

# AGENDA

**Annual Health Care Symposium • Thursday, September 9, 2010**

## HEALTH CARE FUTURES: COST, CARE, COMMUNICATIONS AND CHANGE

- 7:30am Continental Breakfast & Registration  
*Exhibits Open*
- 8:25am Opening Remarks
- 8:30am *Encouraging People to Make the Most Cost-effective and Beneficial Health Care Decisions: Designing the Next Generation of Messaging and Programs*  
Troy Brennan, MD, MPH, Executive Vice President & Chief Medical Officer, CVS Caremark  
George Loewenstein, PhD, Herbert A. Simon Professor of Economics & Psychology, Carnegie Mellon University
- 9:45am *Chronic Care Management: Framework and Strategies under Health Care Reform*  
Guy D'Andrea, President, Discern LLC  
SPONSORED BY BOEHRINGER INGELHEIM
- 10:30am Break – *Exhibits Open*
- 11:00am *Strategic Communications: Communicating Health Care Reform; Using Social Media to Power Benefits, Boost Employee Engagement*  
Jennifer Benz, Chief Strategist and Founder, Benz Communications
- 12:00 Noon Lunch  
*Cost Management Strategies Beyond Reform: Care and Delivery System Changes and Implications for Employer Benefit Offerings*  
Thomas Beauregard, Executive Vice President and Director  
UnitedHealth Group and UnitedHealth Center for Health Reform and Modernization  
SPONSORED BY UNITEDHEALTHCARE  
*Exhibits Open with Dessert*
- 1:30pm *Employer Prevention & Wellness: Strategies and Results; Positioning for the Future*  
Donna Frisch, Group Leader, Health & Wellness Plans, H.J. Heinz Company  
Michelle Ward, Senior Manager, Benefits, FedEx Ground Package Systems, Inc.
- 2:30pm *Rethinking the Consumer-directed Health Care Strategy: Helping Employees Meet Current and Future Health Care Needs and More*  
William Daniels, Senior Consultant, Towers Watson

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## ABOUT THE PBGH

The PBGH is an employer-led, non-profit coalition of large, mid-size and small organizations representing various business segments, including private and public employers, government and academia. Together, PBGH represents more than 60 organizations, more than 800,000 covered lives and more than \$4 billion in health care costs.

**For more information about the PBGH, log on to [www.pbghpa.com](http://www.pbghpa.com).**