



January 22, 2009
Cleveland Marriott Downtown
at Key Center

February 27, 2009
Hilton Columbus/Polaris

DIAMOND

**Anthem Blue Cross & Blue Shield
CVS Caremark, Inc.
Kaiser Permanente of Ohio**

GOLD

**Aetna, Inc.
Ingenix
Medical Mutual of Ohio**

SILVER

**HRAdvance Enterprises, LP
Towers Perrin**

BRONZE: Behavioral Health Systems, Inc., The Burchfield Group, CIGNA HealthCare, Chelko Consulting/Center for Benefits Management, EyeMed Vision Care, Findley Davies, Hewitt Associates, Mercer HR Consulting, Oswald Companies, Towers Perrin, United Healthcare, Vision Service Plan

SPONSORS

Health Action Council

**KICK-OFF
CONFERENCE
2009**

Rockside Square II
6133 Rockside Rd. Suite 210
Independence, Ohio 44131

About Health Action Council Ohio

Members of Health Action Council Ohio buy healthcare benefits for more than 1.9 million lives. We are:

- An organization of employers—private and public, large and small—and other organizations that provide benefits to their employees, retirees, dependents and membership
- Dedicated to affordable, quality health care
- Committed to value-based purchasing, rewarding the best in clinical outcomes and efficiency
- A forum for staying informed about and getting involved with healthcare quality initiatives in our area

To learn more about our sponsored events, resources, member services and group purchasing programs, visit

www.hacOHIO.org

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American Greetings Corp.
AmTrust Bank
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Auburn Career Center
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Cleveland State University
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Educational Service Center of Lorain County
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Excel Polymers, LLC
Fairport Harbor Village Schools
Federal Reserve Bank of Cleveland
Firelands Local Schools

FirstEnergy Corporation
Forest City Enterprises, Inc.
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Franklin County Government
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Kirtland Local Schools
Lake County Commissioners
Lake County Educational Services Center
Lake County Schools Council
Lake Erie Regional Council (LERC)
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The Lubrizol Corporation
Luxottica Retail
Madison Local Schools
Mentor Village Schools
MetroHealth System
The Midland Company
Midwest Express Group
Morgan's Foods
Mortgage Information Services
National City Corporation
Nationwide Insurance
Nordson Corporation
Northeast Care Center
Novelis Corporation
Ohio AFSCME Care Plan
Ohio Public Employees Retirement System (Ohio PERS)
Ohio Police & Fire Pension Fund
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Painesville Township Local Schools
Parker Hannifin Corporation
Perry Local Schools
The Plain Dealer
Portage Area Schools Consortium
Progressive Corporation

RPM International, Inc.
The Scotts Miracle-Gro Company
Shaker Hts. City Schools
Sheffield/Sheffield Lake City Schools
The Sherwin-Williams Company
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Wickliffe City Schools

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Summit Retirement Plans, Inc
Towers Perrin
United Healthcare
Vision Service Plan (VSP)
Wachovia Insurance Services
Watson Wyatt Worldwide
Wells Fargo Ins. Services of Ohio

CURRENT MEMBERS

7:30 AM Continental Breakfast / Exhibit Hall**8:15 AM Welcome****8:15 AM Rising costs, low quality in health care: the necessity for reform** *Paul B. Ginsburg, President, Center for Studying Health System Change*

Former Senator Tom Daschle will head the Health and Human Services Department and Montana Senator Max Baucus, Chairman of the Finance Committee, has presented a blueprint for health reform. What can employers and employees expect in the Obama era? Gain insights from a thoughtful Washington observer as we address the tradeoffs in clinical effectiveness, cost and equity (based on Ginsburg's recent testimony to Congress).

9:00 AM Patient-Centered Medical Homes and other reforms: making policy practical *Panelists: Edwina Rogers, ERISA Industry Committee's VP Health Policy; David Repko, National City Corporation and Ron Adams, M.D, Chief of Internal Medicine of Ohio, Kaiser Permanente Medical Group*

Edwina Rogers will provide a progress report on expansion of patient-centered primary care as part of health care reform proposals. Evidence from pilot programs already is showing real cost savings by reducing the number of unnecessary tests, consultations and emergency room visits. Commenting on the implications of health reform on the real world will be employer, David Repko, National City Corporation and health plan spokesperson, Dr. Ron Adams, Kaiser.

