

# The 14th Annual Employee Health Care Conference

The New Imperative:  
Driving Performance, Connecting to Value

February 27-28, 2014, Hilton San Diego Bayfront, San Diego, CA

Sponsored by **TOWERS WATSON** 



Presented with assistance from



## Fellow Employee Healthcare Professionals,

On behalf of The Conference Board, I am delighted to invite you to The 14th Annual Employee Health Care Conference taking place in San Diego (Feb 27-28).

For the past 14 years, we have had the pleasure of welcoming you and more than ten thousand other industry leaders to the event. This year, with dramatic changes facing our industry, our focus is on delivering an exceptional program of content, education and networking that will be essential to you and your organization as you adapt over the coming months.

The excise tax looms. Costs continue to climb. Companies that want to maintain high-value programs in today's world must have aggressive, multiyear strategies for high performance. Middle-of-the-pack results no longer guarantee viability for employer health plans.

With new exchange-based delivery options, emerging value-driven care systems and exciting new technologies to consider, the opportunities are broad and intriguing. Join us as we explore:

- High performance in a post-reform world: Glide paths for sustainability
- Connecting to value in the new marketplace: Build or buy?
- Health care delivery post-reform: New strategies, new partnerships
- Private exchanges: A deep dive into the build-or-buy decision
- Public exchanges: Reports from the new marketplace
- Promoting patient-centered care: Employers' role and how it can save you money
- Best practices for minimizing employee confusion and maximizing employer value under the ACA
- Employee accountability: How far, how fast?
- Creating the healthiest workforce 2.0: Partnerships, technology and innovative incentives
- Metrics for a new era of high performance
- A pragmatic look at emerging engagement and care delivery technologies
- Up-to-the-minute regulatory, legal and political developments

As always, you'll learn from industry leaders and your peers. A partial list of our presenters:

- James A. Klein, President, American Benefits Council
- Colin Baigel, MD, Vice President & Corporate Medical Director, Bristol-Myers Squibb
- Shawn Leavitt, SVP Global Benefits, Comcast
- Joyce Gooden, Manager, Health Plans, Corning Incorporated
- Pamela Murray, Sr. Consultant, Global Rewards, DuPont
- Harry Spencer, Vice President, Compensation & Benefits, JetBlue Airways
- Rosa Sexton, Director - Strategic Planning, Benefits, Johnson & Johnson
- Ann Hollingsworth, Vice President, KBR Global Benefits and Compensation, KBR
- Jill Berger, VP, Health and Welfare, Marriott International
- Audie Penn, Sr. Director of Benefits, Compensation and Employee Services, Michelin
- Joshua Riff, MD, MBA, Medical Director and Director of Benefits, Target Corporation
- Ed Mohr, VP Total Rewards and HR Operations, Whirlpool Corp.

We hope you can join us in San Diego next February.

Sincerely,



Gregg Mauro  
Program Director & Consultant  
The Conference Board

## REASONS TO ATTEND

- High performance in a post-reform world: Glide paths for sustainability
- Connecting to value in the new marketplace: Build or buy?
- Health care delivery post-reform: New strategies, new partnerships
- Employee accountability: How far, how fast?
- Private exchanges: A deep dive into the build-or-buy decision
- Public exchanges: Reports from the new marketplace
- Metrics for a new era of high performance
- A pragmatic look at emerging engagement and care delivery technologies
- Up-to-the-minute regulatory, legal and political developments



