivery models, new payment arrangements and the impact of technology are just a few of the shifting factors employers need to consider, along with the implications for access, risk management, pricing and costs. Industry leaders address the issues.

New York

Roger Ray, MD, Chief Medical Officer
Carolinas HealthCare System

San Diego

Debra A. Canales, Executive VP & Chief People and Experience Officer, Providence Health & Services

Concurrent Session J1 • 8:55 – 9:45 AM

Exchanges in the Spotlight: The Build/Buy/Exit Decision (C1 repeated)

Concurrent Session J2 • 8:55 – 9:45 AM

Defining, Achieving and Sustaining High Performance: The New Health Care Analytics (G1 repeated)

Concurrent Session J3 • 8:55 – 9:45 AM

New York

Full Benefit Connectivity to Reduce Costs and Maximize Outcomes

The pharmaceutical market's growth and the impact of drug costs are becoming more substantial, especially with double-digit specialty pharmacy cost trends. During this session, learn strategies that will help you make medications more affordable, keep customers adherent, optimize productivity and achieve lowest net cost by maximizing the value of integration between medical and pharmacy benefits.

Bryan Miller, National Account Executive, Cigna

Mike O'Keefe, Senior Manager Group Ins. Finance, Honeywell

Thom Stambaugh, RPh, MBA, Vice President of Specialty Pharmacy, Cigna

Mike Ventrone, Senior Director Health and Insurance Programs
Honeywell

Concurrent Session J4 • 8:55 – 9:45 AM

Taking Population Health Management to the Next Level: Lessons, Success and Looking Ahead

Total population health programs help employers reduce medical expenditures and improve health outcomes for their employees. Explore the best-in-class population health management strategies of a large innovative employer. The human resources leader from this company will share how sustainable behavior change leads to measurable impact to trend over time.

Concurrent Session J5 • 8:55 – 9:45 am

New York

Integrated Wellness: How Onsite Health Centers Support Comprehensive Care Management

Learn how Goldman Sachs has created a multifaceted Wellness program, with onsite services ranging from physicians to physical therapy to nutrition. This session will cover how onsite medical services assist employees by identifying issues early on and assisting in navigation of available resources to maximize holistic care.

Laura Young, VP of Benefits, Goldman Sachs & Co.

San Diego

Onsite Health Centers: Lessons Learned for Successful Implementation & Growth

This session will examine the Hewlett-Packard Company's rational for investing in onsite health centers, how these facilities factor into HP's overall wellness initiative, considerations for integration with health plans, and lessons learned for growth and expansion.

Yvonne Ingram-Rankin, Director, Global Wellness Strategy
Hewlett-Packard Company

Concurrent Session J6 • 8:55 – 9:45 am

New York

Rethinking Your HSA

Penske shifted their strategic approach from seeing their HSAs as just another health care spending account to positioning the HSA plan as a powerful complementary retirement tool. Learn how this led to significant savings for Penske, while helping team members better prepare for future health care expenses.

Mike Nelson, Senior VP, National Relationship Manager

Wells Fargo Health Savings Accounts

Charles Sidner, Benefits Director, Penske Automotive Group

San Diego

HSAs: How to Successfully Move to Full Replacement

After seven years with a successful HSA program, Andersen shifted their entire employee population to one HSA plan. Learn how they positioned the plan as a benefit, increasing employee engagement and improving understanding of their comprehensive health care benefits while lowering their overall health care expenses.

Mike Nelson, Senior VP, National Relationship Manager

Wells Fargo Health Savings Accounts

Tammy Parrucci, Corporate Benefits Design Manager

Andersen Corporation

Concurrent Session J7 • 8:55 – 9:45 am

Find the Best Telemedicine Solution for Your Company: From User Experience to Clinical Quality

Numerous telemedicine solutions for employers are now available. Understanding the need for telemedicine and finding the best solution for your company should involve the evaluation of several criteria, from user experience to clinical quality. Discover the approach one leading employer took to identify the best fit for its employees.

Tanya Benenson, MD, Chief Medical Officer and VP, Strategic

Health Initiatives, **Comcast NBCUniversal**

Refreshment Break • 9:45 – 10:10 AM



Concurrent Session K1 • 10:10 – 11:00 AM

Global Health Programs: Making Business Work Better

Beyond reducing insurance spend, global health and well-being strategies can help people work better so that business also works better. This session looks at the practicalities – how to develop a strategy, design programs and manage implementation with or without local expertise.

Ilene J. Klein, M.D., F.A.A.F.P., Director, Global Employee Health

Services, **Qualcomm Incorporated**

Concurrent Session K2 • 10:10 – 11:00 AM

Developing an Integrated Health Care Transparency Strategy

Take a workbook-approach to advancing your health care transparency strategy using feedback and data from 32 large employers representing over two million employees. Define your priorities, identify your measures of success and learn how to integrate clinical initiatives into a broader transparency plan.

