

# 2007 Western Conference EOC

## Scottsdale Plaza Resort, Scottsdale, Arizona

### May 15-18, 2007

THE FUTURE OF  
HEALTHCARE:



HEALTHCARE  
CONSUMERS  
IN THE 21<sup>ST</sup>  
CENTURY

#### Tuesday, May 15, 2007

Noon – 8:00 pm Registration Desk Open

6:00 pm – 8:00 pm Welcome Reception

#### Wednesday, May 16, 2007

7:30 am – 8:30 am Breakfast

8:30 am – 8:35 am Introduction  
*Gail Damico - Vice President, Sales  
Blue Cross Blue Shield of Arizona*

8:35 am – 8:45 am Native American Blessing  
*Ken Duncan*

8:45 am – 9:00 am Conference Welcome  
*Rich Boals – President & CEO  
Blue Cross Blue Shield of Arizona*

9:00 am – 10:20 am "US Healthcare System:  
Unavoidable Realities, Harsh Truths, Stark Choices"  
*Keynote Speaker - Dr. George Poste – Director,  
The Biodesign Institute at Arizona State University*

10:20 am – 10:40 am Break

10:40 am – 11:50 am "From Political Punching Bag to Policy Heavyweight: The  
Evolution of America's Health Plans"  
*Dan Leonard, Executive Vice President, Advocacy and  
Professional Services for America's Health Insurance Plans  
(AHIP)*

Noon – 2:00 pm Lunch

2:00 pm – 3:00 pm Disciplinary Breakout Sessions  
*Actuarial & Underwriting  
Legal Affairs & Government Relations  
Communications & Public Relations  
Provider Relations, Medical Management, Pharmacy &  
Medical Directors  
Marketing & Sales*

3:00 pm – 3:30 pm Break

3:30 pm – 4:30 pm Disciplinary Breakout Sessions (Cont.)

5:30 pm – 9:00 pm Dinner/Entertainment

Thursday, May 17, 2007

7:00 am – 8:00 am	Breakfast
8:00 am – 8:15 am	Opening Remarks <i>Gail Damico - Vice President, Sales Blue Cross Blue Shield of Arizona</i>
8:15 am – 9:15 am	"The Business Strategy of Health Management" <i>Dee W. Edington, Ph.D Director, Health Management Research Center University of Michigan</i>
9:15 am – 10:15 am	"Massachusetts Health Care Reform" <i>Peter Meade, Executive Vice President Blue Cross Blue Shield of Massachusetts</i>
10:15 am – 10:35 am	Break
10:35 am – Noon	"BCBS CEO Panel" <i>facilitated by Mike Unjehm, BCBS North Dakota Rich Boals, BCBS Arizona Bob Greczyn BCBS North Carolina Scott Serota, BCBS Association</i>
Noon	Lunch
	Afternoon/Evening/Free Time

Friday, May 18, 2007

7:30 am – 8:30 am	Breakfast
8:30 am – 8:40 am	Opening Remarks/Conference Highlights <i>Gail Damico, Vice President, Sales Blue Cross Blue Shield of Arizona</i>
8:40 am – 9:00 am	AdMania!
9:00 am – 10:15 am	"The Pursuit of Excellence" <i>Billy Mills – National Spokesperson - Running Strong for American Indian Youth, 1964 Olympic Gold Medalist</i>
10:15 am – 10:35 am	2008 Host Introduction <i>Larry Hilty – Senior Manager, Blue Shield California</i>
10:35 am – 11:00 am	Grand Prize Drawings
11:00 am	Conference Adjournment