## AGENDA AT-A-GLANCE

### Day 1—Thursday, February 27, 2014

7:15–8:00am	Registration and Continental Breakfast
8:00–8:25am	<b>A:</b> The New Imperative: Driving Performance, Connecting to Value
8:25–9:20am	<b>B:</b> Connecting to Value in the New Marketplace: Build, Buy...or Both?
9:20–9:50am	Networking Refreshment Break
9:50–10:40am	<b>Concurrent Session C1</b> —Public Exchanges: Reports from the New Marketplace
9:50–10:40am	<b>Concurrent Session C2</b> —Metrics for a New Era of High Performance
9:50–10:40am	<b>Concurrent Session C3</b> —Promoting Patient-Centered Care: Employers’ Role and How It Can Save You Money
9:50–10:40am	<b>Concurrent Session C4</b> —Best Practices for Minimizing Employee Confusion and Maximizing Employer Value Under the ACA: A Case Study
9:50–10:40am	<b>Concurrent Session C5</b> —It’s About Behavior: Shaping Lifestyle and Purchasing Decisions in the Age of the Accountable Consumer
10:50–11:40am	<b>Concurrent Session D1</b> —High Performance Post-Reform: Glide Paths to Sustainability
10:50–11:40am	<b>Concurrent Session D2</b> —Employee Engagement and Accountability: How Fast, How Far?
10:50–11:40am	<b>Concurrent Session D3</b> —Make the Most of Online Medical Care: Build a Winning Game Plan
10:50–11:40am	<b>Concurrent Session D4</b> —How Our Onsite Health Center is Reducing Our Health Care Spend and Making Our Employees Healthier
10:50–11:40am	<b>Concurrent Session D5</b> —Creating the Healthiest Workforce 2.0: Partnerships, Technology and Innovative Incentives
<a href="#">Conference KeyNotes</a>	
10:50–11:40am	<b>Concurrent Session D6</b> —Providing a Soft Landing for Those Leaving the Traditional Health Plan Nest
11:40am–12:45pm	Networking Luncheon
12:45–1:30pm	<b>E:</b> Private Exchanges: A Deep Dive into the Build-or-Buy Decision
1:40–2:30pm	<b>Concurrent Session F1</b> —Views from the CFO’s Office
1:40–2:30pm	<b>Concurrent Session F2</b> —Public Exchanges: Reports from the New Marketplace
1:40–2:30pm	<b>Concurrent Session F3</b> —Make the Most of Online Medical Care: Build a Winning Game Plan
1:40–2:30pm	<b>Concurrent Session F4</b> —Providing a Soft Landing for Those Leaving the Traditional Health Plan Nest
2:30–3:00pm	Networking Refreshment Break
<a href="#">Presentations</a>	
3:00–3:50pm	<b>Concurrent Session G1</b> —New Technologies: A Pragmatic Look
3:00–3:50pm	<b>Concurrent Session G2</b> —Views from the CFO’s Office
3:00–3:50pm	<b>Concurrent Session G3</b> —Achieving Financial Wellness: Helping Employees Transition to Full Ownership and Achieve a Long Range View of Their Financial Wellness
3:00–3:50pm	<b>Concurrent Session G4</b> —Re-positioning the Employee Assistance Program to Energize Employee Engagement and Optimize Organizational Performance
3:00–3:50pm	<b>Concurrent Session G5</b> —Using Data to Encourage Consumer Engagement and Identify Opportunities for Improving Wellness
4:00–4:45pm	<b>H:</b> What’s Up in Washington...and the States
4:45–5:45pm	Networking Cocktail Reception

### Day 2—Friday, February 28, 2014

6:15–7:00am	Fitness Event: Fun Run/Walk
7:15–8:00am	Continental Breakfast
8:00–8:45am	<b>I:</b> Health Care Delivery Post-Reform: New Strategies, New Partnerships
8:55–9:45am	<b>Concurrent Session J1</b> —Global Health: The Next Frontier
8:55–9:45am	<b>Concurrent Session J2</b> —Employee Engagement and Accountability: How Fast, How Far?
8:55–9:45am	<b>Concurrent Session J3</b> —Transformation In Care Delivery: New Models, New Partnerships
8:55–9:45am	<b>Concurrent Session J4</b> —Media Giant Saves 11% in Health Care: Clear Channel’s Unique Approach
9:45–10:10am	Networking Refreshment Break
10:10–11:00am	<b>Concurrent Session K1</b> —Taking Cost and Waste Out of the System: Shift...or Solve?
10:10–11:00am	<b>Concurrent Session K2</b> —How a Culture of Health Can Impact Employee Well-being and Medical Cost Savings
10:10–11:00am	<b>Concurrent Session K3</b> —Transformation In Care Delivery: New Models, New Partnerships
10:10–11:00am	<b>Concurrent Session K4</b> —Improving Population Health and Reducing Costs by Turning Data into Action
11:10am–Noon	<b>Concurrent Session L1</b> —High-Value Health Care: Defining It, Delivering It
12:10–12:30pm	<b>M:</b> The New Imperative: Conference Take-Aways
12:30pm	Conference Adjourns

## WHO YOU WILL MEET

### TOP INDUSTRY SECTORS ATTENDING:

- Hospital & Health Care
- Insurance
- Financial Services
- Pharmaceuticals
- Utilities
- Health, Wellness and Fitness
- Higher Education
- Automotive
- Consumer Goods
- Retail

### WELCOMING INTERNATIONAL ATTENDEES FROM:

- Australia
- Mexico
- Brazil
- Thailand
- Canada
- Denmark
- South Africa
- United Kingdom

