

# THE JOURNEY TO HEALTHCARE CONSUMERISM

## FEATURED SPEAKERS:



**Ron Bachman**

FSA, MAAA, Sr. Fellow, Center for Health Transformation;  
President, Healthcare Visions; Chairman of The Institute  
For HealthCare Consumerism Editorial Advisory Board



**Roy Ramthun**

An expert on health savings accounts and  
consumer directed healthcare issues



**Wendy Lynch**

Founder, Lynch Consulting Senior Scientist,  
Health as Human Capital Foundation



**Trudy Nacin**

Division Chief, State Health Benefit Plan  
Georgia Department of Community Health



**John Young**

Senior Vice President, Consumerism  
CIGNA HealthCare



**John Hickman**

Partner  
Alston+Bird LLP



**D.W. Edington, Ph.D.**

Professor, Division of Kinesiology,  
Director Health Management Research  
Center, University of Michigan



**Karen Hunt**

Vice President of Sales and Marketing  
Paragon



**Elizabeth Dixon**

Wellness Director  
Chick-fil-A



**Kristine Hackbarth-Horn**

Chief Operating Officer of People  
Goodwill of North Central Wisconsin

## WHO SHOULD ATTEND?

CEOs/Presidents/CFOs  
HR and Benefits Executives  
Health Plan Administrators  
Corporate Wellness and Medical Directors

Benefit Brokers  
Third Party Administrators  
Benefit Consultants  
Bankers

## BENEFITS OF ATTENDING

In today's challenging economic and legislative climate, companies everywhere are opting to put healthcare decision making into the hands of their employee consumers. Now in our third year, the IHC FORUM East (formerly CDHC Solutions FORUM) is the only conference that offers your business proven, implementable healthcare consumerism solutions — all at a fraction of the cost of other conferences.

No matter where you are on your journey, the FORUM will equip you with the money-saving strategies you need to successfully navigate the healthcare consumerism landscape and avoid the bumps along the road.

This year's FORUM is a must-attend event for C-level executives, HR professionals, benefit managers, corporate wellness directors, healthcare brokers and regional health plan providers interested in lowering healthcare costs, complying with the Patient Protection and Affordable Care Act (PPACA) and engaging their employees in consumer-directed health plans.

In just a day and a half, you'll get expert insights from the industry's foremost thought leaders and policy makers, and real-life examples from peers on how to:

- Cut costs now
- Comply with the PPACA to avoid hefty fines
- Build the best possible plan for your company
- Avoid common pitfalls of transitioning to healthcare consumerism
- Turn disengaged employees into involved, well-educated healthcare consumers

It is our pleasure to host this conference series. We thank you for your participation, and we continue to pledge unmatched dedication to integrity and industry knowledge through our FORUMs, publications and online communities. We look forward to seeing you there.



**Doug Field**  
CEO of The Institute for  
HealthCare Consumerism



**Ron Bachman, FSA, MAAA**  
Chairman of The Institute  
for HealthCare Consumerism  
Editorial Advisory Board

## WHAT YOU'LL LEARN

**Through five cutting-edge general sessions, 24 workshops, intimate roundtable discussions and unlimited networking opportunities, you'll:**

**LEARN** from forward-thinking industry experts, policymakers and peers on the cusp of the latest healthcare consumerism trends.

**CONNECT** with health and benefits professionals from across the board, including employers, brokers and health plan providers who have successfully implemented consumer-directed plans.

**SHARE** leading practices, valuable insights and real, actionable solutions.

### This Year's Highlights:

- Industry thought leaders including, Ron Bachman, Dr. Wendy Lynch, Roy Ramthun, and John Hickman
- The latest on supplemental health benefits, pharmacy benefit management and HSA/HRA/FSA administration
- Expert advice on population wellness strategies and employee incentives

## WHAT IS HEALTHCARE CONSUMERISM?

Healthcare consumerism is about transforming an employer's health benefit plan into putting economic purchasing power — and decision making — into the hands of participants. This is best achieved by supplying employees with the decision making information and support tools they need, along with financial incentives, rewards and other benefits that encourage personal involvement in altering health and healthcare purchasing behaviors.

**TAKE ADVANTAGE OF  
OUR EARLY BIRD RATES  
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BEFORE MARCH 16  
[WWW.THEIHCCFORUM.COM](http://WWW.THEIHCCFORUM.COM)**

