

Join the Midwest Business Group on Health for the 30<sup>th</sup> Annual Conference

May 6-7, 2010

2010: A Health Benefits Odyssey



The Mid-America Club  
200 East Randolph Street  
Chicago, Illinois

Join us as we Celebrate  
30 Years of Advancing  
Value in Health Benefits

**Speakers:**

- Jan Berger, MD  
*Health Intelligence Partners*
- Wayne Burton, MD  
*American Express*
- Karen Davis  
*The Commonwealth Fund*
- Dean Harrison  
*Northwestern Memorial HealthCare*
- Judy Hearn  
*Pactiv Corporation*
- Edward F.X. Hughes, MD  
*Northwestern University*
- Matt LaRocco  
*Federal Reserve Bank of Chicago*
- Ben Leedle  
*Healthways*
- Chris McSwain  
*Whirlpool Corporation*
- Tracey Moorhead  
*DMAA*
- Sandra Morris  
*Procter & Gamble*
- John Rother  
*AARP*
- Michael Samuelson  
*Health & Wellness Institute*
- Scott Sarran, MD  
*BlueCross BlueShield of Illinois*
- Hank Scheff  
*AFSCME Council 31*
- Mark C. Shields, MD  
*Advocate Physician Partners*
- Michael L. Taylor, MD, *Caterpillar Inc.*
- Steve Wetzell, *HR Policy Association*
- Cecil Wilson, MD, *American Medical Association*



Karen Davis



Chris McSwain



Sandra Morris



Michael Taylor



Steve Wetzell



Michael Leavitt, *Founder & Chairman, Leavitt Partners*  
*Former Secretary, U.S. Department of Health and Human Services*

Be a part of one of the nation's most respected  
employer-focused health benefits conferences

Join fellow health benefits professionals and health care stakeholders for MBGH's 30th Annual Conference where leading employers and industry experts will offer high-quality, objective and timely information on the latest research, trends and best practices.

- Employer Options in the New Health Benefits Environment
- The Impact of Reform on the Delivery of Health Care
- Keys to Employee Engagement: *Results of New MBGH Research from Employees and Physicians*
- Emerging Trends and News in Today's Health Care Environment
- CEO Panel on Current Trends and the Future of Health Management
- Health Care Reform's Impact on Wellness Programs & Incentives
- Maximizing Employee Health: Innovations in Benefit Plan Designs, Incentives, Employee Engagement, Productivity and Performance
- The Critical Role of Employers in Health Care Reform – A Call to Action

Register at:

[www.MBGH.org](http://www.MBGH.org)



# Celebrating 30 Years of Advancing Value in

Thursday, May 6, 2010

7:00 am to 10:00 am Wellness Screening – *Sponsored by Quest Diagnostics*

8:30 am **Celebrating 30 Years of Advancing Value in Health Benefits**

- ▶ Larry Boress, President & CEO, Midwest Business Group on Health
- ▶ Louis Lazovsky, Vice President, Human Resources, Jewish Federation of Metropolitan Chicago & Chair, MBGH Board of Directors

9:00 am **Employer Options in the New Health Benefits Environment**

Moderator: Larry Boress, MBGH

- ▶ Karen Davis, President, The Commonwealth Fund
- ▶ Steve Wetzell, Executive Vice President, Health Care Initiatives, HR Policy Association

10:00 am Break – Exhibit Hall

10:30 am **The Impact of Reform on the Delivery of Health Care**

Moderator: Edward F.X. Hughes, MD, MPH, Professor of Health Industry Management & Preventative Medicine, Northwestern University

- ▶ Physician: Cecil Wilson, MD, President-Elect, American Medical Association
- ▶ Hospital: Dean M. Harrison, President & CEO, Northwestern Memorial HealthCare
- ▶ Health Plan: Scott Sarran, MD, MM, Chief Medical Officer, BlueCross BlueShield of Illinois
- ▶ Consumer: John Rother, Executive Vice President of Policy and Strategy, AARP

12:00 pm **Stretch Break – Bill Germanakos, *The Biggest Loser, Season 4 Winner***

12:15 pm Break – Exhibit Hall

12:45 pm **MBGH 30th Anniversary Celebration & Luncheon**

Master of Ceremonies: Wayne Burton, MD, Corporate Medical Director, American Express, Former Board Chair, MBGH

▶ Special Guests

- Jim Mortimer, MBGH Founder and President – 1980 to 2003
- Dennis Richling, MD, Corporate Medical Director, Trustmark, Former MBGH President – 2003 to 2006
- Willis Goldbeck, Founder and Former President, Washington Business Group on Health

