

Welcome

From Mark Ganz - President and Chief Executive Officer - The Regence Group

Please join us for this year's Western Health Care Leadership Conference. The event takes place October 14 – 17 in Palm Springs, California, and will bring together some of the nation's most prominent leaders in the health care industry. Regence is proud to be serving as the sponsor of this year's event, and we are very excited about the caliber of thought-provoking speakers that we have secured so far.



The theme of this year's conference is "The Value Proposition for Health Plans in the 21st Century." Over the course of three days we will challenge conference participants to think critically about the kind of value we should be providing to our members in the future, and how health plans can deliver that value. Your participation – and that of your Board members and your executive team – will play an important role in that exploration.

We are close to finalizing the agenda for the conference, and I'm pleased to share with you the speakers that we have currently confirmed:

Steve Bennett, President and Chief Executive Officer, Intuit

Adam Bosworth, Vice President and Architect, Google Health

David Broder, Washington Post

Wayne Gattinella, Chief Executive Officer, WebMD

Ben Leedle, Chief Executive Officer, Healthways

Dr. Mark McClellan, former Administrator, CMS

Dr. Will Miller, Cultural and Media Commentator and Comedian

Josh Raskin, Senior Health Care Analyst, Lehman Brothers

Pending speakers include Senator John McCain and Governor of California Arnold Schwarzenegger.

We have also planned a variety of fun and engaging activities for spouses during the conference, and I hope that you can join us. To register, please visit www.westernconference.org. In the meantime, if you have any questions about the event, please contact Barbara Cooper at 253.382.7752 or via e-mail at bxcoope@regence.com. I hope to see you in Palm Springs!