

MBGH 31ST ANNUAL CONFERENCE



HEALTH BENEFITS **MEGA** *Trends*

MAY 5 & 6, 2011 • CHICAGO

Transformations in Health Care, Health Benefits and Health Improvement

THE MID-AMERICA CLUB

200 E. Randolph Drive
80th Floor
Chicago, IL

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 31st Annual Conference where leading employers and industry experts will offer high-quality, objective and timely information on the latest research, trends and best practices in health benefits, health improvement and health care delivery.

This conference will highlight key Transformations and MEGATrends in:

- Health Benefits and Health Management: *Value-Based Benefits, Worksite Wellness, Health Improvement, Chronic Care Management, Consumerism, Engagement*
- Health Care Delivery Reform: *ACOs, Medical Home, Patient Safety, Payment Reform*
- Building Healthier Communities and Consumers

Register at WWW.MBGH.ORG

“This was really the best conference that I have ever attended. You have brought distinction to yourselves and honor to the MBGH board and for this you are to be congratulated.”



Midwest Business Group on Health
Powerful Connections, Vital Solutions

“Congrats on a very comprehensive agenda and great speakers, which made this conference an excellent opportunity to benchmark with other professionals and gain valuable insights into health care management – keep up the outstanding efforts at MBGH!”

Click on the **green** speaker titles below for a description of the presentation.

THURSDAY, MAY 5

7:00 am

to 10:00 am Wellness Screening

8:30 am

Welcome and Opening

- ▶ Larry Boress, President and CEO, Midwest Business Group on Health
- ▶ Dan Pikelný, Director, Health and Productivity, Navistar, Inc. and MBGH Board Chair

8:45 am

Megatrends in Health Benefits and Health Care

- ▶ Jeffrey C. Bauer, PhD, Health Futurist and Medical Economist

9:30 am

Transformations in Health Care Benefits

- ▶ Andrew Webber, President and CEO, National Business Coalition on Health
- ▶ Karen Ignagni, President and CEO, America's Health Insurance Plans–AHIP
- ▶ Shawn Leavitt, Vice President, Benefits, Safeway

10:50 am

Break – Exhibit Hall

11:20 am

Transformations in Health Care Delivery

Moderator: Dave Burda, Editor, Modern Healthcare

- ▶ Lee Sacks, MD, Executive Vice President and CMO, Advocate Health Care and CEO, Advocate Physician Partners
- ▶ Leah Binder, CEO, The Leapfrog Group
- ▶ Kevin Weiss, MD, President and CEO, American Board of Medical Specialties
- ▶ Alex Jung, Senior Vice President, Corporate Strategy, Walgreens

1:00 pm

Lunch & Networking

2:00 pm

Fitness Break

2:10 pm

MBGH Research Activities

- ▶ *Engaging Employees in their Health Benefits and Worksite Wellness* – Cheryl Larson, Vice President, MBGH
- ▶ *Value-Based Benefits and Diabetes Management* – Margaret Rehayem, Director of Member Initiatives, MBGH
- ▶ *Avoiding Adverse Events and the Impact of Health Coaches on Absenteeism* – Larry Boress, MBGH

3:00 pm

Trends in Health Care Delivery and Chronic Care Management

- ▶ *Collaborating with Providers to Deliver High Value Health Care* – Dieter A. Freer, Divisional Sr. Vice President, Illinois Market Segments, BlueCross Blue Shield of Illinois
- ▶ *Managing Cancer in the Workplace: What Employers Can Do* – Ron Finch, Ed.D, Vice President, National Business Group on Health
- ▶ *Chronic Disease and Oral Health*

3:30 pm

Fitness Break and Exhibit Hall

4:00 pm

Trends in Health Benefits and Worksite Health Programs

- ▶ *2011 Employer Survey on Purchasing Value in Health Care: 16th Annual Towers Watson/National Business Group on Health Employer Survey* – Mitchell V. Santiago, JD, Health and Group Benefits, Senior Consultant and Market Leader, Towers Watson
- ▶ *Getting Through to Employees at Health Decision Time* – Shub Debgupta, PhD., CEO, WiserTogether
- ▶ *The Fork in the Road: Prepare for New Realities* – Cathy Tripp, Chicago and Minneapolis Health & Benefits Practice Leader, Aon Hewitt

5:00 pm

Cocktail Reception – Exhibit Hall

6:15 pm

Adjournment – Day 1

“MBGH did a fantastic job organizing and executing this meeting. Content was solid with speakers being experienced thought-leaders possessing an employer collaborator mindset.”