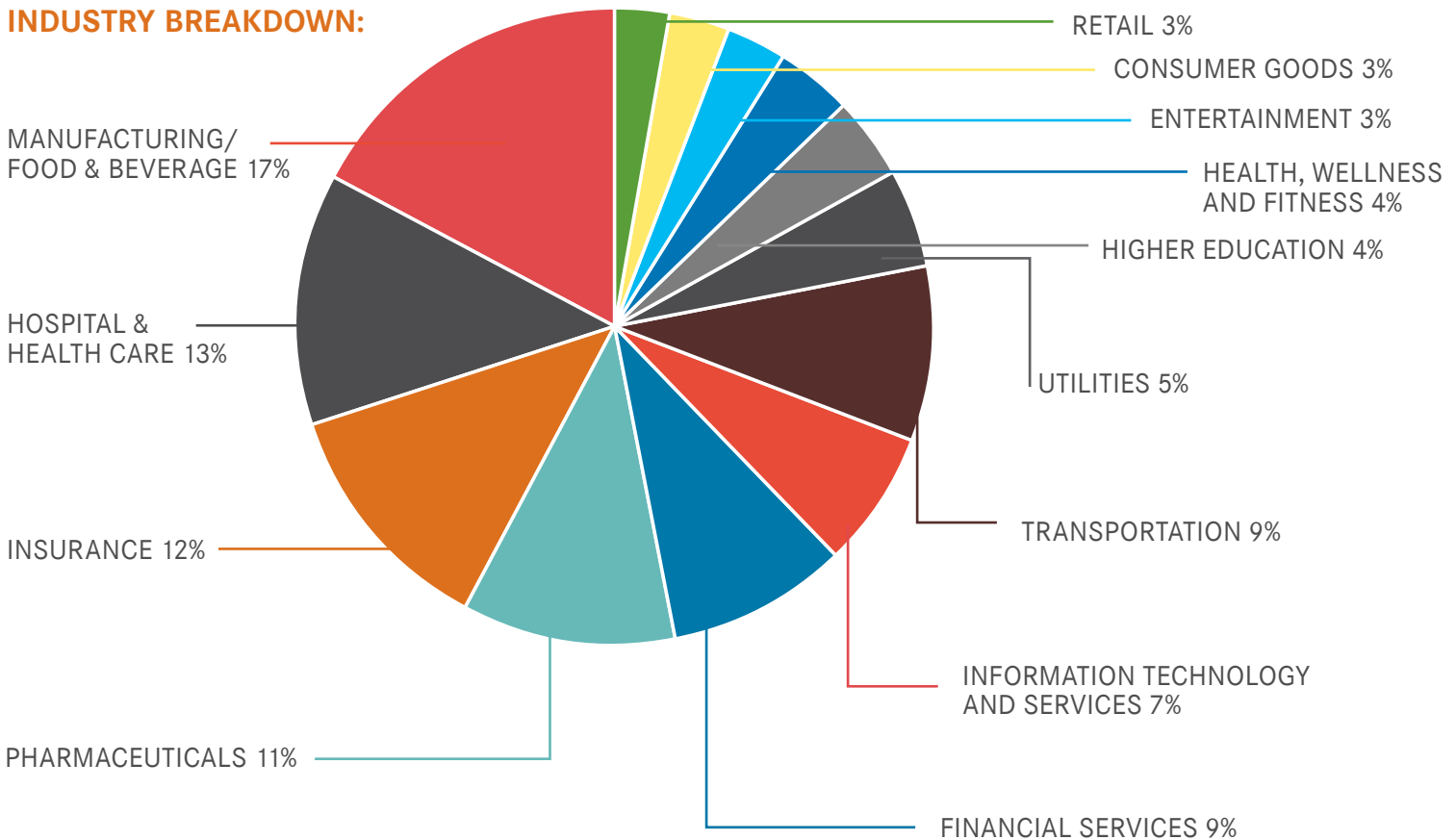


### WE ARE PLEASED TO WELCOME ATTENDEES FROM 50 STATES PLUS THE DISTRICT OF COLUMBIA

#### TOP STATES:

- CALIFORNIA-20%
- ILLINOIS-5%
- MASSACHUSETTS-5%
- NEW JERSEY-4%
- NEW YORK-9%
- TEXAS-8%

### INDUSTRY BREAKDOWN:



## WHO ATTENDS – LIST OF COMPANIES

ABM Industries Inc.	Peninsula	JetBlue Airways Corporation	Rio Tinto
Adobe Systems, Inc.	Con-way Inc.	Jiff, Inc.	ROC Group
Advanced Medical	Core Labs	Johnson & Johnson	Ross Stores, Inc.
Alaska Air	CoreLogic	Johnson Financial Group	Safeway, Inc.
Aleutian Pribilof Islands Association	Covered California	Jones Lang LaSalle	SAIC
Alliant Techsystems Inc.	Crosstex Energy Services	Journal Communications Inc.	Salk Institute
Allstate Insurance Company	CSG International	KBR, Inc.	Salt River Project
AMC Entertainment Inc.	DIRECTV	KeyCorp	SanDisk Corporation
Amcor Flexibles	Disney Worldwide Services	Kimberly-Clark Corporation	Seattle Times
Amcor Packaging Distribution	Doyon, Limited	KLA-Tencor	Second Story Sales
Ameren	DreamWorks SKG	Knowledge Universe	SelectQuote
American Airlines, Inc.	E. & J. Gallo Winery	Kohl's Corporation	Self Insured Schools of California
Amgen Inc.	Eaton	Kraft Foods Group, Inc.	Sempra Energy
Apogee Enterprises, Inc.	eBay Inc.	Lehigh Hanson	Silicon Valley Employers Forum
Apple Inc.	EIIA	Life Technologies, Inc.	Sinclair Oil Corporation
ARAG	Emergency Medical Services Corporation	Lockheed Martin Corp.	Skilled HealthCare
Arrow Electronics	Encore Capital Group Inc.	LSI Corporation	Smart & Final
AtTask, Inc.	Energy Future Holdings	Manpower Inc.	Sony Pictures Entertainment
Atwood Oceanics Inc.	Ensign Services, Inc.	Marvell Semiconductor	Source Refrigeration & HVAC, Inc.
Avnet	EOG Resources, Inc.	Mayo Clinic	Southern Utah University
Baker Hughes Inc.	EPIC	Mazda North American Operations	St. Joseph Health
Ball Corporation	Exelon Corporation	McKesson Corporation	State Farm Insurance Companies
Bayer Corporation	Experian	Mercury Insurance	Sunrise Senior Living
Bechtel Corporation	Facebook	Meritain Health	Sysco Corporation
Bechtel Corporation	FedEx Corporation	MeYou Health	Target Corporation
Bemis Company, Inc.	Firmenich, Inc.	Microsoft	TaylorMade-adidas Golf
