

Midwest Business Group on Health

The Source for Leading Health Benefits Professionals

Celebrating 34 Years of Advancing Value in Health Care, Health **Benefits and Health Improvement**

Registration Fees:	Before 4/1	After 4/1
Member* Additional same company	\$399 \$300	\$449 \$350
HR/Benefits Professional (Non-Member)	\$499	\$549
Additional same company	\$300	\$350
Non-Member	\$799	\$849
Additional same company	\$400	\$450
*Uncertain if you're a member? Go to www	w.MBGH.org –	

click on "Membership", then "Current List of Members"

Register at: http://www.mbgh.org/mbgh34thannualconference

Conference Venue:

The Mid-America Club

200 E. Randolph Street • 80th Floor Chicago, IL 60601 • (312) 861-1100

Hotel Accommodations:

Fairmont Chicago, Millennium Park 200 North Columbus Drive

Reservations: 800-526-2008

Chicago, IL 60601

Rate: \$249.00 per night

Reservation link:

https://resweb.passkey.com/go/midwestbusinessgroup2014

Space is limited. Cut-off: March 28, 2014

Lori Hurtt, Director of Operations - x102 - lhurtt@MBGH.org

HRCI Accreditation:

This program has been approved for recertification credit hours through the HR Certification Institute (HRCI). For more information about certification or recertification,

visit 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:

Registration cancellations must be requested in writing. Cancellations received on or before April 1, 2014 will receive a refund less a \$50.00 administrative fee. Registration fees paid after April 1, 2014 are non-refundable. Substitutions are acceptable. To transfer your registration, log in to your MBGH account at www.mbgh.org or contact Lori Hurtt

Approved refunds will be issued within 30 days. Confirmed registrants who fail to attend but do not cancel based on criteria above will be charged the entire registration fee. 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.

55 I always finish this conference vith new knowledge and ideas that can be put into practice. 99





MBGH 34TH ANNUAL CONFERENCE • APRIL 30 - MAY 1, 2014

66 What a great meeting you move the bar up each year.

> FIRST-CLASS PRSRT US POSTAGE **PAID** AURORA IL

> > PERMIT 437

Choice in Health Care

for Consumer

Altarum Cent

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HR Benefit

ASSOCIATE VP Cindy Bik

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Midwest Business Group on Health

35 E. Wacker Drive Suite 1500 Chicago, IL 60601



MBGH is one of the nation's leading

non-profit business groups of over 120 large self-insured public and

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4 million lives and annually

spend more than \$4 billion on health care benefits – learn more

private employers.

at www.MBGH.org.

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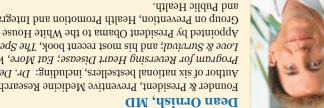
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Group on Prevention, Health Promotion and Integrative Appointed by President Obama to the White House Advisory Love & Survival; and his most recent book, The Spectrum. Program for Reversing Heart Disease; Eat More, Weigh Less; Author of six national bestsellers, including: Dr. Dean Ornish's Founder & President, Preventive Medicine Research Institute –



CONEERENCE SPEAKERS

MBGH 34TH ANNUAL CONFERENCE APRIL 30-MAY 1, 2014 Join more than 350 health benefits and health care professionals to explore the new frontiers in health benefits management, fresh approaches to health improvement initiatives and how these are impacted by health reform and health system change. Hear from the nation's leading employers and health care experts on:

BOLDLY GOING

WHERE NO ONE

HAS GONE BEFORE

What's Next in Health Reform and the Impact on Employers Evidence-Based Incentive Programs and Models for Payment Reform Private Health Exchanges and Key Employer Decisions Employer Trends in Population Health Management and Impacts from the ACA Defined Contribution Strategies in the Consumer-Directed Environment New Population Health Models that Support REAL Outcomes Measuring Consumer Health Engagement – *Passive or Passionate* Using Worksite Ambassadors to Impact Culture, Engagement and Population Health

Employers Role as Influencers in the Changing Health Care Marketplace

The Mid-America Club • 200 E. Randolph St. • Chicago, Illinois



WEDNESDAY - APRIL 30

Welcome and Opening 8:30 AM Larry Boress, President & CEO, MBGH Nate Solomon, Director of Benefits, Wolters Kluwer US & Board Chair, MBGH 8:45 AM Going Where No Employers Have Gone Before: Shaping Health Benefits and the Health Care System Robert Galvin, MD, Chief Executive Officer-Equity Healthcare, Operating Partner, The Blackstone Group & Former Executive Director of Health Services/Chief Medical Officer, General Electric Why Only Business Can Save America from Problems in the Health Care System ▶ Brian Klepper, Principal & Chief Development Officer, WeCare TLC **Networking Break** 10:15 AM 10:45 AM Rewarding Consumers to Use Quality Health Care Providers 66Another Chervl DeMars, President & CEO, The Alliance wonderful conference the attendance year after **Employer Views on Private Health Exchanges and Key Decisions** 11:15 AM year is confirmation of Moderator: Barbara P. Gniewek, Principal, PwC people's beliefs regarding Tom Sondergeld, Director of Health, Benefits & Well-Being, its value. 99 Human Resources, Walgreens Amy Katzoff, CEBS, Director, Health & Wellness Benefits, Dover Corporation Richard Rons, Manager, Employee Benefits, Argonne National Laboratory **Networking Lunch** 12:00 PM 12:45 PM Marketplace Updates 1:30 PM Employer Trends in Population Health Management and Impacts from the ACA Denisti Rager Wise, Sr. Vice President, Product Management, Health & Welfare, Fidelity Investments 2:00 PM Marketplace Updates 2:45 PM Defined Contribution Success in the Consumer-Directed Environment and the **Importance of Consumerism** Anna Fallieras, Program Leader-Health Care Initiatives, General Electric Movement Break and Networking 3:15 PM The Future of Health Benefits - The Media's Perspective 3:45 PM Battle of the Sexes - Triggers and Barriers for Health Improvement and Consumerism 4:15 PM Moderator: Victor L. Villanueva, Partner, ROC Group Degrae McNulty, Senior Group Manager of Clinical Strategy and Prevention, Target Corporation Nate Solomon, Director of Benefits, Wolters Kluwer US Matt LaRocco, Vice President, Administrative Services, Federal Reserve Bank of Chicago Jill Chapman, Senior Director, Benefits, OfficeMax 5:15 PM **Networking Reception** (Q)Thanks to MBGH's 34th

