

**1<sup>ST</sup> Annual Health & Wellness Benefits Conference**

# 30 Years of Innovation: What's Next for Employers?

**WEDNESDAY, APRIL 25, 2012**

**7:30 am - 4:45 pm**

## FEATURING INNOVATIONS IN:

- Health Reform
- Employee Health Management
- Employee Engagement
- Decision Support

Stress Management Programs &  
Building Workforce Resiliency  
Alternative Delivery Models of Care  
Pharmacy Benefit Management  
Global Wellness

Premier Sponsors:



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**Genentech**

CONFERENCE AGENDA

7:30 am - 4:45 pm	<b>BMI Screenings</b> Courtesy of Allergan	12:00 pm	<b>Luncheon</b> <i>Transcendental Meditation®: Promoting Health, Cutting Costs, Raising Performance</i> Norman E. Rosenthal, MD <i>Author of "Transcendence: Healing and Transformation through Transcendental Meditation"</i> Bob Roth, <i>Executive Director, David Lynch Foundation</i> National Director, Center for Leadership Performance Transcendental Meditation Center Jeffrey S. Abramson, <i>Partner, The Tower Companies</i>
7:30 am	<b>Continental Breakfast, Registrations and Exhibits</b>		
8:30 am	<b>Welcome</b> Laurel Pickering, <i>President &amp; CEO</i> <i>Northeast Business Group on Health</i> <b>Opening Remarks</b> <i>Why Employers Need to Innovate</i> Jeremy Nobel, MD, <i>Medical Director</i> <i>Northeast Business Group on Health</i> <i>Executive Director, NEBGH Solutions &amp; Innovations Center</i>	1:45 pm	<b>Concurrent Breakout Sessions Part II</b> <b>A. <i>Innovations in Stress Management Programs and Building Workforce Resiliency</i></b> Julie-Ann Poll, <i>Health &amp; Wellness Innovation Program Manager, Aetna</i> Robin S. Aldieri, <i>Health &amp; Wellness Innovation Program Manager, Aetna</i> Michael Rendel, MD, <i>Medical Director</i> <i>Goldman Sachs &amp; Co.</i> <b>B. <i>Innovations in Healthcare Delivery: Employer Considerations for Alternative Delivery Models</i></b> Sherri Bockhorst, <i>Principal, Health &amp; Productivity</i> <i>Buck Consultants</i> Simeon Schwartz, MD, <i>Chief Executive Officer</i> <i>WESTMED Medical Group</i> <b>C. <i>Innovations in Pharmacy Benefit Management: 2012 and Beyond</i></b> Deven Shah, <i>Vice President, Pharmacy</i> <i>UnitedHealthcare</i> Additional Speakers, <i>TBA</i> <b>D. <i>Innovations in Global Wellness</i></b> Judy Bircher, <i>Director, Benefits</i> <i>Cameron International</i> Ann Asbaty, <i>Chief Operating Officer</i> <i>Cigna National Segment</i> Dan Ober, MD, <i>Chief Medical Director, Cigna</i> Marsha Shewanown, LCSW, MSW, MEd, CEAP <i>Director of Global Wellness, Cigna</i>
9:00 am	<b>Opening Keynote Presentation</b> <i>Innovations in Healthcare Technology: Will Supercomputer Dr. Watson Improve Patient Care?</i> Andrew J. Lang, <i>Senior Vice President &amp; Chief Information Officer, Information Technology, WellPoint</i> Additional Speakers, <i>TBA</i>		
10:00 am	<b>Break - Exhibits Open</b>		
10:30 am	<b>Concurrent Breakout Sessions Part I</b> <b>A. <i>Innovations in Health Reform: The Spectrum of Opportunity Between Pay and Play</i></b> Tom Billet, <i>Senior Consultant, Towers Watson</i> Harry Spencer, <i>Vice President, Compensation &amp; Benefits, JetBlue</i> <b>B. <i>Innovations in Employee Health Management Integrated Wellness and Worksite Health Centers</i></b> John Battey, <i>Vice President, Sales, Concentra, Inc.</i> Daryl Risinger, <i>Senior Vice President, Product Development &amp; Management, Concentra, Inc.</i> <b>Integrating Technology to Drive Consumer Behavior</b> Delia Vetter, <i>Senior Director of Benefits</i> <i>EMC Corporation</i> <b>C. <i>Innovations in Employee Engagement</i></b> Jeremy Nobel, MD, <i>Medical Director</i> <i>Northeast Business Group on Health</i> Eric Zimmerman, <i>Chief Marketing Officer, RedBrick Health</i> Additional Speakers, <i>TBA</i> <b>D. <i>Innovations in Decision Support</i></b> George McGregor, <i>Trust Administrator</i> <i>California Schools VEBA</i> Evan Falchuk, <i>President &amp; COO, Best Doctors</i> Latricia Parker, CEBS, <i>Executive Director, Corporate Benefits</i> <i>The Estée Lauder Companies</i> David J. Hines, <i>President &amp; Founder</i> <i>Consumer's Medical Resource (CMR)</i>	4:45 pm	<b>Adjourn</b>