BNSF Railway Company	First Interstate BancSystem, Inc.	Mine Safety Appliances Co.	TeleTech Holdings, Inc.
Boeing Employees Credit Union	FirstService Residential Management, Inc	Ministry Health Care	Texas Health Resources
Boise Inc.	Fluor Corporation	Multicare Health System	The E.W. Scripps Company
Bremer Financial Services, Inc.	Fox Group	Nestle USA, Inc.	The First American Corporation
Broadcom Corporation	Freeport-McMoRan Corporation	NetApp	The Home Depot
Bumble Bee Foods, LLC	Galderma Laboratories	Newmont Mining Corp.	The Standard Insurance Company
Caesars Entertainment	Gap Inc.	Northrop Grumman Corporation	TIAA-CREF Financial Services
California Casualty Management Co.	Gilead Sciences, Inc.	Northwestern Mutual	Time Warner Inc.
California Institute of Technology	Google	NV Energy, Inc.	Toyota Motor Sales, U.S.A., Inc.
California Pizza Kitchen, Inc.	Harley-Davidson, Inc.	NVIDIA Corporation	Twitter, Inc.
Callaway Golf Company	Hartford Financial Services Group, Inc.	Pacific Life Insurance Company	Union Pacific Railroad
Capital Group Companies	Home Depot Inc.	Parsons Corporation	United Airlines
Carlson Companies	Honda of America, Mfg., Inc.	Pentair	Universal Technical Institute, Inc.
Cather Healthcare Consulting	Horace Mann Companies	Perdue Farms Inc.	University of California, San Diego
CEVA Logistics	Houghton Mifflin Harcourt	Perkins Coie LLP	Valmont Industries, Inc.
CGI	Howard Hughes Medical Institute	Phillips 66	Verizon
CGI Group Inc.	Illinois Tool Works, Inc.	PNM Resources, Inc.	ViaSat, Inc.
Cheesecake Factory, The	Insight	Port of Seattle	Visa International
Chevron	Intel Corporation	Principal Financial Group	Wells Fargo & Company
Cincinnati Children's Hospital Med Ctr	InterContinental Hotels Group	Providence Health and Services	Westfield America, Inc.
Cisco Systems Inc.	Intuit, Inc.	Public Service Company of New Mexico	WestJet Airlines
City National Bank	iTriage	Qualcomm	Whirlpool Corporation
City of Hope National Medical Center	Jacobs Engineering Group, Inc.	Rent-A-Center, Inc.	Williams Companies
Cleveland Clinic	JB Hunt	ResMed Inc.	Windstream Communications
Comcast		Reyes Holdings LLC	WPX Energy
Community Hospital/Monterey		RFMD	Yahoo!