Register at WWW.MBGH.ORG



day one

FRIDAY, MAY 6

7:00 am
to 10:00 am Wellness Screening

8:00 am **MBGH Annual Member Meeting**

8:30 am **Welcome and Overview of Community Initiatives**

- Take Control of Your Health and Smoking Cessation – Larry Boress, MBGH
- Building a Healthier Chicago – Let's Move! – James M. Galloway, MD, FACP, FACC, FAHA, Assistant U.S. Surgeon General, Rear Admiral, U.S. Public Health Service, Regional Health Administrator, Region V
- Building a Healthier Chicago Worksite Wellness Awards – Cheryl Larson, MBGH

9:00 am **The Vitality City Project: Higher Community Well-Being, Healthier Employees**

- Dan Buettner, Jr., Author, *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest and Thrive* — *Finding Happiness the Blue Zones Way*
- Ben R. Leedle, Jr., President and CEO, Healthways, Inc.
- Susan Burden, Chief Executive Officer, Beach Cities Health District

10:15 am **Transformations in Health Management and Health Improvement**

- Employer Investments in Improving Employee Health* – Brian Brown, Senior Consultant-Benefits Consulting, Personal, Workplace and Institutional Services Division, Fidelity Investments

10:45 am Networking and Exhibit Break – Prize Drawing

11:15 am **Transformations in Health Management and Health Improvement** (continued)

- Using Technology to Leverage Health Data for Engaging Employees* –
 - Tom Ferraro, Senior Director, Corporate/Government Accounts, Mayo Clinic,
 - Brent Bauer, M.D., Consultant, Mayo Clinic Department of Internal Medicine; Director, Mayo Clinic Complementary and Integrative Medicine Program; Medical Director, Mayo Clinic and
 - Steve Munini, Chief Operating Officer, Dossia

11:45 pm **Luncheon Keynote – The Impact of Chronic Disease on Employers and Society**

- Kenneth E. Thorpe, PhD, Robert W. Woodruff Professor, Chair of the Department of Health Policy and Management, Rollins School of Public Health, Emory University

1:00 pm **Transformations in Health Management and Health Improvement** (continued)

- The Value of a Healthy Culture: Achieving Results via a Healthy Enterprise Strategy* – Steve Cyboran, Vice President, Consulting Actuary, Healthy Enterprise Study Leader, Sibson Consulting – A Division of Segal, Frances Keane, Vice President, Human Resources, CentraState Healthcare System

1:30 pm **Innovations in Health Benefits and Health Improvement**

- Moderator: Wayne N. Burton, MD, Global Corporate Medical Director, American Express Company
- Kraft's 5-Year Strategy to Optimize Health, Increase Consumerism and Align Costs with Behavior* – Kathy McAlpine, Senior Director, US Benefits, Kraft Foods
 - Boeing's Delivery System Innovations* – Jeff White, Director, Strategic Health Plan Initiatives, The Boeing Company
 - Safeway's Efforts in Creating Accountability through Innovative Health Care Incentives* – Shawn Leavitt, Vice President, Benefits, Safeway

3:30 pm Adjournment – Day 2

“Wanted all of you to know how impressed I was with the conference. What a great job! The fact that the room was filled up right to the last presentation proved that”

day two

Thanks to MBGH's 31st Annual Conference Key Sponsors



Conference Key Speakers



Jeffery C. Bauer, PhD is an internationally recognized health futurist and medical economist. As an independent industry thought leader, he forecasts the evolution of health care and develops practical approaches to improving the medical sector of the American economy. He is widely known for his specific proposals to create an efficient and effective health care delivery system through multi-stakeholder partnerships and other initiatives focused in the private sector.



