

“Reform + Evolution = Revolution”

March 21 – 24, 2010
W Fort Lauderdale
Fort Lauderdale, Florida

Sunday, March 21, 2010

- 6:30 p.m. Registration
- 6:45 p.m. Forum Kickoff: Alan Abramson, Chairperson, Managed Care Executive Group
- 7:00 p.m. 5th Annual Interactive Turbo Sponsoring Reception

Monday, March 22, 2010

“Reform”

- 7:30 a.m. Program Registration: Breakfast
- 8:30 a.m. Welcome and Program Introduction, MCEG Top Ten
 - **Alan Abramson**, Chairperson, Managed Care Executive Group
- 10:15 a.m. **Keynote Speaker: “The Future of Health Care: Leading Change to Deliver Value, Including his Perspectives on Reform”**
 - **Mark McClellan, M.D.**, is Senior Fellow, Director, of the Engelberg Center for Health Care Reform and Leonard D. Schaeffer Director’s chair in Health Policy Studies at The Brookings Institution
- 12:00 p.m. Lunch
- 1:00 p.m. **Speaker:**
 - **Wayne Pietraszek**, Partner, McKinsey & Company’s Business Technology
- 2:00 p.m. Break
- 2:05 p.m. **Speaker:**
 - **Neal Neuberger**, CISSP, Executive Director, Institute for e-Health Policy, President, Health Strategies
- 3:05 p.m. Break
- 3:10 p.m. **Reform - Panel Discussion:**
 - Facilitator: **Janet MacQueen**, Vice President, CIO, Blue Care Network of MI
 - Panelist: **Wayne Pietraszek**, McKinsey & Company
 - Panelist: **Neal Neuberger**, Institute for e-Health Policy
- 6:30 p.m. Evening Networking Dinner (onsite)

Tuesday, March 23, 2010

“Evolution”

7:00 a.m. Breakfast

8:00 a.m. **Speaker:**

- **Eric R. Schrenker**, Vice President, Physician Solutions, American Medical Association

8:45 a.m. Eight Boardroom-Style Round Tables, Focus Group on Evolving Trends within Business Technology and Operations (3 rounds, each 30 minutes, 5 minutes between each session) Facilitators are:

- **Joseph Batista**, Hewlett Packard, Inc. - “Healthcare Innovation”
- **Neal Neuberger**, Institute for e-Health Policy - “Admin Simplification”
- **Wayne Pietraszek**, McKinsey & Company – “EMR Impact/HIE's”
- **Harry Reynolds**, Former BC/BS of North Carolina – “Meaningful Use”
- **Craig Samitt**, Dean Health System – “Physician Persuasion”
- **Eric Schrenker**, American Medical Association – “HIT Physician Solutions”
- TBD
- TBD

12:00 noon Lunch and Peer to Peer Networking

6:30 p.m. Dinner Cruise

Wednesday, March 24, 2010

“Revolution”

7:00 a.m. Breakfast

8:00 a.m. **Speaker: “Innovation in Uncertain Times in a Converged World”**

- **Joseph Batista**, Director & Chief Creatologist, Hewlett-Packard Company

9:15 a.m. Break

9:20 a.m. **Speaker: “Operational Reform-Seat Belts Required”**

- **Harry L. Reynolds**, Director of Healthplan Transformation, IBM and Former Vice President, Information Compliance Officer, BC/BS of North Carolina

10:20 a.m. Break

10:25 a.m. **Speaker: “Revolutionizing Healthcare: Driving Transformation of Healthcare Delivery from Wisconsin not Washington”**

- **Craig Samitt**, President, Chief Executive Officer, Dean Health System, Inc.

11:25 a.m. Raffle, Wrap-up and Adjourn