



# The Changing Marketplace:

## Executive Strategies Through Health Care Reform



The Value of Connection

### 2011 Executive Forum

February 22 - 24, 2011  
 Encore at Wynn Las Vegas  
 Las Vegas, NV

## SCHEDULE AT-A-GLANCE

### TUESDAY, FEBRUARY 22, 2011

12:00pm - 5:00pm	REGISTRATION	Encore Ballroom Foyer
3:00pm- 4:30pm	TPA PARTNER STRATEGY SESSIONS	Encore Ballroom 4-8
5:30pm - 7:00pm	WELCOME RECEPTION	Encore Ballroom 4-8

### WEDNESDAY, FEBRUARY 23, 2011

8:00am - 8:30am	Continental Breakfast and Networking	Encore Ballroom 4-8
8:30am - 9:45am	<b>KEYNOTE : Health Reform Law: What's Happening, What's Next, and What's Still Needed</b> presented by David Merritt of the Center for Health Transformation	Encore Ballroom 4-8
9:45am - 10:05am	Break and Networking	Encore Ballroom 4-8
10:05am - 11:00am	<b>Payment Reform: Reflections from the Law and a Focus on Industry Status</b> presented by Julie Eckstein of the Center for Health Transformation	Encore Ballroom 4-8
11:00am - 11:45am	<b>Forecasting the Future of Healthcare (Q &amp; A with opening speakers)</b> Panel: David Merritt and Julie Eckstein	Encore Ballroom 4-8
11:45am - 12:55pm	LUNCHEON Sponsored by HealthX, Inc.	Encore Ballroom 1-3



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## WEDNESDAY, FEBRUARY 23, 2011 CONTINUED

- |                 |  |                     |
|-----------------|--|---------------------|
| 1:05pm - 2:20pm | <b>Inspire Employee Happiness and Engagement to Wow your Customers</b><br><br>presented by Maura Sullivan of Zappos                                    | Encore Ballroom 4-8 |
| 2:20pm - 2:40pm | Break and Networking   | Encore Ballroom 4-8 |
| 2:40pm - 4:40pm | <b>Executive Roundtables: Creating Demand and Developing New Opportunities for Your TPA</b><br><br>presented by Rory Kain of Principal Financial Group | Encore Ballroom 4-8 |
| 4:40pm - 4:45pm | Wrap Up Wednesday  | Encore Ballroom 4-8 |
| 5:30pm – 7:00pm | NETWORKING RECEPTION<br>Sponsored by The Phia Group, LLC   | Encore Ballroom 1-3 |

## THURSDAY, FEBRUARY 24, 2011

- |                 |   |                     |
|-----------------|---|---------------------|
| 8:00am - 8:30am | Continental Breakfast and Networking  | Encore Ballroom 4-8 |
| 8:30am - 9:30am | <b>Designing a Community Strategic Plan for Wellbeing:<br/>A Case Study with Gallup, EBMS, and the Billings Wellbeing Institute</b><br><br>presented by Katie Bell of The Gallup Organization and LynAnn Henderson of EBMS and the Billings Wellbeing Institute | Encore Ballroom 4-8 |



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### THURSDAY, FEBRUARY 24, 2011 CONTINUED

- |                   |   |                     |
|-------------------|---|---------------------|
| 9:30am – 10:20am  | <b>Legal Update: Independent Review Organizations...<br/>Under Review?!?!</b>   | Encore Ballroom 4-8 |
|                   | presented by Adam Russo of The Phia Group, LLC and Cori Cook of EBMS  |                     |
| 10:20am - 10:35am | Break and Networking  | Encore Ballroom 4-8 |
| 10:35am – 11:35am | <b>CEO Panel: Navigating Health Care Reform</b>   | Encore Ballroom 4-8 |
|                   | Dave Reynolds of Capital Administrators (California & Georgia)<br>Kevin Larson of EBMS (Montana, Oregon, Colorado)<br>LaRea Albert of HealthFirst TPA |                     |
|                   | Moderated by Andrew Rowe of AllMed  |                     |
| 11:35am – 11:45am | Conference Wrap Up, Closing Remarks, Prize Drawings   | Encore Ballroom 4-8 |