

Consumer and Employer Market Strategies

Meeting Designed for: Sales and Marketing, Product Development, Market Strategy, Exchange Team Executives and Managers

July 19 - 21, 2016

The Henry Autograph Collection Hotel | 300 Town Center Dr | Dearborn, MI | 888.709.8081

Agenda-at-a-Glance

Tuesday, July 19

7:30 – 8:00	Registration and Breakfast
8:00 – 8:30	Welcome and Introductions
8:30 – 10:00	Customer Connections
10:00 – 10:30	Break
10:30 – 12:00	Case Study: The Member Journey
12:00 – 1:00	Lunch
1:00 – 1:45	Case Study
1:45 – 2:30	Case Study
2:30 – 3:00	Fitness Break
3:00 – 3:45	Case Study
3:45 – 4:30	Case Study
5:45	Bus departs for dinner

Wednesday, July 20

8:00 – 8:30	Breakfast
8:30 – 10:00	Disruptors and Innovators: Understanding Those Trying to Develop the Next Big Solution
10:00 – 10:30	Break
10:30 – 12:00	Consumer Adoption of Health Care Innovations
12:00 – 1:00	Lunch
1:00 – 1:30	Innovation in Consumer Engagement
1:30 – 2:00	Introductions to Innovators
2:00 – 2:30	Fitness Break
2:30 – 4:30	Innovation Fair
4:30 – 5:00	Wrap Up to Innovation Fair
5:30	Bus departs for dinner

Thursday, July 21

8:00 – 8:30	Breakfast – Sponsored by Milliman
8:30 – 9:30	What Is On the Mind of Employers
9:30 – 10:30	Case Study: SelectHealth's Share product
10:30 – 10:45	Break
10:45 – 11:30	The Large Employer Opportunity
11:30 – 12:30	Designing Products for the Small Group Market
12:30	Wrap up and Box Lunch

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AGENDA | Tuesday, July 19, 2016

Plaza A

7:30 – 8:00	Registration and Breakfast <i>Plaza B</i>	Sponsored by
8:00 – 8:30	Welcome and Introductions	Dennis Bolin Jaime González Health Plan Alliance
8:30 – 10:00	Customer Connections	Lindsay Resnick, Chief Marketing Officer Wunderman Health
10:00 – 10:30	Break	Sponsored by
10:30 – 12:00	Case Study: Geisinger Health Plan’s Member Journey	Chris Fanning, Chief Marketing Officer Geisinger Health Plan Matt Hummel, President RedPrivet
12:00 – 1:00	Lunch <i>Plaza B</i>	Sponsored by Truven
1:00 – 1:45	Rapid Fire Case Study	TBD TBD
1:45 – 2:30	Rapid Fire Case Study	TBD TBD
2:30 – 3:00	Fitness Break	Sponsored by Healthways
3:00 – 3:45	Rapid Fire Case Study	TBD TBD
3:45 – 4:30	Rapid Fire Case Study	TBD TBD
5:45 – 8:00	Dinner TBD <i>Bus departs 5:45</i>	Sponsored by Alegeus

AGENDA | Wednesday, July 20, 2016

Plaza A

8:00 – 8:30	Breakfast <i>Plaza B</i>	Sponsored by
8:30 – 10:00	Disruptors and Innovators: Understanding Those Trying to Develop the Next Big Solution	Richard Goldman, Founder & CEO, Competiscan
10:00 – 10:30	Break	Sponsored by
10:30 – 12:00	Consumer Adoption of Health Care Innovations	John Park, Chief Strategy Officer Alegeus
12:00 – 1:00	Lunch <i>Plaza B</i>	Sponsored by Vitals
1:00 – 1:30	Innovation in Consumer Engagement	Kelley Port, VP, Product Management Welltok
1:30 – 2:00	Introductions to Innovators	Innovation Fair Participants
2:00 – 2:30	Fitness Break	Sponsored by Healthways
2:30 – 4:30	Innovation Fair <i>Plaza B</i>	
4:30 – 5:00	Wrap Up to Innovation Fair	TBD Welltok
5:30 – 8:00	Dinner TBD <i>Bus departs 5:30</i>	Sponsored by Innovation Fair Participating Companies

AGENDA | Thursday, July 21, 2016

Plaza A

8:00 – 8:30	Breakfast <i>Plaza B</i>	Sponsored by Milliman
8:30 – 9:30	What is On the Mind of Employers?	Steve Wojcik, Vice President, Public Policy National Business Group on Health
9:30 – 10:30	Case Study: SelectHealth's Share product	Michelle James, Senior Product Manager SelectHealth
10:30 – 10:45	Break	Sponsored by
10:45 – 11:30	The Large Employer Opportunity	Peter Bresler, North America Practice Leader, Health Analytics Willis towers Watson
11:30 – 12:30	Designing Products for the Small Group Market	Brian Fehlhaber, VP Sales & Marketing Summit Reinsurance Services, Inc
12:30	Wrap Up and Box Lunches	Sponsored by Array Health