10:15 AM – 10:30 AM Break**10:30 AM Motivating healthy behavior: extending employee warranties** *Michael Roizen, MD, Chair/Chief Wellness Officer, Wellness Institute, Cleveland Clinic*

Dr Roizen routinely takes patients who are struggling with tobacco, heart, diabetic or arthritic problems and coaches them with simple (but persistent) lifestyle changes to be able to live, feel, look and be years younger. Cleveland Clinic Wellness Institute aims to elevate preventive care and wellness as a core brand of Cleveland Clinic and a core value to teach patients and employees. Come hear how.

11:15 AM Lessons learned abroad: healthcare systems of our global competitors

Robert Carlyle, Vice President, Aon Consulting Canada
Author of *Global Health Care Systems: A Perspective on Issues, Practices and Trends among OECD Nations*, Robert Carlyle will review his findings about the issues, practices and trends that make up the healthcare systems among the highly developed, industrialized countries of the Organisation of Economic Co-operation and Development (OECD). What do we have to learn?

12:00 PM – 1:15 PM Lunch – Exhibit Hall**1:15 PM Candid conversations with the C-suite: health benefits in a tough economy** *Panelists: Towers Perrin, Hewitt Associates, Oswald Companies*

The financial crisis is confronting corporate and public sector leaders with a fresh set of challenges and risks on many fronts, ranging from cost containment to talent management. These healthcare experts will offer some practical advice your organization can follow to keep top performers on task and connected to the long-term agenda.

2:15 PM Audience Q&A**2:30 PM – 3:30 PM Breakout Session****3:30 PM – 4:30 PM Breakout Session****4:30 PM Reception and Exhibit Hall****Breakout Sessions****2:30 PM – 3:30 PM****Ingenix: data-driven strategies at Nationwide**

Nationwide has embarked on a "total health and productivity initiative" that aggregates claims and other data across multiple programs to support its associates in leveraging data to drive decisions. Nationwide will review how the data was used to support their 2009 annual enrollment and how they envision using data in the future. Ingenix will also share additional activities that validate the impetus of using data and provide an update on the HAC Ohio Data Group.

INGENIX | CONSULTING

Medical Mutual: new tools and technology -- what will stick, and what will pass?

Paul Apostle, VP, Information Systems Development, Medical Mutual of Ohio, will review evolutionary changes in the healthcare market place; tools for patients, providers and payers. Personal Health Records, Electronic Medical Records, Regional Health Information Networks, real time claims and Consumer Directed Health: Which conflict with each other? Which are good solutions looking for an appropriate owner? Which have the greatest potential to produce efficient delivery and consumption of health care?


 MEDICAL MUTUAL OF OHIO
Kaiser Permanente's population care management initiative

We now face the growing challenge of caring for patients with chronic diseases. Health systems initially designed to respond to acute, episodic illness increasingly care for patients with ongoing conditions, where the goals include preventing complications or deterioration rather than cure. Dr. Ron Adams, Chief of Internal Medicine of Ohio, Kaiser Permanente Medical Group, will present an in depth view of the work being done at Kaiser in the area of panel management and disease management. Focusing on improvements in the diabetic population health through patient engagement and leveraging information technology, Dr. Adams will use client data to demonstrate the substantial progress made.


 KAISER PERMANENTE
3:30 PM – 4:30 PM**Anthem supports worksite wellness at Swagelok**

Anthem BC & BS National Medical Director, Dr. Wesley B. Wong, will demonstrate new capabilities in a real world setting. Come hear from Corporate Benefits Manager, Diane Bober, about how Swagelok Company, a \$1.3 billion, privately-held company, has benefited from worksite wellness. And get a copy of the 2009 National Health Statistics and Trends Report to compare your strategies, employee premiums and wellness programs to what other employers offer.


 Anthem
HRAdvance works with MetroHealth: uninvited guests in your health plan?

Bill Pogachnick, HRAdvance, and Pat Modjeski, Manager of Employee Benefits, MetroHealth Medical System, will team up to cover an overview of considerations and features of an effective dependent eligibility audit. Join in an interactive discussion with MetroHealth to learn how to prepare for a dependent eligibility audit. What to expect during the audit, timelines, who should be involved throughout the process, pitfalls to avoid and tools that are essential to success.


