

## Agenda

- 7:30am**      **Continental Breakfast & Registration**  
*Exhibits Open*
- 8:25am**      **Opening Remarks**
- 8:30am**      **Consumer Engagement: *Successful Strategies; Transforming Employees into Savvy Purchasers***  
**Cristie Travis**, *Chief Executive Officer, Memphis Business Group on Health President, Board of Directors, National Business Group on Health*
- 9:30am**      **Individual Engagement: *Retail Health Insurance; Implications for Employer Health Care Benefits***  
**Steven Nelson**, *Vice President, Corporate Marketing & Consumerism, Highmark Blue Cross Blue Shield*
- 10:15am**     **Break – Exhibits Open**
- 10:45am**     **Employer Engagement: *Thrive! MEDRAD’s Wellness Journey; Results and Future Direction***  
**Karen Marchi**, *Manager Health and Welfare Benefits, MEDRAD, Inc.*  
**Maureen Londino**, *Principal, Londino Ross associates*
- 12:00 Noon**   **Lunch**  
**Getting Serious about Cutting Health Care Costs: *Payment and Delivery Reforms; Role of Employers***  
**Harold D. Miller**, *Executive Director, Center for Healthcare Quality and Payment Reform President and Chief Executive Officer, Network for Regional Healthcare Improvement*  
*Exhibits Open with Dessert*
- 1:30pm**      **Employee Engagement: *Communicating with Employees; Tools. Knowledge. Action!***  
**Laura Ashley**, *Manager, Corporate Communications, ALCOA*
- 2:30pm**      **Value-based Benefits: *Engaging People with Chronic Condition; Impact on Asthma, Diabetes and Hypertension Management***  
**John Herrick**, *Executive Director, Employer Payer Initiative*  
**Edward Mauceri**, MD, *Executive Director, Corporate Health and Wellness, Novartis Pharmaceuticals Corporation*
- 3:30pm**      **Health Care Reform**  
To Be Determined

