Webinar: Consumer Engagement - What's Next?
– a HealthcareWebSummit Event, 2PM Eastern, Wednesday, May 28th, 2014

Innovations and Managing the CX Journey
Consumer Engagement - What’s Next

Wednesday, May 28th, 2014
2:00 – 3:00 p.m. Eastern (11:00 a.m. to 12:00 p.m. Pacific)

- Insights, examples and strategies on achieving superior customer experience (CX)
- Best engagement practices and innovation | Managing your CX journey in the future
- Best practices and innovation in communications; segmentation; testing; message & channel; and process
- Eight specific key takeaways for adopting best practices and innovations
- How actionable big data translates into better returns on customer management investments
- Cross-functional touchpoint analysis to document interactions and map engagement process and data

Faculty:
Lindsay Rosnick
Chief Marketing Officer
KBM Group: Health Services

Faculty:
Kathleen Ellmore
Vice President, Consumer Engagement
Silverlink

Registration

Individual Registration Fee: $195. Post-Event Materials: $45 for attendees; $260 for non-attendees after the event.

Corporate Site licensing also available (see inside for details) Use the form on the back page to fax or mail your registration or call 209.577.4888

Online: To register or get detailed information on the web, go to:
http://www.healthwebsummit.com/engagement052814.htm
There’s a lot of moving parts ahead in 2014’s healthcare ecosystem: Obamacare 2.0, Paying for Quality, mHealth, Big Healthcare Data and Socialnomics. But one theme is going to rise above all else and prove to be the impact trend of 2014: customer experience.

This is the year when payers, providers and employers will stop talking about being customer focused and actually start delivering personalized, relevant and multi-channel consumer interactions. Superior customer experience (aka CX) is no longer an option. With benefit standardization, provider network parity, price transparency and regulatory constraints commoditizing markets and neutralizing brands...what’s left?

Healthcare is now defined by personal responsibility; it’s the consumer’s obligation to deal with intimidating financial and clinical decisions. Even with enrollment estimates for state and federally-run public health insurance marketplaces suspect, recent projections have 40 million Americans expected to buy health insurance through private exchanges by 2018 (Are You Ready? Private Health Insurance Exchanges Are Looming, Accenture, 2013). If we ask customers to step-up and take control of their healthcare destiny they need to be engaged. The only way to accomplish this is through a customer experience that respects the complete customer journey – from prospect to participant to promoter – each built on a foundation of trust, empowerment and outcomes.

What’s next in consumer engagement for healthcare? Kathleen Ellmore, Vice President, Consumer Engagement at Silverlink will share her perspectives on the best of consumer engagement innovation during the past 12 months, that organizations should embrace as they move forward. Lindsay Resnick, Chief Marketing Officer KBM Group: Health Services will offer strategies and insights for healthcare organizations managing their CX journey into the future.

Please join KBM Group's Lindsay Resnick and Silverlink's Kathleen Ellmore on Wednesday, May 28, 2014 at 2PM Eastern as they discuss Consumer Engagement - What’s Next: Innovations and Managing the CX Journey.

Learning Objectives

Participants will be able to:

1. Identify best practices and innovation in communications design; segmentation; testing & learning; message & channel; and process
2. Ascertain eight specific key takeaways for adopting best practices and innovations
3. Explore opportunity areas for applying best practices and innovations
4. Understand how the customer experience encompasses every aspect of a consumer's interaction with your organization
5. Consider how actionable big data translates into better returns on customer management investments.
6. Learn how to use a cross-functional touchpoint analysis to document every member interaction to construct a process map of customer engagement and a data map that describes what, when and where customer data is captured
7. Engage in interactive learning through online question submission, attendee feedback and opportunity for follow-up questions, and networking with attendees, faculty and other professionals through a dedicated LinkedIn group.

