

Consumer Driven Care 2007 Web Summit

The sixth annual web summit on **health care consumerism**: March 19th through 23rd, 2007.

Co-sponsored by:

The Consumer Driven Healthcare Summit

Forum on the Implications of Consumer Choice and HSAs, HRAs and FSAs for Providers, Pharma, Plans and Employers

A package of four live audioconference sessions, forty eight faculty presentations that you can view 24/7 on the web and ask e-mail questions, thirteen downloadable faculty podcast interviews, two video clips, and more. Presentations provide a comprehensive view of current Market Research, Trends, Technical Considerations, Legal Perspectives, Provider Issues, Case Studies, and much more from nationally prominent faculty.

Get details or Register at www.healthwebsummit.com/consumerdriven.htm or call 209.577.4888

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4 Live audioconferences



48 Faculty Presentations



13 Podcasts

Individual Registration

Fee: \$495

Web Summit CD-ROM:

\$40 for attendees

Audioconference Schedule:



Monday, March 19, 2007 10:00 AM - 10:45 AM Pacific

Wellness Incentive Compliance
Ashley Gillihan, Partner, Alston & Bird



Tuesday, March 20th 10:00 AM - 11:30 AM Pacific

Developing Key Performance Indicators for Consumer-Directed Health Care and Pay-For-Performance
David Hammer, Vice President - Revenue Cycle Solutions, McKesson Provider Technologies



Wednesday, March 21st 10:00 AM - 10:45 AM Pacific

The CBO Report- CDHP: Potential Effects on Health Care Spending and Outcomes
Phil Ellis, Health and Human Resources Division, U.S. Congressional Budget Office



Thursday, March 22nd 10:00 AM - 10:45 AM Pacific

Audioforum: The Future of Consumer Driven Care; Moderator: Clive Riddle, President, MCOL
Special Guest: William Boyles, Publisher, Consumer Driven Market Report

Web Summit Faculty

2007 faculty participants include: • Kim Bellard, Vice President, eMarketing & CRM, **Highmark Blue Cross Blue Shield**, Pittsburgh, PA • Ed Belt, Jr., CEO, **Primarily Care Inc.**, Cranston, RI • Natasha Ben, Product, **Humana**, Louisville, KY • Beth Bierbower, Vice President, Product Innovation, **Humana**, Louisville, KY • William R Boyles, Publisher, **Consumer Driven Market Report**, Washington, DC • William DeMarco, President, **DeMarco and Associates**, Rockford, IL • Alexander C. Domaszewicz, Senior Consultant, **Mercer Health and Benefits**, Newport Beach, CA • Phil Ellis, Health and Human Resources Division, **U.S. Congressional Budget Office**, Washington, DC • Anne Elmlinger, Assistant Vice President, **Greenwald & Associates**, Washington, DC Danville, CA • Laurie Gelb, Director, Market Research & Planning, **HealthCore, Inc.**, Wilmington, DE • Ashley Gillihan, Partner, **Alston & Bird**, Atlanta, GA • David Hammer, Vice President, Revenue Cycle Solutions, **McKesson Provider Technologies**, Fort Lauderdale, FL • Cheryl Risley Hughes, Principal, Sanders, **Schnabel & Brandenburg, P.C.**, Washington, DC • James G. Hutton, PhD, Associate Professor, Silberman College of Business, **Fairleigh Dickinson University**, Teaneck, NJ • Lucy Johns, MPH, Independent Consultant, **Health Care Planning & Policy**, San Francisco, CA • Christine L. Keller, Attorney, **Groom Law Group**, Washington, DC • Don Kemper, Chairman and CEO, **Healthwise**, Boise, ID • Greg Kline, Senior Research Associate, **Greenwald & Associates**, Washington, DC • John Mills, Director of Product Development, **HIP Health Plan of New York**, New York, NY • Steve Parente, Assistant Professor, **University of Minnesota**, Minneapolis, MN • Scott Polansky, Director of Product Management, **Harvard Pilgrim Health Care**, Boston, MA • Eric Remjeske, Partner / Co-Founder, **Devenir Group**, Minneapolis, MN • Earl Steinberg, MD, President, **Resolution Health**, Columbia, MD • Maureen E. Sullivan, Senior Vice President, Strategic Services, **Blue Cross Blue Shield Association**, Chicago, IL • Cora Tellez, President, **Sterling HSA**, Oakland, CA • Kismet Toksu, Senior Consultant, **Reden & Anders**, McLean, VA • Kirsten Trusko, Banking Senior Manager & Co-Lead CDH Financial Services, **BearingPoint**, Danville, CA • Mike Vittoria, Director of Human Resources, **Bacou-Dalloz USA, Inc.**, Smithfield, RI • Lincoln Weed, Principal, **Sanders, Schnabel & Brandenburg, P.C.**, Washington, DC

For detailed information on any of the summits below, go to www.healthwebsummit.com

Web Summit Registration Information (check add CD if you also want Summit CD-ROM)

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	Preferred Brand Competition with Generics, 2/15/07	\$195/\$235 with CD*	
	Consumer Driven Provider Strategies, 2/22/07, A National Consumer Driven Health Care Summit Audio Conference Event co-sponsored by MCOL's Healthcare Web Summit	\$345/\$495 with CD**	
	Consumer Driven Care 2007 Web Summit, March 19-23, 2007	\$495/ \$535 with CD*	
	Single Audioconference Only from above event. Date:	\$195	
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