Dan Buettner, Jr., Author, *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest and Thrive – Finding Happiness the Blue Zones Way*

Dan Buettner is an internationally recognized researcher, explorer and *New York Times* best-selling author who has traveled the world to find best practices in health, longevity and happiness. His *National Geographic* cover story on longevity, *The Secrets of Living Longer*, was one of the top-selling issues in history. Buettner's previous community health program, the AARP/Blue Zones Vitality Project, won nationwide praise. In 2010, Dan partnered with Healthways and began applying the principles of *The Blue Zones* and *Thrive* to the South Bay Cities of Los Angeles to measurably increase life expectancy and well-being.



Kenneth E. Thorpe, PhD, Robert W. Woodruff Professor, Chair of the Department of Health Policy and Management, Rollins School of Public Health, Emory University

Ken Thorpe is Executive Director, Partnership to Fight Chronic Disease, a national and state-based coalition of hundreds of patient, provider, community, business and labor groups, and health policy experts, committed to raising awareness of chronic disease. He is also

Executive Director of the Emory Institute for Advanced Policy Solutions and co-directs the Emory Center on Health Outcomes and Quality. From 1993-95, Dr. Thorpe served as Deputy Assistant Secretary for Health Policy under former President Clinton. In this capacity, he coordinated all financial estimates and program impacts of President Clinton's health care reform proposals for the White House.



Leah Binder
The Leapfrog Group



Dave Burda
Modern Healthcare



Wayne N. Burton, MD
American Express Company



James M. Galloway, MD
Assistant U.S. Surgeon General, HHS-Region V



Karen Ignagni
America's Health Insurance Plans



Alex Jung
Walgreens



Shawn Leavitt
Safeway



Kathy McAlpine
Kraft Foods



Lee Sacks, MD
Advocate Health Care & Advocate Physician Partners



Andrew Webber
National Business Coalition on Health



Kevin Weiss, MD
American Board of Medical Specialties



Save the Date

MBGH 5th Annual Pharmacy Benefits Academy

The Art of Pharmacy Benefits
Intercontinental Chicago O'Hare
Rosemont, IL

August 23-25

www.PharmacyBenefitsAcademy.com

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HEALTH BENEFITS **MEGA** *Trends*

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Midwest Business Group on Health
Powerful Connections, Vital Solutions

35 E. Wacker Drive, Suite 1500
Chicago, IL 60601



Midwest Business Group on Health
Powerful Connections, Vital Solutions

Celebrating 31 Years of Advancing Value in Health Care, Health Benefits and Health Improvement

MBGH is one of the nation's leading non-profit business groups of over 100 large self-insured public and private employers. Comprised primarily of human resources and health benefits professionals, member organizations provide health benefits to over 3 million lives and annually spend more than \$3 billion on health care benefits – learn more at www.MBGH.org.

Register at
WWW.MBGH.ORG

Registration Fees:

■ MBGH Members*	\$395.00
Additional attendee from same company	\$250.00
■ HR/Health Benefits Professionals from Non-Member Companies	\$495.00
Additional attendee from same company	\$250.00
■ All other Non-Members	\$595.00
Additional attendee from same company	\$250.00

*Uncertain if you're a MBGH member? Go to www.MBGH.org – then click on Membership and Member Organizations.

Conference Venue:

The Mid-America Club
200 E. Randolph Drive • 80th Floor
Chicago, IL • (312) 861-1100

Hotel Accommodations:

Fairmont Hotel, 200 N. Columbus Dr., Chicago, IL 60601
Call Reservations: (800) 526-2008
Discounted Room Rate – \$199.00 per night
To secure discounted rate, mention MBGH Annual Conference.

Space is limited. Cut-off: April 19, 2011

MBGH Contacts:

Questions, contact MBGH – 312-372-9090
Lori Hurtt, Director of Operations – x102 – lhurtt@mbgh.org
Karen Larkin, Member Services Manager – x100 – 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. 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.

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 7:00 am and 10:00 am. Registration is required. Screening includes: Fasting blood-draw, blood pressure, health questionnaire and will take approximately 15 to 20 minutes.

THURSDAY, **MAY 5** / FRIDAY, **MAY 6**

7 am to 10 am ●●●●●●●●●●●●●●●●

For instructions on how to register, go to

WWW.MBGH.ORG

Congratulations on all that you have accomplished. Your efforts continue to influence attitudes and actions not only in the Midwest but throughout the nation.