## CONFERENCE AGENDA – THURSDAY, FEBRUARY 27

**7:15-8:00am** Registration and Continental Breakfast

Hosted by:



**8:00-8:25am** **A: The New Imperative: Driving Performance, Connecting to Value**

Middle-of-the-pack results no longer guarantee viability for employer health plans. Costs continue to climb. The excise tax looms. And companies that want to maintain high-value programs in today's world must have aggressive, multiyear strategies for high performance. With new exchange-based delivery options, emerging value-driven care systems and exciting new technologies to consider, the opportunities are broad and intriguing.

**8:25-9:20am** **B: Connecting to Value in the New Marketplace: Build, Buy...or Both?**

In today's post-reform world, the simple "play or pay" question has become a much broader discussion. For employers, the pathways to sustainable performance now include new exchange-based "buy" strategies in addition to the traditional self-managed "build" approach. Employer strategies can also include various combinations of build and buy, depending on which solutions deliver the most value to the company and its various employee and retiree groups. A leading company shares the thought process, analytics and decision points.

**Ed Mohr**

VP Total Rewards and HR Operations  
Whirlpool Corp.

**9:20-9:50am** Networking Refreshment Break

Hosted by:



**9:50-10:40am** **Concurrent Session C1—Public Exchanges: Reports from the New Marketplace**

With the first enrollments well under way, the much-anticipated advent of public exchanges marks just the first step on a long road to a "forever changed" insurance and care delivery environment that will continue to evolve for generations to come. So although attempts at a full "report card" would be premature, panelists representing key stakeholders will share points of view on what we've learned from the experience so far.

**9:50-10:40am** **Concurrent Session C2—Metrics for a New Era of High Performance**

The new imperative for high performance calls for a deeper understanding of costs and value than ever before. For employers with self-managed plans, integrated delivery models, narrow networks, onsite clinics and other emerging approaches will require performance objectives, metrics and accountabilities – for employees and business units – that go far beyond "best discounts" and average trend.

**Laura Bercier**

Senior Manager – Benefits and Wellbeing  
Allstate Insurance Company

## CONFERENCE AGENDA – THURSDAY, FEBRUARY 27 (continued)

### **9:50-10:40am** **Concurrent Session C3—Promoting Patient-Centered Care: Employers’ Role and How It Can Save You Money**

Patient-centered factors and preferences cause the effectiveness of treatments to vary, even among evidence-based treatments, and impact outcomes and costs. Employers who offer employee decision support without understanding patient-centered care are leaving money on the table. During this session, you’ll learn about the eight patient-centered factors that matter in decision support and how employees can choose treatments that produce better results.

**Steve Eno**  
VP of Marketing  
WiserTogether Inc.

**Joyce Gooden**  
Manager, Health Plans  
Corning Incorporated

### **9:50-10:40am** **Concurrent Session C4—Best Practices for Minimizing Employee Confusion and Maximizing Employer Value Under the ACA: A Case Study**

Learn from a large employer how to:

- Eliminate employee confusion about the ACA and the associated worry and lost productivity
- Facilitate ineligible employees’ interactions with health insurance exchanges
- Minimize the impact of the ACA on your HR department
- Handle health exchange communication and engagement
- Increase employee satisfaction with their health benefit choices

### **9:50-10:40am** **Concurrent Session C5—It’s About Behavior: Shaping Lifestyle and Purchasing Decisions in the Age of the Accountable Consumer**

As cost and risk shift from employers and health plans to providers and consumers, the notion of an accountable consumer is taking shape. Discover how innovative approaches to population health and behavior change can more effectively engage consumers around healthy lifestyles, condition management, and making smarter, transparency-driven health care purchasing decisions.

### **10:50-11:40am** **Concurrent Session D1—High Performance Post-Reform: Glide Paths to Sustainability**

With 2018 too close for comfort and rising costs adding pressure, all employers must think differently about their health programs – focusing on sustainability for the long term rather than year-to-year strategies, and on high performance rather than simply managing to a benchmark average. Hear how a company with impressive results is developing a glide path strategy designed to:

- Optimize benefit structures and delivery channels
- Mitigate cost trend
- Improve population health through high-value care delivery and provider partnerships
- Sustain employee accountability and engagement





## CONFERENCE AGENDA – THURSDAY, FEBRUARY 27 (continued)

### **10:50-11:40am** **Concurrent Session D2—Employee Engagement and Accountability: How Fast, How Far?**

One of the biggest challenges to health program performance is first to secure employee engagement and accountability and then maintain high levels of positive involvement year after year. Hear from employers who are pushing the envelope on incentives, health management initiatives, outcomes-based approaches and communication strategies that marry health with the company culture in unexpected ways.

