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
March 11–12, 2014, Marriott Marquis, New York, NY

Sponsored by Towers Watson

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HEALTHWAYS
Thursday, February 27, 2014 – San Diego  
Tuesday, March 11, 2014 – New York

REGISTRATION AND CONTINENTAL BREAKFAST 7:15–8 AM

HOSTED BY

A 8–8:25 AM

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.

B 8:25–9:20 AM

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.

NETWORKING REFRESHMENT BREAK 9:20–9:50 AM

HOSTED BY

CONCURRENT SESSION C1 9:50–10:40 AM

Public Exchanges: Reports from the New Marketplace (Repeats as F2)
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.

CONCURRENT SESSION C2 9:50–10:40 AM

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.

Call Customer Service at 212 339 0345
San Diego
Laura Bercier, Senior Manager – Benefits and Wellbeing, Allstate Insurance Company
New York
Rosa Sexton, Director – Strategic Planning, Benefits, Johnson & Johnson

**CONCURRENT SESSION C3 9:50–10:40 AM**

**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

**CONCURRENT SESSION C4 9:50–10:40 AM**

**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

**CONCURRENT SESSION C5 9:50–10:40 AM**

**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.

New York
Colin Baigel, MD, Vice President & Corporate Medical Director, Bristol-Myers Squibb
Eric Zimmerman, Chief Marketing Officer, RedBrick Health

**CONCURRENT SESSION D1 10:50–11:40 AM**

**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

[www.conferenceboard.org/healthcare3](http://www.conferenceboard.org/healthcare3)
• Mitigate cost trend
• Improve population health through high-value care delivery and provider partnerships
• Sustain employee accountability and engagement

CONCURRENT SESSION D2 10:50–11:40 AM
Employee Engagement and Accountability: How Fast, How Far? (Repeats as J2)
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**
San Diego
Tim Haas, General Manager, Global Total Rewards, **Harley-Davidson Motor Company**
New York
Amy Ostop, Director, Benefits, **Harley-Davidson Motor Company**

CONCURRENT SESSION D3 10:50–11:40 AM
Make the Most of Online Medical Care: Build a Winning Game Plan
(Repeats as F3)
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.

CONCURRENT SESSION D4 10:50–11:40 AM
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.

CONCURRENT SESSION D5 10:50–11:40 AM
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**
Concurrent Session D6 10:50–11:40 AM
Providing a Soft Landing for Those Leaving the Traditional Health Plan Nest (Repeats as F4)
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.

Networking Luncheon 11:40 AM–12:45 PM
Hosted by Imagine Health

E 12:45–1:30 PM
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.

New York
Pamela Murray, Sr. Consultant, Global Rewards, DuPont

Concurrent Session F1 1:40–2:30 PM
Views from the CFO’s Office (Repeats as G2)
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.

Concurrent Session F2 1:40–2:30 PM
Public Exchanges: Reports from the New Marketplace (C1 Repeated)

Concurrent Session F3 1:40–2:30 PM
Make the Most of Online Medical Care: Build a Winning Game Plan (D3 Repeated)

Concurrent Session F4 1:40–2:30 PM
Providing a Soft Landing for Those Leaving the Traditional Health Plan Nest (D6 Repeated)

Networking Refreshment Break 2:30–3 PM
Hosted by VSP

Presentations
Available online in advance of the conference
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.

**Concurrent Session G3 3–3:50 PM**

**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.

Jim West, Manager, Employee Life Services, Michelin
New York

Audie Penn, Sr. Director of Benefits, Compensation and Employee Services, Michelin

**Concurrent Session G5 3–3:50 PM**

**San Diego: 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

**New York: The Continuing Momentum of Medicare Advantage**

As both private and public sector entities evaluate their long term retiree health care needs, Group Sponsored Medicare Advantage and Medicare Multi-Choice remain thriving and robust options. As you consider your go forward strategy for each retiree group, this session will outline alternatives and overview a case study from industry leader Alcatel-Lucent who has saved hundreds of millions of dollars to date.
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

NETWORKING COCKTAIL RECEPTION 4:45–5:45 PM

Friday, February 28, 2014 – San Diego
Wednesday, March 12, 2014 – New York

Fitness Event 6:15–7 AM

Fun Run/Walk: San Diego

Yoga: New York

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; in New York, we’ll have a flow-style Yoga class structured for all levels. Exclusively for conference attendees; no additional charge.

Continental Breakfast 7:15–8 AM

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.

www.conferenceboard.org/healthcare3
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.

Employee Engagement and Accountability: How Fast, How Far? (D2 Repeated)

Transformation In Care Delivery: New Models, New Partnerships
(Repeats as K3)
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
San Diego
D. Keith Fernandez, MD, President and Physician-in-Chief, MHMD-Memorial Hermann Physician Network
New York
Christopher Lloyd, Chief Executive Officer, MHMD-Memorial Hermann Physician Network

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.

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.”

Conference KeyNotes
Registration includes this summary of conference highlights and a post-conference interactive webcast
Shawn Leavitt, SVP Global Benefits, Comcast
San Diego
Joshua Riff, MD, MBA, Medical Director and Director of Benefits, Target Corporation
New York
Harry Spencer, Vice President, Compensation & Benefits, JetBlue Airways

CONCURRENT SESSION K2 10:10–11 AM
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

CONCURRENT SESSION K3 10:10–11 AM
Transformation In Care Delivery: New Models, New Partnerships (J3 Repeated)

CONCURRENT SESSION K4 10:10–11 AM
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.

Ann Hollingsworth, Vice President, KBR Global Benefits and Compensation, KBR
Jill Berger, VP, Health and Welfare, Marriott International

M 12:10–12:30 PM
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.

CONFERENCE ADJOURNS 12:30 PM

Presentations
Available online in advance of the conference
The 14th Annual Employee Health Care Conference
The New Imperative: Driving Performance, Connecting to Value

Conference (B20014-3)
February 27–28, 2014, Hilton San Diego Bayfront, San Diego, CA

Conference (B21014-3)
March 11–12, 2014, Marriott Marquis, New York, NY

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.

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

Hotel Reservations Cut-off Date: Tuesday, February 4, 2014

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

Hotel Reservations Cut-off Date: Tuesday, February 18, 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.
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