



## **2007 Symposium Speakers and Topics**

**Joseph Marlowe**, Senior Vice President, Aon Consulting  
*Framing the Day*

**John Kozar**, Director – Benefits, University of Pittsburgh  
**Diane Holder**, President, University of Pittsburgh Medical Center, Insurance Services Division  
*Establishing Fitness for Life: An Employer and Health Plan Working Together to Identify and Activate Healthy Living*

**A. Mark Fendrick, MD**, Professor of Internal Medicine and Health Management and Policy, University of Michigan, and Co-director, Center for Value-Based Insurance Design, University of Michigan  
*Value-Based Benefits: From Concept to Reality*

**Lonny Reisman, MD**, Chief Executive Officer, ActiveHealth Management  
*Data Integration and Analytics: The Next Generation*

**Ann Robinow**, President, Robinow Consulting Group  
*Provider Payment Reform: What's in Store for Employee Benefit Plans?*

**Richard J. Gilfillan, MD**, President and CEO of Geisinger Health Plan/Geisinger Indemnity Insurance Company/Geisinger Quality Options, and Executive Vice President of Geisinger System Insurance Operations  
*Guaranteeing Medical Care: One Hospital's Radical New Way of Encouraging High Quality Care, Avoiding Errors and Impacting Costs*

**Carole Redding Flamm, MD, MPH**, Executive Medical Director, Office of Clinical Affairs, Blue Cross and Blue Shield Association

**Donald R. Fischer, MD, MBA**, Senior Vice President of Integrated Clinical Services and Chief Medical Officer, Highmark Blue Cross Blue Shield

**Bruce Bagley, MD**, Medical Director for Quality Improvement, American Academy of Family Physicians  
*Patient-Centered Primary Care and the Medical Home: Innovative Strategies to Support the New Wave in Medical Care*

**Jack E. Bruner, FSA**, Executive Vice President of Marketing, CVS/Caremark Corporation  
*Bringing Health Care to Where People Shop: The MinuteClinic Impact on Health Care Delivery and Employer Costs*