**Janay Andrade**

Director  
Benefits and Executive/Physician Services  
Houston Methodist

**Tim Haas**

General Manager, Global Total Rewards  
Harley-Davidson Motor Company

### **10:50-11:40am** **Concurrent Session D3—Public Exchanges: Make the Most of Online Medical Care: Build a Winning Game Plan**

Online medical care is a big deal. But, like any other benefit, telehealth is not a “field of dreams”— you can’t expect great outcomes without a game plan. Join us for an insightful discussion about what’s worked for employers, what you should expect, telehealth kiosks, onsite care to remote beneficiaries and how to engage employees.

### **10:50-11:40am** **Concurrent Session D4—How Our Onsite Health Center is Reducing Our Health Care Spend and Making Our Employees Healthier**

As employee populations change over time, so does the delivery of onsite clinic services. Discover how one Fortune 500 employer, one of the largest financial services firms in the U.S., has analyzed its onsite clinic data to increase the quality and efficiency of its programming and successfully reduce its health care spend.

### **10:50-11:40am** **Concurrent Session D5—Creating the Healthiest Workforce 2.0: Partnerships, Technology and Innovative Incentives**

Take a deeper dive into a total employee engagement model that leverages the latest consumer technologies, onsite and telephonic solutions, while utilizing robust analytics targeting high risk populations supported by an exclusive network solution connecting customers, physicians and coaches with innovative incentives that increase productivity and long term savings overall.

**Phil Brown**

Senior Vice President, Human Resources  
Mohawk Industries, Inc.

**Jennifer Fann-Tucker**

Vice President National Accounts  
Cigna

**Charlie Smith, MD**

Chief Medical Officer  
Cigna

## Conference KeyNotes

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

### **10:50-11:40am** **Concurrent Session D6—Providing a Soft Landing for Those Leaving the Traditional Health Plan Nest**

This session will provide insight and strategy for employers choosing to offer HSA-powered plans in addition to or replacing traditional health plans. Topics will include plan design, communications strategy, investment opportunities, best practices and technology powering the CDH movement.

## CONFERENCE AGENDA – THURSDAY, FEBRUARY 27 (continued)

**11:40am-12:45pm**      Networking Luncheon

Hosted by:

IMAGINE  
HEALTH



**12:45-1:30pm**      **E: Private Exchanges: A Deep Dive into the Build-or-Buy Decision**

Employers today face big questions – and big opportunities. How can we control health benefit costs while continuing to deliver value through 2018 and beyond? Are there segments of our active and/or retiree populations that could receive as much or more value from solutions outside our self-managed program? Hear how your peers are approaching the issues, evaluating the options and implementing new solutions.

**1:40-2:30pm**      **Concurrent Session F1–Views from the CFO’s Office**

Finance professionals see health care reform – along with new ways to organize, contract for and deliver health care to employees – as an opportunity to review commitments and better manage costs for the company and shareholders. Hear from the CFO’s office on today’s hot topics.

**1:40-2:30pm**      **Concurrent Session F2–Public Exchanges: Reports from the New Marketplace**

**1:40-2:30pm**      **Concurrent Session F3–Make the Most of Online Medical Care:  
Build a Winning Game Plan**

**1:40-2:30pm**      **Concurrent Session F4–Providing a Soft Landing for Those Leaving the  
Traditional Health Plan Nest**

This session will provide insight and strategy for employers choosing to offer HSA-powered plans in addition to or replacing traditional health plans. Topics will include plan design, communications strategy, investment opportunities, best practices and technology powering the CDH movement.

**2:30-3:00pm**      Networking Refreshment Break

Hosted by:



### Presentations

Available online in advance of the conference

**3:00-3:50pm**      **Concurrent Session G1–New Technologies: A Pragmatic Look**

Health care is a hotbed of innovation, with fascinating new technologies aimed at supporting patient engagement, diagnostics and care delivery making headlines every day. But not all apps, devices, game-ified tools and web-enabled solutions are created equal. Which ones actually improve the consumer experience and add value for employers? Experts offer pragmatic advice and employer examples.

## CONFERENCE AGENDA – THURSDAY, FEBRUARY 27 (continued)

**3:00-3:50pm**      **Concurrent Session G2**—Views from the CFO’s Office

**3:00-3:50pm**      **Concurrent Session G3**—Achieving Financial Wellness: Helping Employees Transition to Full Ownership and Achieve a Long Range View of Their Financial Wellness

This session will cover solutions and strategies to help equip and educate employees about their health care benefits, promote healthier lifestyles in the workplace and motivate and empower employees with financial wellness strategies that combine both health care and retirement planning. We will also highlight tools and resources available to create retirement transparency and explore the costs of various medical services.

**3:00-3:50pm**      **Concurrent Session G4**—Re-positioning the Employee Assistance Program to Energize Employee Engagement and Optimize Organizational Performance

As employers implement major health benefit plan design changes, expand onsite services and increase employee engagement, the Employee Assistance Program (EAP) is often overlooked. Discover how a leading manufacturer has carefully designed their health care strategy and how they leverage the EAP to increase measurable overall engagement, build organizational resilience and support optimal organizational performance.

