



CONFERENCE SCHEDULE/AGENDA

Tuesday, June 8		
Noon - 7:00 pm	Registration	Conference Registration
4:00 pm - 6:00 pm Marina Ballroom E-F		Passport Activity and Sponsor Fair
6:00 pm - 8:30 pm Bayside Pavilion	Reception	Welcome Night Reception Marriott San Diego Hotel & Marina Sponsored By: TriWest
Wednesday, June 9		
7:00 am - 8:30 am Marina Ballroom E-F	Breakfast	Breakfast Sponsored By: MEDecision Passport Activity and Sponsor Fair
8:30 am - 8:50 am Marina Ballroom G	Welcome	Conference Welcome and Introduction 2010 Conference Chair: Mark A. Burzynski CFO, Blue Cross and Blue Shield of Montana Sherry L. Cladouhos CEO, Blue Cross and Blue Shield of Montana
8:50 am - 10:10 am Marina Ballroom G	U.S. Senator Tom Daschle	Keynote Address: U.S. Senator Tom Daschle, former majority leader of the U.S. Senate and important leader in health care reform. With more than 25 years of service in the House of Representatives and the Senate and 10 years as Senate Democratic Leader, Senator Daschle has played an instrumental role in developing U.S. legislative and regulatory policy. Senator Tom Daschle is the author of <i>Critical: What We Can Do about the Healthcare Crisis</i> . Today, Senator Daschle is an advisor to the international law firm DLA Piper. He is also a distinguished fellow at the Center for American Progress, a visiting professor at Georgetown University, and a public speaker. In 2007, he joined with former Majority Leaders George Mitchell, Bob Dole, and Howard Baker to create the Bipartisan Policy Center, an organization dedicated to finding common ground on some of the pressing public policy challenges of our time.
10:10 am - 10:30 am Marina Ballroom E-F	Morning Break	Passport Activity and Sponsor Fair

10:30 am - 11:30 am Marina Ballroom G	Ron Galloway	<p>“Wal-Mart and the Future of Healthcare” – Ron Galloway directed the noted documentary film <i>Why Wal-Mart Works & Why That Makes Some People Crazy</i>, a free-market look at Wal-Mart, which premiered inside the U.S. Capitol Building in Washington, D.C.</p> <p>He is a frequent public speaker whose presentations include a variety of business topics, notably regarding Wal-Mart and innovations in business technology. Ron writes on tech and business for <i>The Huffington Post</i>.</p>
11:30 am - 12:45 pm Marina Ballroom E-F	Lunch	Lunch Sponsored By: HealthWays Passport Activity and Sponsor Fair
12:45 pm - 2:15 pm Marina Ballroom G	Health Care Reform Panel	<p>General Session: Moderator: Stacy Collette, Blue Cross and Blue Shield of Montana</p> <p>Andrew Ky Haynes has been practicing employee benefits law for 25 years. He works regularly with insurers and plan and service provider clients in health benefits matters, including plan design and implementation, documentation, tax qualification and risk management. Currently, he is involved in helping clients and Blue Plans develop their road map to health care reform.</p> <p>Andrew Rosenberg brings 20 years of experience as a lobbyist, Capitol Hill staffer, and former congressional candidate to Thorn Run Partners, which he co-founded in 2010. Throughout his career, Mr. Rosenberg has counseled a wide range of corporations, trade associations, and nonprofits on strategic matters involving public policy. Prior to entering the private sector, Mr. Rosenberg spent several years working on Capitol Hill. He served on the committee (Senate Health, Education, Labor and Pensions) and personal staffs of Senator Edward M. Kennedy (D-MA).</p> <p>Stacey Hughes is a founding partner of the Nickles Group, LLC, and manages the firm's health care issue clients. Stacey is widely recognized as one of Washington's most knowledgeable health care policy analysts. She has more than 15 years' experience on Capitol Hill working in senior leadership and committee staff positions and has a long resume of legislative accomplishments. Stacey offers an extensive knowledge on a wide range of health and other policy issues, including her in-depth understanding of the federal budget process.</p>
2:15 pm - 2:30 pm Marina Ballroom E-F	Afternoon Break	Passport Activity and Sponsor Fair
2:30 pm - 4:30 pm Marina Ballroom G	Executive Panel	<p>Executive Panel: Steve Martin, President and CEO, Blue Cross and Blue Shield of Nebraska</p> <p>Kenneth G. Martin, President and CEO, Pacific Blue Cross</p> <p>Cleve Killingsworth, Former Chairman and CEO, Blue Cross and Blue Shield of Massachusetts</p>