 HRAdvance
Hosted Human Resource Solutions
Aetna's Retiree Health Access: a comprehensive solution for employers

Aetna recognizes the growing need for affordable retiree health benefits. Insurance and benefit plan options and in-depth Medicare knowledge provide answers for early retirees and Medicare-eligible retirees, a comprehensive suite of retiree solutions to meet the specific needs of employers. Tim Maloney from Aetna will demonstrate how Aetna's Retiree Solutions encompass a holistic response to treatment of retirees – pre and post 65 – offering employers the benefit of reducing costs, increasing management efficiency and improving retiree relations.


 We want you to know™
Aetna

7:30 AM Continental Breakfast / Exhibit Hall**8:15 AM Welcome****8:15 AM Washington update: health reform on the fast track?***Kathryn Wilber, American Benefits Council*

Former Senator Tom Daschle will head the Health and Human Services Department and Montana Senator Max Baucus, Chairman of the Finance Committee, has presented a blueprint for health reform. What can employers and employees expect in the Obama era? Gain insights from ABC, the preeminent advocate of employer-sponsored benefit programs in Washington, as we address the tradeoffs in clinical effectiveness, cost and equity.

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10:15 AM – 10:30 AM Break**10:30 AM Showcasing the best: Healthy Ohio Worksite Awards***Dr. Alvin D. Jackson, Director Ohio Department of Health, and Mari-jean Siehl, Chief, Tobacco Use Prevention and Cessation Program, Office of Healthy Ohio*

This competitive award recognizes Ohio employers demonstrating a commitment to employee health with worksite health promotion and wellness programs designed to enhance productivity, ensure a healthy work environment, and facilitate and encourage employee health. The 2008 awards were evaluated and selected by members of the Healthy Ohio Business Council. This year, 30 companies were awarded bronze, silver or gold awards, including HAC members, BEM Services Inc., Bendix Commercial Vehicle Systems, Cleveland Clinic, Cuyahoga Community College, GM Powertrain Toledo, Midwest Express Group and The Scotts Miracle-Gro Company.

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2:15 PM Audience Q&A**2:30 PM – 3:30 PM Breakout Session****3:30 PM – 4:30 PM Breakout Session****4:30 PM Reception and Exhibit Hall****Breakout Sessions****2:30 PM – 3:30 PM****Anthem and Oswald ask: is your organization poised for high performance?**

Kevin Hinkle, Anthem BC & BS, and Todd R.



Miller, Oswald Companies, contrast high-performing vs. low-performing organizations. High performers: increase profitability (up to 30%) and shareholder value by permanently decreasing their health-related costs; increase employee health engagement and cost accountability; create operational efficiencies, enhance communication, and improve productivity; and, address total health value as a strategic business imperative. Hear about high-performing companies and get the 2009 National Health Statistics and Trends Report.

HRAdvance works with MetroHealth: uninvited guests in your health plan?

Bill Pogachnick, HRAdvance, and Pat Modjeski,



Manager of Employee Benefits, MetroHealth Medical System, will team up to cover an overview of considerations and features of an effective dependent eligibility audit. Join in an interactive discussion with MetroHealth to learn how to prepare for a dependent eligibility audit: What to expect during the audit, timelines, who should be involved throughout the process, pitfalls to avoid and tools that are essential to success.

Healthy Ohio Worksite Award Winners Panel #1

This competitive award recognizes Ohio employers that demonstrate a commitment to employee health with worksite health promotion and wellness programs. It acknowledges efforts to facilitate and encourage employee health, enhance productivity and ensure a healthy work environment. Learn from the winners: BEM Services, General Mills and TCP, Inc.

**3:30 PM – 4:30 PM****Parker Hannifin: Complimentary and Alternative Medicine**

This thriving global manufacturer has placed Complimentary and Alternative Medicine (CAM) at the center of their healthcare benefits. Learn about how their national PPO program works to offer employees expanded choice of treatment and prevention through natural therapies and holistic services that emphasize nutrition and exercise to stimulate and improve the immunity and repair functions of the body. These include hypnotherapy, medical nutrition therapy, therapeutic massage and chelation therapy.