**Jim West**  
Manager, Employee Life Services  
Michelin

**3:00-3:50pm**      **Concurrent Session G5**—Using Data to Encourage Consumer Engagement and Identify Opportunities for Improving Wellness

Connecting to the Target brand promise is at the center of the retail giant’s approach to wellness and preventive care. Learn what happened when Target recently piloted an innovative way to inspire team members to get breast cancer screenings by paying for an uninsured woman’s mammogram for every team member screened.

**Cara McNulty**  
Sr. Group Manager of Clinical Strategy and Prevention  
Target

**4:00-4:45pm**      **H**—What’s Up in Washington...and the States

An insider’s view of the latest legal and regulatory developments as reform unfolds, including an update on state-based activity – plus a look down the road at the longer term implications for employer health plans.

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

**4:45-5:45pm**      Networking Cocktail Reception

Hosted by: **TOWERS WATSON** 



## CONFERENCE AGENDA – FRIDAY, FEBRUARY 28

**6:15-7:00am** Fitness Event: Fun Run/Walk

A healthy lifestyle begins with taking good care of your body and mind. You have the opportunity to join your colleagues and begin the second day of the conference with an invigorating workout. In San Diego we offer a Fun Run, which will include walker groups. Exclusively for conference attendees; no additional charge.

Sponsored by:   

**7:15-8:00am** Continental Breakfast

Hosted by:



**8:00-8:45am** **I: Health Care Delivery Post-Reform: New Strategies, New Partnerships**

Key stakeholders are quickly responding to demand for value-based health care delivery, exploring new ways to organize and configure their businesses through vertical integration, mergers/acquisitions and new approaches to staffing, processes and practices. Senior executives from Ascension and MissionPoint Health Partners, part of the large family of Ascension organizations, take stock of the changing landscape – including the implications for employers.

**8:55-9:45am** **Concurrent Session J1–Global Health: The Next Frontier**

Multinational companies recognize the business power of a healthy workforce, and some have taken practical steps to implement health and productivity initiatives in markets around the world. For these companies, the new performance imperative is a global issue requiring global strategies. And as the reform landscape in the U.S. begins to stabilize, many more will take strides into this new frontier.

**8:55-9:45am** **Concurrent Session J2–Employee Engagement and Accountability: How Fast, How Far?**

**8:55-9:45am** **Concurrent Session J3–Transformation In Care Delivery: New Models, New Partnerships**

As care delivery models are changing from a health care system that focuses on volume to one that is focused on quality of care and affordability, learn how an accountable care collaboration was designed to offer: a more coordinated, personalized experience for patients; cost savings to employees and better care health outcomes.

**Catherine Gaffigan, MD**  
Senior Vice President, Strategy & Operations  
Accountable Care Solutions  
Aetna

**Kirk Rosin**  
Vice President, Sales  
Aetna

**D. Keith Fernandez, MD**  
President and Physician-in-Chief  
MHMD-Memorial Hermann Physician Network

**8:55-9:45am** **Concurrent Session J4–Media Giant Saves 11% in Health Care: Clear Channel's Unique Approach**

Changes in health care costs can determine if an employer achieves its profitability targets. Come hear how Clear Channel took a different approach to health benefits that resulted in 11% health care savings. You'll learn about Clear Channel's health care strategy, their unique, multi-faceted approach to engagement, overall results and what they learned.

**9:45-10:10am** Networking Refreshment Break Hosted by: 

## CONFERENCE AGENDA – FRIDAY, FEBRUARY 28 (continued)

### 10:10-11:00am **Concurrent Session K1–Taking Cost and Waste Out of the System: Shift...or Solve?**

In today's world, the "shift or solve" question is more pointed than ever. Can employers find creative new ways to solve their health care cost problem, without shifting it to employees? Can they take enough waste out of the system as a sustainable strategy for avoiding benefit cuts over the longer term? Hear from companies who answer these questions with a resounding "yes."

**Shawn Leavitt**  
SVP Global Benefits  
Comcast

**Joshua Riff, MD, MBA**  
Medical Director and Director of Benefits  
Target Corporation

### Conference KeyNotes

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

### 10:10-11:00am **Concurrent Session K2–How a Culture of Health Can Impact Employee Well-being and Medical Cost Savings**

Learn how a culture of health moves employees to own their health and well-being. Increase health ownership and provide advocacy to your employees with:

- Informed and personalized emails, incentives, mailings, onsite campaigns
- Advocates who connect employees to health, benefits and claims resources
- Service model that enables employees to engage and take action

### 10:10-11:00am **Concurrent Session K3–Transformation In Care Delivery: New Models, New Partnerships**

### 10:10-11:00am **Concurrent Session K4–Improving Population Health and Reducing Costs by Turning Data into Action**

Learn how an innovative employer is taking a creative approach to population health and cost management using data to drive action, identified the key health issues and cost drivers in their population, and used this information to drive a targeted plan of action that includes a strategy to measure results.