		<p>Jim Bailey, Senior Vice President, National Business and Inter-plan Relations, Blue Cross and Blue Shield of Arkansas</p> <p>Michael Frank, President, Blue Cross and Blue Shield of Montana</p>
6:00 pm	Dinner	<p>Dinner: The Palm 615 J Street San Diego, CA <i>Short walking distance from the Marriott.</i></p>
Thursday, June 10		
7:00 am - 8:00 am Marina Ballroom E-F	Breakfast	Breakfast Sponsored By: TriZetto Passport Activity and Sponsor Fair
8:00 am - 10:00 am Marina Ballroom G	Accountable Care Organizations Panel	<p>“Accountable Care Organizations – Transformative Models for Innovative Care Delivery and Payment”</p> <p>Lessons from Early Adopters Nicholas Wolter, M.D., Chief Executive Officer Billings Clinic, Billings, MT</p> <p>The Geisinger Experience, Bruce H. Hamory, M.D., FACP Executive VP, Chief Medical Officer Emeritus, Geisinger Health System, Danville, PA</p> <p>Creating New Transformative Models for Innovative Care Delivery and Payment Terry Carroll, Ph.D. Senior VP for Transformation and CIO Fairview Health Services, Minneapolis, MN</p>
10:00 am - 10:15 am Marina Ballroom E-F	Morning Break	Passport Activity and Sponsor Fair
10:15 am - 11:15 am Marina Ballroom G	BCBSA Strategic Directions <i>(Plan attendees only)</i>	<p>Jennifer Vachon, Vice President, Brand Strategy and Marketing Services, Blue Cross Blue Shield Association Ms. Vachon will discuss the strategic priorities of the Association and its member plans as they endeavor to remain relevant market forces in their respective service areas.</p>
11:15 am – 11:30 am	Move to Small Group Rooms	
11:30 am - 1:00 pm	Small Group Discussions	Approaches to Health Care Reform Subject matter experts and facilitators will guide discussions on Plan approaches to health care reform issues.
1:00 pm - 2:00 pm Marina Ballroom E-F	Lunch <i>Door prizes given away....must be present to win.</i>	Lunch Passport Activity and Sponsor Fair
Friday, June 11		
7:15 am – 8:00 am Del Mar	Planning Committee	EOC Planning Committee Breakfast Meeting
7:00 am - 8:15 am Marina Ballroom E-F	Breakfast	Breakfast Sponsored By: Prime Therapeutics Passport Activity and Sponsor Fair

8:15 am - 8:30 am Marina Ballroom G	General Session <i>Door prizes given away....must be present to win.</i>	Conference Overview 2010 Conference Chair: Mark A. Burzynski, CFO, Blue Cross and Blue Shield of Montana
8:30 am - 9:00 am Marina Ballroom G	Group Report-Outs	Breakout "Report Out" to the Big Group
9:00 am - 9:30 am Marina Ballroom G	AdMania	David Ashmore, Vice President, Plan Operations, Health Care Service Corporation
9:30 am - 10:30 am Marina Ballroom G	Heidi Squier Kraft	Inspirational Speaker: Heidi Squier Kraft, Ph.D. Dr. Squier Kraft received her Ph.D. in clinical psychology from the University of California - San Diego School of Medicine in 1996. She joined the Navy during her internship at Duke University Medical Center, serving as both a flight and clinical psychologist. Her active duty assignments included the Naval Safety Center, the Naval Health Research Center, and Naval Hospital Jacksonville, Florida. In 2004, she deployed to Iraq for seven months with a Marine Corps surgical company, serving as the Officer in Charge of the Combat Stress Platoon. Her book <i>Rule Number Two</i> is a memoir of that experience.
10:30 am - 10:45 am Marina Ballroom G	2011 Introduction	2011 EOC Chair: David Ashmore, Health Care Service Corporation David_Ashmore@hcsc.net
10:45 am - 11:00 am Marina Ballroom G	Giveaways and Closing	Final Passport Activity giveaways announced Final Remarks and Conference Adjournment