Join the Midwest Business Group on Health for the 30th Annual Conference

2010: A Health Benefits Odyssey

May 6-7, 2010

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 Barton, MD, American Express
- Karen Davis, The Commonwealth Fund
- Dean Harrison, Northwestern Memorial HealthCare
- Judy Hearn, Pacific 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 Schell, AFSCME Council 31
- Mark C. Shields, MD, Advocate Physician Partners
- Michael L. Taylor, MD, Caterpillar Inc.
- Steve Wetzel, HR Policy Association
- Cecil Wilson, MD, American Medical Association

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
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

2:15 pm  Break – Exhibit Hall

2:30 pm  Emerging Trends and News in Today’s Health Care Environment
Moderator: Eric Parmeuter, 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

Register at: www.MBGH.org
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 1 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

Thanks to MBGH’s 30th Annual Conference Key Sponsors

Register at: www.MBGH.org
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
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
- HR/Health Benefits Professionals from Non-Member Companies $475.00
- 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, click on Membership and Member Organizations.

Conference Venue:
The Mid-America Club • 200 E. Randolph Street • 80th 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
Karen Larkin, Member Services Manager – x100 – klarkin@mbgh.org

HR/Health Benefits Professionals

MBGH Members* $375.00
Additional attendee from same company $250.00

All other Non-Members $575.00
Additional attendee from same company $250.00

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.

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 4th Annual
Pharmacy Benefits Academy
Pharmacy Benefits at a Crossroads
Hyatt Regency O’Hare, Rosemont, IL
August 19-20, 2010

Save the Date

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