### 11:10am-Noon **Concurrent Session L1–High-Value Health Care: Defining It, Delivering It**

One of the most promising aspects of change in the health care system today is the move toward integrated, value-based care with a focus on outcomes. Some employers are already stepping into this new territory, piloting ACOs, PCMHs and other new delivery models and related contracting approaches. Employer case studies explore the challenges, opportunities and expected results.

**Ann Hollingsworth**  
Vice President, KBR Global Benefits and Compensation  
KBR

**Jill Berger**  
VP, Health and Welfare  
Marriott International

### 12:10-12:30pm **M: The New Imperative: Conference Take-Aways**

A lively session that will engage you in taking on the challenges of the new imperative: What we've learned about building and sustaining high performing health programs in an era of unprecedented change. Join the experts and your colleagues for high-value conference take-aways – as well as a few surprises.

12:30pm Conference Adjourns

### Presentations

Available online in advance of the conference

## SPONSORS AND NETWORKING

### Our Philosophy

For 97 years, The Conference Board has convened forums that attract the top executives, experts and practitioners in business. These individuals look towards TCB to gain knowledge and practical insights from likeminded peers. Our sponsors play an integral role in the experience of each of these participants. Over the life of our partnership, the TCB team will work to understand your marketing needs and objectives, then deliver a sponsorship experience customized for your organization.

### Social Networking

Some of the greatest takeaways from the conference are the connections you will make. However, you don't have to wait until the event to network. Enhance your conference experience in New York or California by connecting with your peers now through social media. Event updates, agenda and networking reception information is always published via social media first. Stay current and join the conversation with us in the following ways:



Follow us on [Twitter](#) to get real-time news and updates @Conferenceboard and don't forget to tag conference-related tweets with #HCC14



The [Employee Healthcare Experts LinkedIn Group](#) is a fast growing member community. With daily discussions on everything from the agenda to the venue to general healthcare questions, joining today ensures your place in this vibrant community. To join visit <http://tinyurl.com/tcb14>

### Additional support provided by:



**THE CONFERENCE BOARD**  
Trusted Insights for Business Worldwide



## About The Conference Board

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: To provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society.

Founded in 1916, The Conference Board is an objective, independent source of economic and business knowledge with one agenda: to help our member companies understand and deal with the most critical issues of our time.

The Conference Board conducts research and convenes business leaders in forums large and small, public and private. The insights captured through this extensive network feed directly back into research and meeting agendas, ensuring that The Conference Board's activities remain sharply focused on the key issues of the day.

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## VENUE

### Hilton San Diego Bayfront, San Diego, CA

Rising 30–stories above San Diego Bay, the Hilton San Diego Bayfront is a spirited blend of San Diego’s coastal influences, style, innovation, and of course the city’s unmistakable vibe.

Inspirational local art throughout the hotel draws upon light, wind, and the San Diego Bay waterfront to create dramatic, uplifting spaces. With light hues, clean lines, and an awakened design, there is a flow and a pulse to everything.

Other highlights of the hotel include:

- San Diego’s first and only saltwater hotel pool, located directly alongside San Diego Bay
- A 4.3-acre park and waterfront promenade with a lush variety of trees and plants
- An incredible collection of San Diego inspired local artwork throughout the hotel and grounds
- Spa Aquazul and fitness center, a therapeutic ocean oasis offering an elaborate range of relaxation and renewal
- Direct access to biking, walking, roller-blading and boating along the San Diego Embarcadero and on San Diego Bay





## REGISTRATION INFORMATION

# The 14th Annual Employee Health Care Conference

The New Imperative: Driving Performance, Connecting to Value

February 27–28, 2014, Hilton San Diego Bayfront, San Diego, CA

ASSOCIATES	NON-ASSOCIATES
\$2,295	\$2,895



212.339.0345 | 8:30am to 5:30pm ET Monday through Friday



[customer.service@conferenceboard.org](mailto:customer.service@conferenceboard.org)



[www.conferenceboard.org/healthcare2](http://www.conferenceboard.org/healthcare2)

### 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](#).

### Hilton San Diego Bayfront

1 Park Boulevard  
San Diego, CA 92101  
Tel 619 564 3333

### Hotel Reservations Cut-off Date:

Monday, February 3, 2014

### 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.