



"THE NEW CUSTOMER EXPERIENCE"

Sunday, October 19, 2008

2:00 – 8:00 pm

6:30 – 9:00 pm

Conference Registration - Northwest Lobby

Welcome Reception – Squaw Peak Lawn

Monday, October 20, 2008

7:15 – 9:00 am

7:15 – noon

Breakfast – McArthur Patio

Conference Registration – McArthur Ballroom Lobby

First General Session

8:30 – 8:50 am

McArthur Ballroom

Welcome and Opening Ceremony

Richard L. Boals

President and CEO

Blue Cross Blue Shield of Arizona

Dr. Allen Dvorak - Chair of the Day

Past President – Western Conference

8:50 – 9:50

The New Power Consumer

Ken Dychtwald, Ph.D.

Author of eleven books on aging-related issues and noted thinker about the lifestyle, marketing and workforce implications of the "age wave."

9:50 – 10:05

Break

10:05 – 11:05

Multicultural Consumers: The Opportunity for Growth in the New Mainstream

David J. Perez, CEO

Latin Force Group LLC

11:05 – 11:50

Understanding America's Six Surprising Generations of Consumers

Ann Fishman, President

Generational Targeted Marketing, Corp.

12:15 – 1:15

Lunch – Grand Ballroom

Win Holden – Publisher, *Arizona Highways*

Adjournment

Tuesday, October 21, 2008

7:15 – 9:00 am

7:15 – noon

Breakfast – McArthur Patio

Conference Registration – McArthur Ballroom Lobby

Second General Session

8:30 am

McArthur Ballroom

Call to order: Chair of the Day

Dr. Mark Adams

President, Western Conference

8:35 – 9:30

Variations in Health Care and the Need for Change

David Wennberg, MD, MPH

President/COO, Health Dialog Data Services (HDDS); Director,
Center for Outcomes Research & Evaluation - Maine Medical Cntr.

9:30 – 9:45

Break

9:45 – 10:45

Transforming Health Care

Malcolm Gladwell

Staff writer, The New Yorker; Winner, National Magazine Award;
One of Time Magazine's 100 Most Influential People.

10:45 – 11:45

eHealth as a Catalyst for Change

J. Lyle Bootman, Ph.D., Sc.D.

Dean of The University of Arizona, College of Pharmacy

Noon

Meeting Adjournment

6:00pm

Reception and Dinner

Arizona Biltmore Resort and Spa

McArthur Ballroom

Wednesday, October 22, 2008

7:15-9:00am

7:30 – 8:30 am

Breakfast – McArthur Patio

Western Conference Board of Trustees Breakfast Meeting
Canyon Room – Conference Center

Third General Session

8:30am

McArthur Ballroom

Call to Order: Chair of the Day

Dr. Dianne Gasbarra

President-Elect, Western Conference

8:35-10:00am

The Future of Medicine

Andrew Weil, MD

Founder and Director

Program in Integrative Medicine, University of Arizona
Best-selling author

10:00 – 10:15 am

2009 Leadership Conference Presentation

Robert P. Hiam

President and CEO, Hawaii Medical Service Association

10:15 – 10:30am

Annual Meeting and Western Conference Business

10:30 – 10:45 am

Closing Remarks and Adjournment

Richard L. Boals

President and CEO

Blue Cross Blue Shield of Arizona