



**Agenda**

The Westin Beach Resort  
Fort Lauderdale, Florida

**“Practical Growth Strategies in Turbulent Times”**

**Sunday, March 25, 2012**

6:30 p.m.      7:00 p.m.  
7:00 p.m.      9:00 p.m.

**Registration and Hors d’oeuvres**

MCEG Opening Night Networking Reception, Dinner

**Monday, March 26, 2012**

7:00 a.m.      8:15 a.m.  
8:45 a.m.      10:45 a.m.

**Is this “The End of Healthcare As We Know It”**

**Breakfast and Late Registration**

**Keynote – Where Are We in Healthcare?**

- **John Goodman**, President and CEO of the National Center for Policy Analysis

**Keynote – CEO Perspectives on Growth Drivers for Health Plans with Reform:**

- **Dawn Owens**, CEO OptumHealth, a UnitedHealth Group Company

11:00 a.m.      12:00 noon

**Lunch**

12:00 noon      1:00 p.m.

**Keynote - Making the Leap from Volume to Value:**

**The Top Ten Ways Health Care will need to Change**

1:00 p.m.      1:50 p.m.

- **Dr. Craig E. Samitt**, M.D., M.B.A., President & CEO, Dean Health

1:50 p.m.      3:45 p.m.

**Round Tables**

- *Care Management/Medical Informatics* - **Chris Colonian**, Assebet Ventures
- *Cost implications of Innovation* - **Brad Fluegel**, Health Evolution Partners
- *Changing Value of Certifications in Healthcare* - **Esther Emard**, COO, NCQA
- *Meaningful Use Phase II Health Plan Implications* - **Dr. Harry Reynolds**, IBM
- *Implications of Health Savings Accounts* - **Steve Neeleman**, CEO, HealthEquity
- *Bending the Cost Curve* - **Jay Sultan**, AVP and VBR Product Manager, TriZetto
- *Health Insurance Exchanges* - Leavitt Group Invited
- *Payment Reform from Payer to Provider* - **Craig Samitt**, Dean Health
- *Social Media and Consumer Engagement* - **Jeff Cohen**, Founder, WellTok, Inc.

3:45 p.m.      5:00 p.m.

**Roundtables “Report Out” and Summaries**

6:30 p.m.      9:00 p.m.

**Sponsor Reception** (Theme – Jimmy Buffet)

**Tuesday, March 27, 2012**

7:00 a.m.      8:30 a.m.  
8:45 a.m.      12:00 noon

**“Who’s On First, What’s On Second, I don’t know Is On Third”**

**Breakfast**

**Innovation and Technological Change affecting Health Plans:**

- **Charlie Baker**, Executive In Residence at General Catalyst Partners
- **Brad Fluegel**, Executive in Residence at Health Evolution Partners
- **Dr. Harry Reynolds**, Health Plan Transformation, IBM Global HC & Life Sciences
- **Doug Simpson**, Executive Director, Healthcare Facilities Analyst, Morgan Stanley

12:00 noon      4:00 p.m.

**Lunch** – (Box Lunch) Peer to Peer Networking Activities

6:00 p.m.      9:30 p.m.

**Evening Gala Event**

**Wednesday, March 28, 2012**

**“All Healthcare and All Politics are Local” ... What’s Going On?**

7:00 a.m.      8:00 a.m.

**Breakfast**

8:15 a.m.      9:45 a.m.

**Keynote – Federal Views: HHS/ONC Plans, Programs and Challenges for Health Plans**

- **HHS/ONC Official – TBD**

10:00 a.m.      11:30 a.m.

**Social Media and What it might Mean for the Future of Healthcare:**

- **Anthony Bradley**, V.P., Gartner Research and author of “The Social Organization”

11:30 a.m.      11:35 a.m.

**Top Ten Voting**

11:35 a.m.      11:45 a.m.

**Raffle & Adjourn**

Agenda subject to change