2:00 pm **Keys to Employee Engagement: *Results of New MBGH Research***

- ▶ Physician Perceptions on Employer-Sponsored Health Benefits, Use of Incentives and Wellness Programs
  - Larry Boress, MBGH
- ▶ Employee Focus Group Research on Identifying the Triggers and Barriers for Engaging Employees
  - Cheryl Larson, Vice President, MBGH
- ▶ Reactor Panel:
  - Judy Hearn, Health and Welfare Manager, Pactiv Corporation
  - Matt LaRocco, VP of People Practices and Internal Communications, Federal Reserve Bank of Chicago
  - Hank Scheff, Director of Research and Employee Benefits, AFSCME Council 31
  - Jan Berger, MD, Corporate Medical Director, MBGH & President/CEO, Health Intelligence Partners
  - Mark C. Shields, MD, MBA, FACP, Vice President of Medical Management, Advocate Health Care & Senior Medical Director, Advocate Physician Partners

3:15 pm Break – Exhibit Hall

3:30 pm **Emerging Trends and News in Today's Health Care Environment**

Moderator: Eric Parmenter, Senior Consultant, Towers Watson

- ▶ *Future of Preventive Genetic Testing for Employees* – Vance Vanier, MD, CEO, Navigenics
- ▶ *The Electronic Medical Home: Moving the Culture of Health Home* – Dave McLinden, National Account Manager, Delta Dental of Illinois & Jon Dopkeen, Vice President, Consumer Health Advisors
- ▶ *Linking Science and Psychology to Maximize Health Management* – Jean Rawlings, Vice President, Ingenix Innovations Lab
- ▶ *Quality Health First: A Public-Private Collaborative to Improve Quality Using HIE and HIT* – David E. Kelleher, Director, Employers Forum of Indiana & Gregory N. Larkin, MD, Chief Medical Officer, Indiana Health Information Exchange
- ▶ *The Evidence for How Consumer-Driven Health Plans Increase Employee Engagement* – Roy Ramthun, President, HSA Consulting Services, LLC
- ▶ *Consumerism in Health Care: Encouraging Shared Responsibility* – Evan Falchuk, MD, President & COO, Best Doctors

5:15 pm **30th Anniversary Celebration Reception**

- ▶ Meet Bill Germanakos, *The Biggest Loser, Season 4 Winner*

“MBGH programs always challenge me to think about things differently, and to learn about programs that are already in place, to prove that the ideas really work and can be implemented.”

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Register at: [www.MBGH.org](http://www.MBGH.org)

# Health Benefits

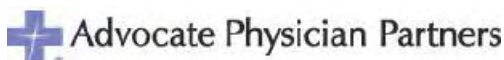
“Excellent conference - year after year - well done!  
Thanks for providing such a wide range of speakers and topics.”

## Friday, May 7, 2010

- 7:00 am to 10:00 am** Wellness Screening – *Sponsored by Quest Diagnostics*
- 8:00 am** Member Meeting
- 8:30 am** Welcome & Day I Summary
- ▶ Larry Boress, MBGH
  - ▶ Cheryl Larson, MBGH – Community Efforts in Worksite Wellness
- 8:45 am** CEO Panel: **Current Trends and the Future of Health Management**
- Moderator: Barry Hall, Principal, Buck Consultants
- ▶ Ben Leedle, President & CEO, Healthways
  - ▶ Michael Samuelson, President & CEO, Health & Wellness Institute
- 10:00 am** **The Well-Being Index – An Innovative Research Project by Gallup and Healthways**
- ▶ John Harris, Vice President, Innovations & Chief Wellness Officer, Healthways
- 10:30 am** Fitness Break - Bill Germanakos, *The Biggest Loser, Season 4 Winner*
- 10:40 am** Break and Prize Drawing – Exhibit Hall
- 11:10 am** **Health Care Reform's Impact on Wellness Programs and Incentives**
- ▶ Tracey Moorhead, President & CEO, DMAA
- 11:40 am** **Maximizing Employee Health: Innovations in Benefit Plan Designs, Incentives, Employee Engagement Initiatives, Productivity and Performance**
- Moderator: Jeff Shovlin, Corporate Benefits Leader, Hewitt Associates
- ▶ *Human Capital, Personal Value and the Health, Wealth, Performance Portfolio*  
Chris McSwain, Director, Global Benefits, Whirlpool Corporation
  - ▶ *The Journey in Developing a Consumer Engagement Benefit Design*  
Sandra G. Morris, Senior Manager of U.S. Benefits Design, Procter & Gamble
  - ▶ *Improving the Value of Your Health Care Investment*  
Michael L. Taylor, MD, FACP, Medical Director for Health Promotion, Caterpillar Inc.
- 1:15 pm** **Lunch and Keynote – The Critical Role of Employers in Health Care Reform: A Call to Action**
- ▶ Michael Leavitt, Founder and Chairman, Leavitt Partners  
Former Secretary, U.S. Department of Health and Human Services  
*Sponsored by Cancer Treatment Centers of America*
- 2:45 pm** Adjournment

“GREAT conference! Once again you have outdone yourself on the agenda and speaker topics.”

