



# Advancing Consumerism in Healthcare: **Innovations in Cost Transparency**



## AGENDA

- 8:00 am **Arrival, Breakfast, Networking**
- 8:30 am **Welcome and Introductions**  
**Janaera Gaston**  
Director, Programs  
*Northeast Business Group on Health*
- 8:45 am **Setting the Stage: The Quest for Cost Transparency**  
**Paul J. Matthews**  
Practice Leader, HGB High Value Solutions  
*Towers Watson*
- 9:15 am **PART I: Panel Presentations**  
**Healthcare Blue Book**  
**Jeffrey J. Rice, MD, JD**  
Chief Executive Officer  
*Healthcare Blue Book*
- Gary Henderson, CFA, CBC**  
VP, Consumer-Directed Health Care  
*Manning & Napier Advisors, LLC*
- FAIR Health**  
**Robin Gelburd**  
President  
*FAIR Health*
- Rob Parke**  
Principal, Consulting Actuary  
*Milliman*
- 10:15 am **Break**

**Thursday**  
**February 9, 2012**

**Breakfast & Networking:**

8:00 - 8:30 am

**Program:**

8:30 - 11:30 am

**Concierge**  
**Conference Centers**

**780 3rd Avenue**

(between 48<sup>th</sup> & 49<sup>th</sup> Streets)

**New York, NY**

**Sponsored by:**



**AGENDA (cont.)****10:25 am PART II: Panel Presentations*****Thomson Reuters*****Bobbi Coluni**

Sr. Director, Consumer Solutions

*Thomson Reuters***Brooks Hocking**

Manager of Corporate Human Resources

*General Electric****UnitedHealthcare*****Victoria Bogatyrenko**

National Vice President, Products &amp; Innovations

*UnitedHealthcare***11:30 am Adjourn****Sponsored by:**