**Who Should Attend**

Interested attendees would include:

- C-Suite Executives
- Strategy, and Planning Executives and Staff
- Marketing and Sales Executives and Staff
- Consumer Experience Executives and Staff
- Business Intelligence Executives and Staff
- Market Research Executives and Analysts
- Innovation and Transformation Executives and Staff
- mHealth Executives and Staff
- Other Interested Parties Staff

Attendees would represent organizations including:

- Health Plans
- Hospitals and Health Systems
- Provider Networks
- Pharmaceutical Organizations
- Health Insurance Exchanges
- Benefit Consultants and Agents
- PBMs
- Retail Clinics
- Account Administrators
- Business Processing Organizations
- Solutions Providers
- Associations, Institutes and Research Organizations
- Media
- Other Other Interested Parties
Lindsay is Chief Marketing Officer of KBM Group: Health Services, with thirty years of professional experience in health care and insurance. He is a frequent industry speaker, and provides strategic counsel to clients on product development, lead generation, marketing, and sales distribution.

KBM Group: Health Services is a national marketing services company and leader in knowledge-based marketing, both digital and traditional direct response. Lindsay’s areas of focus include strategic planning, database services, customer segmentation, direct-to-consumer lead generation, customer engagement, online marketing, and sales integration.

Previously Lindsay held senior executive roles at: Gorman Health Group, a leading Medicare and federal programs consultancy; Healthmarket, one of the country’s first Consumer Directed Healthcare plans; Radix Health Connection, a specialized investment-banking and M&A firm; and Celtic Life Insurance, a small group, individual medical and Medicare insurer. Early in his career Lindsay’s experience included Blue Cross Blue Shield Association, Massachusetts Department of Public Health and Massachusetts General Hospital.

Lindsay has a Masters in Health Administration from Washington University in St. Louis and a Bachelor of Science in Business Administration from Northeastern University in Boston. Lindsay is a frequent speaker and author on topics including health care, insurance, marketing, and business strategy. Originally from New York, he is a longtime resident of Chicago.
Kathleen Ellmore, Vice President, Consumer Engagement, counsels Silverlink’s healthcare clients on creating exceptional consumer experiences and building world-class brands. With a unique combination of decision sciences and deep consumer marketing and healthcare expertise, Kathleen helps clients transform their customer outreach and drive improved behaviors and better health.

Through an understanding of consumer behavior, segmentation, intervention and data analysis, Kathleen teams with her clients to navigate the major changes occurring in the U.S. healthcare system today. Kathleen is a frequent speaker on the national stage.

Prior to joining Silverlink, Kathleen served as vice president for Digitas, the nation’s premier direct marketing firm. At Digitas, she led the AT&T Wireless B2B Services group working on direct communications, database marketing management, segmentation and modeling. Kathleen also has more than 20 years of consumer marketing and brand experience at leading consumer marketing organizations including General Mills and Gillette.
Corporate Pricing, Terms and Conditions

Individual vs. Corporate Site License Pricing

- Individual registrations cover a single phone line.
- Multiple persons may listen via speaker phone for the individual registration fee.
- Each individual receives a unique dial-in ID that is not re-useable.
- Corporate pricing is available when registrations are desired for more than one phone line.

Corporate Site License Attendee Registrations

- Organizations individually register all participants for web access and e-mail delivery unless arranged otherwise with MCOL, but corporate pricing will apply based on the number of employees registered

Eligibility

- Corporate pricing is only available to single organizations, or parent organizations and their affiliates.
- Professional Associations or other groups of separate organizations may not combine for corporate pricing.

Pricing Schedule

Events Priced at $195 Individually: Site License pricing for one of any $195 individual events is based upon the number of covered phone lines, according to the following table

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<th>Covered Phone Lines /Logins</th>
<th>Total Price</th>
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<td>175-249</td>
<td>$12,525.00</td>
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Equivalent Price per employee and total savings compared to individual $195.00 price*:

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* based upon the midpoint of employees in each range