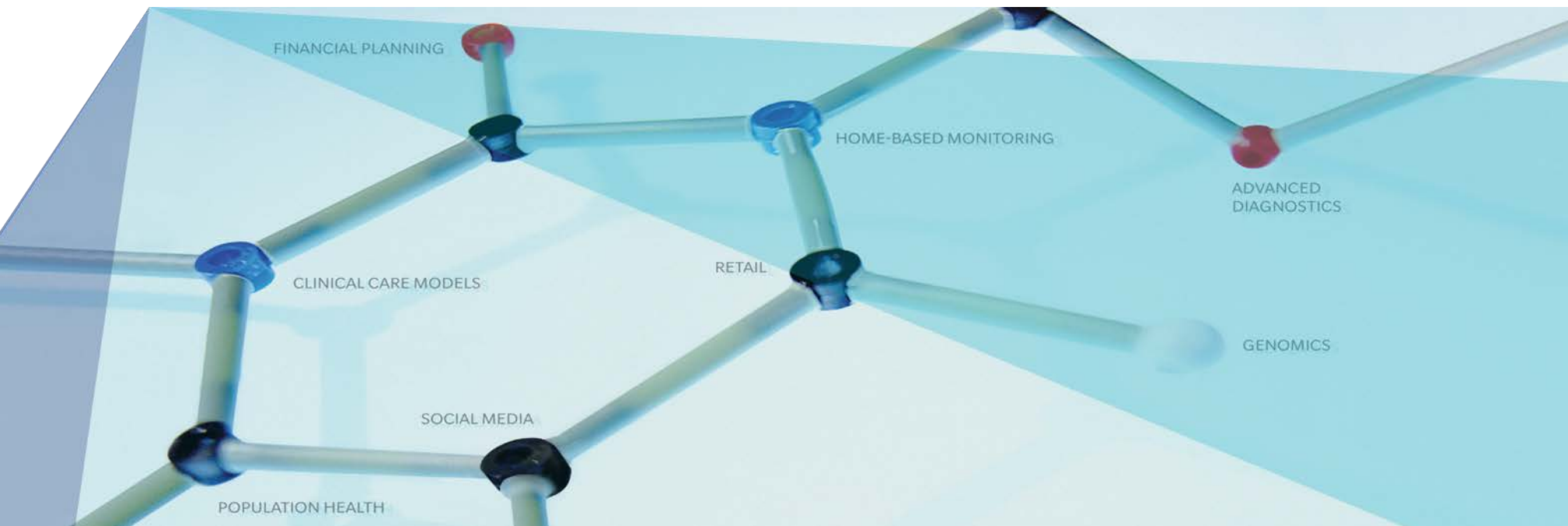


# JUNE IDEATION SESSION THE NEXT WAVE OF CONSUMER ENGAGEMENT

JUNE 25-26, 2012



# AGENDA – IDEATION SESSION

## DAY 1: Tuesday, June 25, 2013

FINANCIAL PLANNING

HOME-BASED MONITORING



ADVANCED DIAGNOSTICS

CLINICAL CARE MODELS

RETAIL

GENOMICS

### Consumer-Centered Business Designs

12:00pm	<b>Arrival and Check-In</b>	
	<ul style="list-style-type: none"> <li>The Ritz-Carlton Denver, 1881 Curtis Street, Denver, CO 80202</li> </ul>	
12:30pm – 1:30pm	<b>Executive Lunch – Salon 3</b> ( <i>plaza level of hotel</i> )	
	<ul style="list-style-type: none"> <li>The Ritz-Carlton Denver, 1881 Curtis Street</li> </ul>	
1:30pm – 2:30pm	<b>The New Wave of Consumer Engagement</b> ( <i>Salon 4 Conference Space</i> )	
	<ul style="list-style-type: none"> <li>Tom Main – Partner, Oliver Wyman</li> <li>Jeff Margolis – Chairman and Chief Executive Officer, WellTok and Senior Executive Advisor to OWHIC</li> </ul>	
2:30pm – 4:10pm	<b>Consumer Engagement In-Action – Lessons from Leaders in Consumer-Centricity</b>	
	<ul style="list-style-type: none"> <li>Derek Flanzraich – Founder and Chief Executive Officer, Greatist</li> <li>Peter Hudson, MD – Co-Founder and Chief Executive Officer, iTriage</li> <li>Travis Bogard – Vice President of Product Management and Strategy, Jawbone</li> <li>Leslie Silverglide – Co-Founder, Wello</li> </ul>	
4:10pm – 4:25pm	<b>Break – Salon 4</b> ( <i>pre-function space</i> )	
4:25pm – 5:40pm	<b>Consumer Engagement In-Action – Lessons from Leaders in Consumer-Centricity</b>	
	<ul style="list-style-type: none"> <li>Robert Thompson – Executive Vice President of Pharmacy, Rite Aid Corporation</li> <li>Steve Cashman – Founder and Chief Executive Officer, HealthSpot</li> <li>Alexandra Drane – Founder and Chief Visionary Officer, Eliza Corporation</li> </ul>	
5:40pm – 6:15pm	<b>Break and Dress for Dinner</b>	
6:15pm – 7:15pm	<b>Executive Networking and Cocktail Hour</b>	
	<ul style="list-style-type: none"> <li>Elway's at The Ritz-Carlton Denver Hotel</li> </ul>	
7:15pm – 10:00pm	<b>Dinner – Elway's at The Ritz-Carlton Denver Hotel</b>	
	<ul style="list-style-type: none"> <li>Private Dining Room (<i>lobby level of hotel</i>)</li> </ul>	

# AGENDA – IDEATION SESSION

## DAY 2: Wednesday, June 26, 2013

### Consumer-Centered Business Designs

7:30am – 8:15am	<b>Welcome and Breakfast</b> <ul style="list-style-type: none"><li>The Ritz-Carlton Denver – Cameron Room (<i>plaza level of hotel</i>)</li></ul>
8:15am – 9:00am	<b>Consumer-Centered Value Migration</b> ( <i>Salon 4 Conference Space</i> ) <ul style="list-style-type: none"><li>Tom Main – Partner, Oliver Wyman</li></ul>
9:00am – 9:40am	<b>Uncovering the Consumer's Hassles</b> <ul style="list-style-type: none"><li>Full group discussion</li></ul>
9:40am – 10:00am	<b>Consumer-Centered Healthcare In-Action – HealthSpot Demo</b> <ul style="list-style-type: none"><li>Steve Cashman – Founder and Chief Executive Officer, HealthSpot</li></ul>
10:00am – 10:15am	<b>Break</b> – Salon 4 ( <i>pre-function space</i> )
10:15am – 10:45am	<b>Consumer Innovation – The Rising Tide of Enablers</b> <ul style="list-style-type: none"><li>Full group discussion</li></ul>
10:45am – 12:00pm	<b>Next Generation Consumer-Centered Business Designs – Creating a Magnetic Offering</b> ( <i>Cameron Room</i> ) <ul style="list-style-type: none"><li>Breakout Groups (x4) – Health plan-orientation, provider, retailer, consumer tech company</li></ul>
12:00pm – 1:00pm	<b>Lunch and Networking Session</b> – Salon 4 ( <i>pre-function space</i> ) / <i>Cameron Dining Space</i>
1:00pm – 2:00pm	<b>Incumbents and Upstarts – Winning Models</b> <ul style="list-style-type: none"><li>Full group discussion</li></ul>
2:00pm – 2:30pm	<b>Closing</b> <ul style="list-style-type: none"><li>Tom Main – Partner, Oliver Wyman</li></ul>