## Thanks to MBGH's 30<sup>th</sup> Annual Conference Key Sponsors



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## About MBGH

MBGH is a not-for-profit, Chicago based 501(c)(3) business coalition. Members are represented by the human resources and health benefits professionals of approximately 110 large, self-insured employers. Members represent over 3 million lives and spend more than \$2.5 billion for health care on an annual basis.

## Get a **FREE** *Blueprint for Wellness Screening* with 30 different lab tests

### Sponsored by Quest Diagnostics

Screenings will be available both mornings of the Conference between 7:00am and 10:00am. Registration is required. Screening includes: Fasting blood-draw, blood pressure, health questionnaire and will take approximately 15 to 20 minutes. To prepare, don't eat or drink anything except water for 9-12 hours prior to your blood test and drink plenty of water. Take your medicine as scheduled unless otherwise directed by your physician. *You must be a registered attendee of the MBGH Conference to participate in the screening.*

**Thursday, May 6 & Friday, May 7**  
**7 a.m. to 10 a.m.**

To Register, go to [www.blueprintforwellness.com](http://www.blueprintforwellness.com)

1. Click on "I'm in a workplace program"
2. Enter your Registration Key: MBGH
3. Enter your Unique ID  
(your phone number, no dashes)
4. Enter date of birth
5. Are you an employee: Answer "Yes"
6. Select "Submit"

#### Registration Fees:

▶ MBGH Members*	\$375.00	Additional attendee from same company \$250.00
▶ HR/Health Benefits Professionals from Non-Member Companies	\$475.00	Additional attendee from same company \$250.00
▶ All other Non-Members	\$575.00	Additional attendee from same company \$250.00

\*If you are uncertain if you're an MBGH member, go to [www.MBGH.org](http://www.MBGH.org), click on Membership and Member Organizations.

#### Conference Venue:

The Mid-America Club • 200 E. Randolph Street • 80<sup>th</sup> Floor • Chicago, IL • 312-861-1100

#### Hotel Accommodations:

Fairmont Hotel, 200 N. Columbus Dr., Chicago, IL 60601 • Discounted Room Rate – \$149.00 per night • To secure discounted rate, mention MBGH Annual Conference.

**Space is limited. Cut-off: April 12, 2010**

#### MBGH Contacts:

Questions, contact MBGH – 312-372-9090  
Lori Hurtt, Director of Operations – x102 – [lhurtt@mbgh.org](mailto:lhurtt@mbgh.org)  
Karen Larkin, Member Services Manager – x100 – [klarkin@mbgh.org](mailto:klarkin@mbgh.org)

#### HRCI Accreditation:

This program has been approved for 8.5 recertification credit hours through the HR Certification Institute (HRCI). For more information about certification or recertification, visit [www.hrci.org](http://www.hrci.org). The use of this seal is not an endorsement by HRCI of the quality of the program. It means the program has met HRCI's criteria to be pre-approved for re-certification credit.



#### Conference Registration Policies:

*Cancellations received in writing on or before April 16th will be refunded in full. Cancellations after April 16th but before April 30th will be assessed a \$150 administration fee. No refunds will be provided after April 30th. Your registration may be transferred to a member of your organization up to 72 hours in advance of the conference. In case of conference cancellation, MBGH is limited to refund the conference registration fee only. MBGH reserves the right to alter this program without prior notice. Confirmed registrants who fail to attend but do not cancel prior to the meeting will be charged the entire registration fee.*



## Join us at the **2010 MBGH Annual Conference**

Register today and be a part of one of the nation's most respected employer-focused health benefits conferences

### MBGH 4<sup>th</sup> Annual **Pharmacy Benefits Academy** *Pharmacy Benefits at a Crossroads*

Hyatt Regency O'Hare, Rosemont, IL  
**August 19-20, 2010**



*Meet...*

**Bill Germanakos**  
Director, Corporate  
Wellness Initiatives,  
Quest Diagnostics &  
**The Biggest Loser,**  
Season 4 Winner