**ATLANTA**

**APRIL 12-13, 2012**

# JOIN US AT THE ONLY EVENT 100% DEDICATED TO INNOVATIVE HEALTH AND BENEFIT MANAGEMENT SOLUTIONS

## 2012 FORUM EAST AGENDA AT A GLANCE

### Day 1: Thursday, April 12, 2012

7:30 a.m.	Registration Open
8:00 a.m. – 9:00 a.m.	Networking Breakfast / Exhibits Open
9:00 a.m. – 9:15 a.m.	Welcome Doug Field, CEO, The Institute for HealthCare Consumerism
9:15 a.m. – 10:30 a.m.	Opening General Session: “The Journey to HealthCare Consumerism”
10:30 a.m. – 11:00 a.m.	Networking Break / Exhibits Open
11:00 a.m. – 12:00 p.m.	Track #1 Workshops – Select One 101 – Employee Engagement Strategies: Unlocking the Potential of your CDHC Program 102 – Best Practices to Increase Employee Participation in your HDHP/HSA Plan 103 – The Changing Role of Supplemental Health Benefits and Healthcare Consumerism Initiatives 104 – Making the Health Commitment 105 – Comprehensive Healthcare Redesign: 25 Keys to Redesign U.S. Health Care 106 – Providing Decision Support Tools to Engage Your Employee Population to Become Better Consumers of Healthcare 107 – Results Based Healthcare Benefits: Managing Costs Through Personal Responsibility 108 – Simplifying and Administering Consumer-directed Health Plans
12:00 p.m. – 1:00 p.m.	Table Topic Lunch
12:00 p.m. – 1:30 p.m.	Lunch in Main Ballroom / Table Topic Lunch / Exhibits Open
1:30 p.m. – 2:30 p.m.	Afternoon General Session: “Health Provider Panel”
2:30 p.m. – 2:45 p.m.	Networking Break / Exhibits Open
2:45 p.m. – 3:45 p.m.	Track #2 Workshops – Select One 201 – Aligning Leadership Development and Health Improvement to Maximize Investment in Employee Total Well-being 202 – Controlling Costs and Expanding Choice within Defined Contribution Healthcare 203 – Successful Engagement Strategies Utilizing Incentives to Promote Compliance with Wellness and Care Management Programs 204 – Engaging Employees in Smart Healthcare Purchasing Decisions 205 – Taking the Fear Out of High-deductible Health Plans 206 – Show Me the Money: Improving Health Status with Consumer Directed Accounts 207 – Health Investment Strategies: The Convergence of Technology, Health Investment and Consumer Choice 208 – Value-Based Insurance Design and Chiropractic Care: An Unlikely Partnership?
3:45 p.m. – 4:15 p.m.	Networking Break / Exhibits Open
4:15 p.m. – 5:15 p.m.	Closing General Session “Population Health Management Multi Stakeholder Panel”
5:15 p.m. – 7:15 p.m.	Opening Night Reception / Exhibits Open / Prize Drawing
7:30 p.m. – 9:30 p.m.	League of Leaders Dinner and Networking Event (Invitation Only)

*continued on the next page*

## 2012 FORUM EAST AGENDA CONTINUED

### Day 2: Friday, April 13, 2012

- 7:30 a.m. Registration Open
- 8:00 a.m. – 9:00 a.m. Networking Breakfast / Exhibits Open
- 9:00 a.m. – 10:00 a.m. Opening General Session:  
“HealthCare Reform: A Potential Pothole on the Journey to HealthCare Consumerism”
- 10:00 a.m. – 10:30 a.m. Networking Break / Exhibits Open
- 10:30 a.m. – 11:30 a.m. Track #3 Workshops – Select One
- 301 – Health Care Reform, Medicare and What Each Means to Retirement Plans and an Employer's Bottom Line
  - 302 – COBRA in the Age of Health Reform
  - 303 – Ten Ways to Make Your Benefits Communication A LOT More Engaging.  
Wait – Special Bonus for IHC Participants: 11 Ways!
  - 304 – Picking a Self-funded Claims Administrator
  - 305 – Broker Track: Defined Contribution and Private Exchanges: The Revolution of Small Group Benefits
  - 306 – CDHP + Price Transparency = Bigger Savings and ROI
  - 307 – The Coming Impact of Consumer Designed Health Tech
  - 308 – Updating your CDHP, Health Reform and Cost Strategies – A Total Replacement CDHP Case Study
- 11:30 a.m. – 12:30 p.m. Grand Finale Networking Break / Exhibits Open / Exhibitor Prize Drawings
- 12:30 p.m. – 1:30 p.m. Closing General Session: “Employer Panel: What HealthCare Consumerism Means to You”
- 1:30 p.m. End

For the latest updates and to register, visit [www.theihccforum.com](http://www.theihccforum.com) or call 404.671.9551

## Professional Credits Available for CRCs and HR Professionals

The 2012 FORUM East **General Session** and **Workshops** have been approved for 8.25 recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute. For more information about certification or recertification, please visit the HR Certification Institute homepage at [hrci.org](http://hrci.org). The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.



## Hotel Info

### Renaissance Atlanta Waverly Hotel

Two Galleria Parkway  
Atlanta, GA 30339  
(770) 989-5095

Discount room rate for attendees: \$149.00.  
Discounted room rates are available until 5 p.m. on Wednesday, March 21, 2012. After that, the hotel's prevailing rates apply. Register online, or call the Renaissance Waverly Hotel Reservations at (800) 228-9290, and mention you are attending the IHC FORUM East.



Register for IHC FORUM East at [www.theihccforum.com](http://www.theihccforum.com). Group rates are available.  
Receive a 50% discount when you sign up two or more attendees.

## REGISTRATION RATES

Attendee Type	Early Bird Ends 03/16/12	Standard Ends 04/10/12	Onsite
Employer: Government & Non-Profit	\$295.00	\$495.00	\$695.00
Employer: Private Sector	\$395.00	\$595.00	\$895.00
TPAs, Benefit Brokers, Consultants	\$395.00	\$595.00	\$895.00
Solution Providers	\$895.00	\$1,095.00	\$1,295.00

### Attendee Pricing Includes:

- Three innovative workshops of your choice
- Five general sessions with top industry leaders
- Continental breakfast and boxed lunch
- Opening night reception
- Conference workbook

### Group Rate Discount Available

Receive a 50% discount on each person when you sign up two or more attendees. Discount will automatically be applied during checkout.

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