Towers Perrin: strategies for managing healthcare costs at high-performing companies, like Swagelok

Surveys by TP reveal how high-performing organizations use management strategies to achieve important workforce advantages in today's highly stressed business environment. Hear the key attributes found among these successful companies from John Fazio, Towers Perrin, and learn from Diane Bober, Corporate Benefits Manager, Swagelok, a \$1.3 billion, privately-held company, how they apply these strategies to the management of their health plan.

**Healthy Ohio Worksite Award Winners Panel #2**

This competitive award recognizes Ohio employers that demonstrate a commitment to employee health with worksite health promotion and wellness programs. It acknowledges efforts to facilitate and encourage employee health, enhance productivity and ensure a healthy work environment. Learn from the winners: The Scotts Miracle-Gro Company, Saint Rita's Medical Center and University Schools.



Register Online: www.hacOHIO.org

All attendees must register and remit payment in full prior to the conference. Payment may be made by check (payable to Health Action Council Ohio) or by credit card using PayPal.

For either conference, please indicate your registration type:

HAC Employer Members (Regular, Public and Associate)	No Charge
General Admission · Employers that are not HAC members · Hospitals (Leapfrog reporting hospitals can send up to two attendees at no charge.) · HAC Sponsor Members and Vendors (Event Sponsors may be eligible for paid registrations.)	\$199
Government Entities (non-HAC members)	\$99

No one will be admitted without registration. Name tags must be displayed at all times.

Conference	Register by:	If necessary, cancel by:
Cleveland 1/22	1/16	Noon, 1/19
Columbus 2/27	2/20	Noon, 2/24

If you must cancel, please call 216.328.2200 by the deadline above or you will be billed.

Health Action Council Ohio would like to thank our sponsors for bringing in these nationally-recognized speakers & for supporting our educational programming throughout 2009:

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Directions & Accommodations:

CLEVELAND

Venue: Marriott Cleveland Downtown at Key Center, 127 Public Square, Cleveland, OH 44114.

Directions: The Marriott is easily accessible from I-77, I-71, and I-90.

Exit at East 9th Street
Travel North on East 9th Street
Turn left on St. Clair Avenue

The underground self-park garage is located on the left immediately preceding the hotel (see map).

Overnight accommodations:

Marriott Cleveland Downtown at Key Center 216.696.9200.*

*Group Room Block at a discounted rate of \$149.00 plus applicable taxes.

COLUMBUS

Venue: Hilton Columbus/Polaris 8700 Lyra Drive, Columbus, OH 43240.

Directions: The hotel is easily accessible from I-71.

From the South: I-71 North. Exit 121-Polaris Pkwy, turn left off exit. Turn right at Lyra Dr.

From the North: I-71 South. Exit 121-Gemini Pkwy, turn right off exit. Turn left at Lyra Dr.

Free self parking.

Overnight accommodations:

Hilton Columbus/Polaris 614.885.1600.*

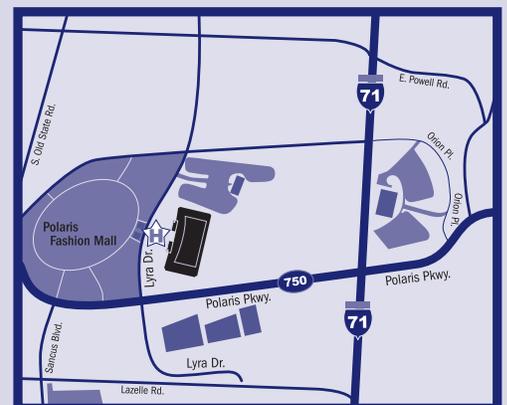
*Group Room Block at a discounted rate of \$159.00 plus applicable taxes.



Marriott Cleveland Downtown at Key Center



Self-Park on St. Clair



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- Aetna, Inc.
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- EyeMed Vision Care
- Findley Davies
- Health Design Plus
- HRAdvance Enterprises, LP
- Ingenix
- InsureOne Benefits, Inc.
- Interface EAP, Inc.
- Kaiser Permanente of Ohio
- Medical Mutual of Ohio
- Meritain Health
- Mount Carmel Corporate Health & Wellness
- Nationwide Better Health
- United Healthcare
- Vision Service Plan



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