3:00 pm

Trends in Health Care Delivery and Chronic Care Management

- ▶ *Collaborating with Providers to Deliver High Value Health Care* – Dieter A. Freer, Divisional Sr. Vice President, Illinois Market Segments, BlueCross Blue Shield of Illinois

Description

The Affordable Care Act provides an important impetus for payers and forward-thinking providers to work together to align incentives and payments to focus on value and outcomes. The goal is to transition from a system that is primarily based on fee-for-service to one that improves the quality, safety and member experience, while lowering cost trend. This presentation will explore the important role of health plans in developing, evaluating and supporting a variety of new provider models that incorporate accountability for cost and clinical outcomes.

Back to agenda...

3:00 pm

Trends in Health Care Delivery and Chronic Care Management

- ▶ *Managing Cancer in the Workplace: What Employers Can Do* – Ron Finch, Ed.D, Vice President, National Business Group on Health

Description

NBGH, in collaboration with the National Comprehensive Cancer Network (NCCN) are conducting research on employer efforts to manage medical, pharmacy and mental health benefits for cancer management. This presentation will focus on what employers can do in the short and long-term, including understanding a comprehensive approach for disability management, caregiving and employee assistance, as well as palliative and end of life care.

Back to agenda...

4:00 pm

Trends in Health Benefits and Worksite Health Programs

- ▶ *2011 Employer Survey on Purchasing Value in Health Care: 16th Annual Towers Watson/National Business Group on Health Employer Survey* – Mitchell V. Santiago, JD, Health and Group Benefits, Senior Consultant and Market Leader, Towers Watson

Description

The 2011 survey on Purchasing Value in Health Care tracks employers' 2010, 2011 and 2012 strategies and practices, and the result of their efforts to provide and manage health benefits for their workforce. The survey was completed by 588 employers between November 2010 and January 2011. Respondents collectively employ 9.2 million full-time employees and have 7.8 million employees enrolled in their health care programs, equating to a collective \$81 billion in total health care expenditures.

Back to agenda...

4:00 pm

Trends in Health Benefits and Worksite Health Programs

- ▶ *Getting Through to Employees at Health Decision Time* – Shub Debgupta, PhD., CEO, WiserTogether

Description

New approaches that support employee health decision making that map directly to the natural behavioral decision process have proven to be highly effective at a number of leading organizations. This presentation will share the results of research into how people make health decisions and how organizations can effectively help employees make better health decisions and increase the level of action they take at the treatment level.

Back to agenda...

4:00 pm

Trends in Health Benefits and Worksite Health Programs

- ▶ *The Fork in the Road: Prepare for New Realities* – Cathy Tripp, Chicago and Minneapolis Health & Benefits Practice Leader, Aon Hewitt

Description

Now that the compliance obligations from reform have slowed, employers have the opportunity to refocus their efforts, take a fresh look at their health benefit plans, and determine if they are on the right path to meet their business needs long-term. This presentation will discuss the "Four Paths" that employers make take as the health care marketplace evolves and transforms. Recent survey data will show how employers are increasingly leveraging incentive strategies and creative approaches to increase employee engagement and promote healthier behaviors. The decisions an organization makes now will have a profound impact not only on its employees and their families, but on the future of health benefits.

Back to agenda...

9:00 am

The Vitality City Project: Higher Community Well-Being, Healthier Employees

- ▶ Dan Buettner, Jr., Author, *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest and Thrive — Finding Happiness the Blue Zones Way*
- ▶ Ben R. Leedle, Jr., President and CEO, Healthways, Inc.
- ▶ Susan Burden, Chief Executive Officer, Beach Cities Health District

Description

Dan Buettner's research into the places with the highest concentrations of people 100-years-old and older identified five locations worldwide, dubbed "blue zones" and highlighted several traits shared by each of these communities that not only helped them live longer, but also better. The findings were shared in National Geographic Magazine and the New York Times best-selling book, *The Blue Zones*. The concept of using "blue zone" principles to improve a community's health was born from this research and first implemented in Albert Lea Vitality Project and is coming next to the three California beach towns. The Healthways | Blue Zones Vitality City is a community-wide well-being improvement initiative to create healthier, happier and more productive citizens. It uses permanent, evidence-based environmental and policy changes to help people adopt and maintain healthier lifestyles. It aims to make the Beach Cities community more walkable, bikable, healthy and socially engaged.