Annual Conference Sponsors





Session

BlueCross and BlueShield of Illinois **Towers Watson United Healthcare** Virgin Pulse

Reception Advocate Health Care **Audio Response System**

Best Doctors **Wellness Screening Quest Diagnostics**

Breakfast Davis Vision Delta Dental Lunch

One Medical Group

Paper & Pens The ROC Group THURSDAY - MAY 1

Annual Meeting and Board of Directors Election

8:30 AM **Welcome and Opening**

Larry Boress, President & CEO, MBGH

Matt LaRocco, Vice President, Administrative Services, Federal Reserve Bank of Chicago, Incoming Board Chair, MBGH

8:40 AM MBGH Research Projects and Community-Based Initiatives

Larry Boress, President & CEO, MBGH

▶ Cheryl Larson, Vice President, MBGH

Margaret Rehayem, Senior Director, Strategic Initiatives & Communications, MBGH

New Population Health Models that Support REAL Outcomes

Tom Emerick, President, Emerick Consulting & former HR/Benefits for Walmart, Burger King & British Petroleum

Reactor and Best Practices Panel 10:00 AM Moderator: Cheryl Larson, MBGH

Sandra Morris, RN, Senior Manager of U.S. Benefits Design, Procter & Gamble

Soeren Mattke, MD, DSc, Senior Scientist and Managing Director, RAND Health Advisory Services & Professor, Pardee RAND Graduate School, RAND Corporation

Marcus Gagnon, Wellness Coordinator, Trek Bicycle Corporation

Tom Emerick, President, Emerick Consulting

Networking Break and Prize Drawing

Marketplace Updates 12:00 PM **Networking Lunch**

1:15 PM

12:40 PM What Health Plans & Hospitals Do to Keep Their Employees Healthy

Moderator: Larry Boress, MBGH

Cindy Bik, Associate Vice President-Rush Health & HR Benefit Operations, Rush

▶ Kim Dwyer, Vice President, Benefit Services, Advocate Health Care

Health Plans - TBA

Measuring Consumer Health Engagement - Passive or Passionate

Wendy J. Lynch, PhD, Director, Altarum Center for Consumer Choice in Health Care

Kent Bradley, MD, Senior Vice President, Chief Medical Officer, Safeway

Using Worksite Ambassadors/Champions to Impact Culture, Engagement and **Population Health**

Michael F. Brennan, Manager, Well Being Policy & Strategy, Boeing

Kim Stroud MA, LMHC, Benefits Manager, Manatee County Government

Your Genes Are Not Your Fate: Integrative Lifestyle Changes Can Improve Chronic Conditions

Dean Ornish, MD, Founder & President, Preventive Medicine Research Institute & Clinical Professor of Medicine, University of California, San Francisco

Speaker & Book Signing - Sponsored by Healthways

Adjournment



First rate event -

so informative with

great networking!

66 Thanks for

your commitment to

improving employee

health and

productivity. 99

CONFERENCE WELLNESS ACTIVITIES

Learn About a No-Cost Employer Consumer **Engagement Measurement Tool**

On May 1st, join Wendy Lynch, PhD, Altarum and Kent Bradley, MD, Safeway, who will share the Consumer Engagement (ACE) measure tool, a 21-item survey instrument that measures consumer engagement in four domains: commitment, ownership, informed choice and navigation. The tool has been extensively validated and helps to predict health behaviors, consumerism skills, medication adherence and other health outcomes. The tool is available at no cost to employers in exchange for returned de-identified data. More information will be provided at the conference.

May is National Skin Cancer Prevention Month

Hear from Dr. Brett Coldiron, MD, FACP, FAAD, president of the American Academy of Dermatology, who will share a little about the dangers of tanning beds and unprotected sun exposure.

Get your FREE Skin Check Screening at the conference and professional advice from Dr. Coldiron!

Get your Wellness Screenings on April 30th and May 1st

Sponsored by Quest Diagnostics

The Blueprint for Wellness Screenings provides a snapshot of a person's health risks. Conference attendees who participate will complete a fasting blood draw with 30 different lab tests, blood pressure and a health questionnaire and will receive a confidential, online personal report. Screenings take place on both mornings of the conference from 7AM and 10AM.

Watch for information on how to sign up for your **FREE** Wellness Screening soon!