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REGISTRATION FORM

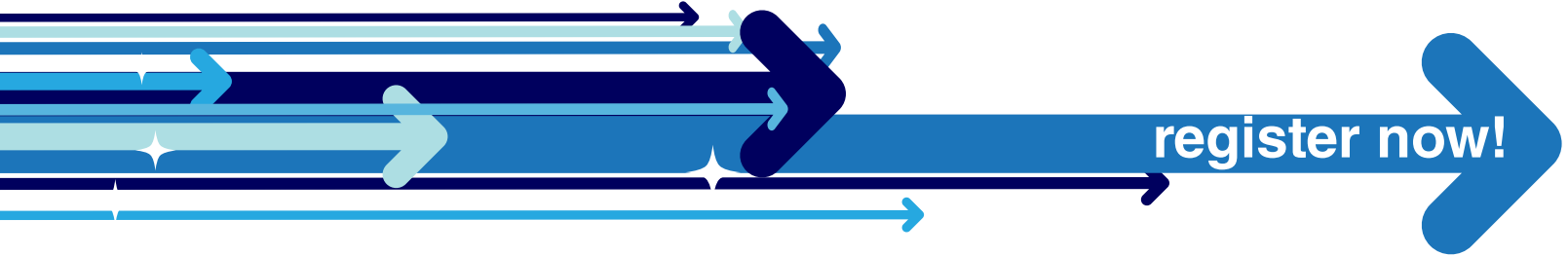
NAME Please type or print clearly (As it is to appear on badge)		
ORGANIZATION		TITLE
ADDRESS		
CITY	STATE	ZIP
( )		( )
WORK PHONE		FAX
EMAIL ADDRESS (all registration confirmations will be sent via-email only)		

PAYMENT

<input type="checkbox"/> Invoice me	CREDIT CARD NO.	EXPIRATION DATE
<input type="checkbox"/> Check (payment enclosed)		
<input type="checkbox"/> Mastercard		
<input type="checkbox"/> Visa	SIGNATURE (required)	
<input type="checkbox"/> Discover	Please make checks payable to Northeast Business Group on Health. NEBGH is a 501(c)3 organization, Tax ID#13-3156952	
<input type="checkbox"/> AMEX		

REGISTRATION FEES

**Early Bird Rates**  
*(Before March 30):*  
☐ Member - \$260  
☐ Nonmember - \$400  
**Regular Rates**  
*(After March 30):*  
☐ Member - \$360  
☐ Nonmember - \$500  
*Group discounts available for 3 or more attendees from the same company. Please see reverse for details.*



# REGISTER TODAY!



WEBSITE  
www.nebgh.org/events



E-MAIL  
adria@nebgh.org  
Please include all information  
requested on registration card.



MAIL  
NEBGH  
61 Broadway, Ste. 2705  
New York, NY 10006



PHONE  
(212) 252-7440



FAX  
(212) 252-7448

## Conference Venue

### Sentry Conference Centers

730 Third Avenue (between 45th & 46th Streets)  
New York, NY 10036  
www.sentrycenters.com

## Registration Fees

	Early Bird (Before 3/30/12)	Regular (After 3/30/12)
Members	\$260	\$360
Nonmembers	\$400	\$500

## Group Discounts

3 or more attendees from the same company are eligible to receive discount rates below. Discount will automatically be applied when registering attendees online at the same time.

	Early Bird (Before 3/30/12)	Regular (After 3/30/12)
<b>EMPLOYERS</b>		
Members	\$182	\$252
Nonmembers	\$280	\$350
<b>ALL OTHERS</b>		
Members	\$221	\$306
Nonmembers	\$340	\$425

## Registration Policies

- Cancellations received in writing on or before Wednesday, April 11, 2012 will receive refunds (less a \$25.00 processing fee). No refunds will be issued after that date.
- No-Shows will be responsible for the full registration fee.
- Substitutions will only be accepted with prior written notification from the registrant.

## Accommodations

### The Alex Hotel

205 East 45th Street, New York, NY 10017

**Reservations:** (212) 867-5100

**Room Rate:** \$259 + applicable taxes  
per night for a Deluxe King

**Cut-Off Date:** April 13, 2012

Be sure to ask for **NEBGH** room block when making reservations.

**NORTHEAST**  
BUSINESS GROUP ON HEALTH  
61 Broadway, Suite 2705  
New York, NY 10006-2621



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### OPENING KEYNOTE

Will Supercomputer Dr. Watson Improve Patient Care?

### LUNCHEON

Transcendental Meditation®: Promoting Health,  
Cutting Costs, Raising Performance

### CLOSING KEYNOTE

2012 Elections and the Price of Health Reform

*Peter R. Orszag, Vice Chairman, Institutional Clients Group, Citigroup, Inc.  
Former Member of President Obama's Cabinet*