Back to agenda...

10:15 am **Transformations in Health Management and Health Improvement**

- ▶ *Employer Investments in Improving Employee Health* – Brian Brown, Senior Consultant-Benefits Consulting, Personal, Workplace and Institutional Services Division, Fidelity Investments

Description

Organizations are steadily investing in tools, resources and programs to improve their employees' overall health; yet very little is known about the cost and impact to employers, let alone how to measure return on investment. We will learn about survey results conducted by the National Business Group on Health and Fidelity Investments with nearly 150 large employers and dive into the insights and perceptions, as well success stories on strategies that work.

Back to agenda...

11:15 am **Transformations in Health Management and Health Improvement** *(continued)*

- ▶ *Using Technology to Leverage Health Data for Engaging Employees –*
 - Tom Ferraro, Senior Director, Corporate/Government Accounts, Mayo Clinic,
 - Brent Bauer, M.D. , Consultant, Mayo Clinic Department of Internal Medicine; Director, Mayo Clinic Complementary and Integrative Medicine Program; Medical Director, Mayo Clinic and
 - Steve Munini, Chief Operating Officer, Dossia

Description

New technology is demonstrating powerful ways to leverage data from multiple sources in a way that makes sense to consumers, engaging them in the health care decision-making process. This session will look at how stakeholders are working together to create and execute on a vision for a connected ecosystem that helps individuals take more responsibility for their health and facilitates participation in health initiatives. The goal of this session is to provide a forum for defining a vision for what employers and individuals stand to gain, learning what's yet to be done and how all stakeholders can contribute to make the possibilities a reality.

Back to agenda...

1:00 pm

Transformations in Health Management and Health Improvement *(continued)*

- ▶ *The Value of a Healthy Culture: Achieving Results via a Healthy Enterprise Strategy* – Steve Cyboran, Vice President, Consulting Actuary, Healthy Enterprise Study Leader, Sibson Consulting – A Division of Segal, Frances Keane, Vice President, Human Resources, CentraState Healthcare System

Description

Research from the Healthy Enterprise Study found that a healthy and effective workplace achieves better health, absence, retention and safety outcomes. This study of employers nationally was conducted to test the Healthy Enterprise maturity model and understand the impact strategies and practices have on workforce outcomes. CentraState Healthcare System will share its experience as they worked to align their many very successful initiatives under a well-articulated Healthy Enterprise strategy that is aligned and integrated with the system's business strategy.

Back to agenda...

1:30 pm

Innovations in Health Benefits and Health Improvement

Moderator: Wayne N. Burton, MD, Global Corporate Medical Director, American Express Company

- ▶ *Kraft's 5-Year Strategy to Optimize Health, Increase Consumerism and Align Costs with Behavior* – Kathy McAlpine, Senior Director, US Benefits, Kraft Foods

Description

Understand Kraft's 5-year strategy objectives and principles, including the key components, milestones, lessons learned, information on early results and measurement, and next steps.

Back to agenda...

1:30 pm

Innovations in Health Benefits and Health Improvement

Moderator: Wayne N. Burton, MD, Global Corporate Medical Director, American Express Company

- ▶ *Boeing's Delivery System Innovations* – Jeff White, Director, Strategic Health Plan Initiatives, The Boeing Company

Description

Discover the business and benefit challenges of an intensive outpatient care pilot program that Boeing conducted. The presentation will include an overview of the program design, results and other delivery system initiatives.

Back to agenda...

1:30 pm

Innovations in Health Benefits and Health Improvement

Moderator: Wayne N. Burton, MD, Global Corporate Medical Director, American Express Company

- ▶ *Safeway's Efforts in Creating Accountability through Innovative Health Care Incentives* –
Shawn Leavitt, Vice President, Benefits, Safeway

Description

Explore how Safeway used transformational health care programs to address and overcome the challenges in creating accountability through the use of innovative health care incentives. The presentation will highlight how these programs were designed to offer the best price, most convenience and perceived value/quality, to drive behavioral changes and member accountability in decision-making.

Back to agenda...