



2008 External Operations Conference
June 10 - 13, 2008
The InterContinental Mark Hopkins Hotel
San Francisco, CA

Tuesday, June 10, 2008

Noon - 8 pm

Conference Registration

6:00 – 8:00 pm

Welcome Night Reception

Join all attendees for a reception at the *Top of the Mark*, the world famous landmark of the Mark Hopkins Hotel.

Wednesday, June 11, 2008

7:15 – 8:30 am

Breakfast

8:30 – 8:50 am

Welcome & Introduction

Larry Hilty, EOC Conference Chair, Blue Shield of California

Bruce Bodaken, President, Chairman and CEO, Blue Shield of California

8:50 – 10:15 am

Key Note Address

Ian Morrison, Internationally known Futurist and Author; President Emeritus, Institute for the Future

10:15 – 10:35 am

Morning Break

10:35 – 11:50 am

General Session ("web" topic)

Dr. Holly Atkinson, Editor-in-chief of *Health News*; Assistant Professor of Public Health, Department of Public Health at the Weill Medical College of Cornell University; Former founder, President and CEO of Reuters Health Information, Inc.

Noon – 1:30 pm

Participant Luncheon and Guest Speaker

1:45 – 3:00 pm

Disciplinary Breakout Sessions:

Actuarial and Underwriting / Sales and Marketing (combined session): *The EquilibriumSM Challenge* – Part I

Demonstrating teamwork, balancing conflicting business priorities, and achieving sales and financial success -- these are the demands that the Sales/Marketing and Actuarial/Underwriting breakout groups will face in a fun and competitive game called *EquilibriumSM*. A computer-based game designed to inform and educate participants about insurance sales and underwriting, *EquilibriumSM* will challenge cross-discipline teams to win business and still turn a profit. This will be a session where learning and networking are guaranteed, as well as be part of a team striving to become the EOC 2008 *EquilibriumSM* Challenge Champion.

Communications & Public Relations; Legal & Government Affairs; Provider Relations & Medical Management (combined session): *Provider Transparency--The Future is Now: Impact on Patient Safety, Cost and Quality of Care*

Discussion on transparency and its influence on safety, cost and quality of care. Current transparency research will also be included.

Opening Presenter and Facilitator: Ed O'Neil, , M.P.A., Ph.D., FAAN, the Director, Center for the Health Professions

3:00 – 3:15 pm

Break

3:15 – 4:30 pm

Disciplinary Breakout Sessions

Actuarial and Underwriting / Sales and Marketing (combined session): *Equilibrium ChallengeSM – Part II*

Communications and Public Relations: *Digital/Social Marketing in Today's Marketplace*

Rachael Marret, Senior Vice President, Deputy General Manager, MRM Worldwide

This session will help attendees understand how the communication field is changing and how you can keep up. Particular discuss items will include "blog" management (your company's and external blogs) and how to use the new media to market your products/brand.

Legal Affairs and Government Relations: *What Keeps You Up at Night, and What are You Doing About It?"*

Roundtable discussion facilitated by Chet Roberts, Chief Legal Counsel of BCBS Arkansas.

Provider Relations, Medical Management, Pharmacy and Medical Directors: *Health Economics, Clinical Informatics, and Observations on Changing Dynamics in the Healthcare Industry.*

Ed O'Neil, M.P.A., Ph.D., FAAN, the Director, Center for the Health Professions

5:30 – 10:00 pm

Dinner / Entertainment: *A San Francisco North Beach Experience*

Join us for a trip to one of San Francisco's best neighborhoods—North Beach—that was recently voted one of the top 10 Great Neighborhoods in America by the American Planning Association. The evening will include dinner at a local Italian restaurant followed by a performance of the world-famous revue *Beach Blanket Babylon*. Participants and guests included (must of 21 or over to attend the *Beach Blanket Babylon* performance).

Thursday, June 12, 2008

6:45 – 8:00 am

Breakfast

8:00 - 8:15 am

Opening Remarks

Larry Hilty, EOC Conference Chair, Blue Shield of California

8:15 – 9:30 am

General Session (“health” topic)

Steven G. Aldana, Ph.D. , author and former professor of lifestyle medicine at BYU; Founder and President of the Lifestyle Research Group (LRG), CEO of Wellsteps

9:30 – 10:45 am

General Session (“democracy” topic)

Linda Tarplin, of Tarplin Downs & Young, a healthcare lobbyist who held senior positions in the White House and the Department of Health and Human Services, including Special Assistant for Legislative Affairs and White House liaison to the Congress on health care issues

10:45 - 11:00 am

Break

11:00 am – 12:15 pm

BCBS CEO Panel

Facilitated by Steven Martin, BCBS Nebraska

Features: Michael Unhjem, BCBS North Dakota; Bruce Bodaken, Blue Shield of California; Robert Shoptaw, BCBS Arkansas

12:15 pm

Lunch

12:15 pm

Optional Organized Afternoon Activities

Golf - Presidio Golf Course

Muir Woods

Free Afternoon and Evening

Friday, June 13, 2008

7:15 – 8:15 am

Planning Committee Breakfast Meeting

7:15 – 8:30 am

Breakfast

8:30 – 8:45 am

Conference Highlights

8:45 – 9:00 am

Admania!

Karen Raley, VP of Communications & Product Development, BCBS Arkansas

9:00 – 10:30 am

General Session

Sam Glenn, motivational speaker, artist and author of “*A Kick in the Attitude*”

10:30 – 10:45 am

2009 EOC—Host Introduction

Georganne S. Benjamin, Assistant Director, Strategic Communications, Regence BlueShield of Idaho

10:45 – 11:00 am

Closing Remarks

11:00 am

Conference Adjournment