Concurrent Session K3 • 10:10 – 11:00 AM

New York

The JetBlue Way: Smarter Employee Health Benefit Design and Management

This session will focus on key analytic strategies leveraged by JetBlue to implement their BlueCarpet programs – a coordinated, tactical and engagement-focused approach to managing population health. You will learn how JetBlue analyzes data to evaluate risk and make informed decisions on population health needs, engagement opportunities, clinical program performance and cost and utilization control strategies.

Benjamin Coakley, Benefits Manager, **JetBlue Airways**

Phyllis Ruez, Director, Employer Solutions, **Verisk Health**

San Diego

Employee Benefits that Drive Total Population Wellbeing

This session will discuss how Barry-Wehmiller is using data to design and implement more effective health and wellbeing programs and uncover leading drivers of health care utilization and cost. The integration and deep-dive analysis of key health care analytics, including gaps in care, risk scores, chronic conditions, HRA, wellness, demographics and more will be discussed.

Concurrent Session K4 • 10:10 – 11:00 AM

New York

Telemedicine at the Forefront of Health Care Delivery

EMC will discuss their real world results and positive ROI gained by incorporating telemedicine into their benefit design. Learn firsthand how technology and innovation is transforming health care access to deliver convenient, high quality medical visits by phone or video as an alternative to unnecessary ER or urgent care visits.

Lauri Tenney, Director of Benefits, **EMC**

San Diego

Telemedicine at the Forefront of Health Care Delivery

This session highlights the cost savings/ROI T-Mobile achieved by implementing a telemedicine strategy. The 4th largest wireless network in the U. S. market, with over 43,000 employees across the United States, will give us an inside perspective of client and employee experience and how to position an innovative benefit program for maximum utilization and success.

Tina M. Corea, Director, Employee Benefits, **T-Mobile**

Concurrent Session K5 • 10:10 – 11:00 AM

Personalized Health Benefits: The Future of Health Care

Through mobile technology and digital health it's possible to move far beyond traditional benefits plans which have been designed for the lowest common denominator and treat every employee within a given population the same. During this session, you will learn how to create personalized, dynamic benefits designs that maximize employee health and minimize health care costs.

Milt Ezzard, Sr. Director, Global Benefits, **Activision Blizzard**

Derek Newell, CEO, **Jiff**

Concurrent Session L1 • 11:10 AM – 12:00 PM

Market-Focused Solutions

Why, when and how employers can ramp up performance by developing optimal network structures, contracting arrangements and delivery strategies on a market-by-market basis. How to look at what's possible in the evolving health care environment given such local factors as cost variability, quality, access, hospital capacity, physician capacity, ACO activity, health plan competitiveness, network contracting possibilities and opportunities for onsite/near-site clinics.

New York

Judy Fennimore, VP, Health & Welfare

Marriott International

San Diego

Jen Fernandez, Vice President, Human Resources

Insight Enterprises

Barbara Wachsman, Director of Enterprise Benefits Strategy and Engagement, **Disney Worldwide Services Inc.**

General Session M • 12:10 – 12:30 PM

High-Performance Health Care: Conference Take-Aways

Taking on the challenges of high-performance health care – high-value conference take-aways, along with a few surprises.

START NETWORKING NOW!



Join the **Employee Health Care Experts** LinkedIn Group to discuss the dramatic changes facing the industry with your fellow employee health care professionals before, during and after the conference.

Additional support provided by: _____



REGISTRATION INFORMATION

Online www.conferenceboard.org/employeehealthcare

Email customer.service@conferenceboard.org

Phone 212.339.0345
8:30 AM – 5:30 PM ET, Monday – Friday

The 15th Annual

EMPLOYEE HEALTH CARE CONFERENCE



THE 15TH ANNUAL EMPLOYEE HEALTH CARE CONFERENCE

High-Performance Health Care: Defining, Achieving, Sustaining

Conference (B21015-3)

March 12 – 13, 2015

Marriott Marquis
New York, NY

Conference (B20015-3)

March 19 – 20, 2015

Hilton San Diego Bayfront
San Diego, CA

Associates **\$2,295**

Non-Associates **\$2,895**

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 17, 2015

Hilton San Diego Bayfront

1 Park Boulevard
San Diego, CA 92101
Tel 619.564.3333

Hotel Reservations

Cut-off Date:

Monday, February 23, 2015

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.

Printed and bound by Villanti Printers, a FSC® certified printer. This brochure is printed on Ingenuity (FSC® certified), made with 100% recycled fiber and 100% post-consumer waste, processed chlorine free. It is designated Ancient Forest Friendly™ and manufactured with electricity that is offset with Green-e® certified renewable energy certificates. Villanti is also a Green-e® certified Marketplace printer. This publication was manufactured using 100 percent certified renewable energy, no-VOC inks, and no film-processing chemicals.

©2014 The Conference Board, Inc. All rights reserved.
Program subject to change. December 2014



The 15th Annual

EMPLOYEE HEALTH CARE CONFERENCE

March 12 – 13, 2015

Marriott Marquis, New York, NY

March 19 – 20, 2015

Hilton San Diego Bayfront, San Diego, CA

The 15th Annual

EMPLOYEE HEALTH CARE CONFERENCE

High-Performance Health Care: Defining, Achieving, Sustaining