

# BUSINESS & HEALTH SUMMIT 2007



VIRGINIA BUSINESS  
COALITION ON HEALTH

## “CORNERSTONE” PRINCIPLES FOR HEALTH CARE PURCHASING

**Thursday, June 7, 2007 • 7:45 A.M. – 4:30 P.M.**

Virginia Beach Convention Center, Virginia Beach, Virginia



### KEYNOTE ADDRESS

**David Hom**

Pitney Bowes

### Total Value – Total Return

Optimizing Employee Health Benefits for a Healthier and More Productive Workforce

### SUMMIT FEATURES

- Keynote Address by National Speaker
- Three General Session Presentations
- Employer Perspectives on Wellness/Health Promotion
- Wellness in the Workplace Awards
- University CEU, PHR, SPHR & GPHR Certification (pending approval)
- Deluxe Continental Breakfast
- Luncheon Buffet
- Free Health Screenings
- Exhibits & Networking

### VENUE



VIRGINIA BEACH  
CONVENTION CENTER

1000 19th Street  
Virginia Beach, Virginia

[www.virginiabeachconventioncenter.com](http://www.virginiabeachconventioncenter.com)

### SCHEDULE

|              |   |              |   |
|--------------|---|--------------|---|
| <b>6:45</b>  | <b>EXHIBITOR SET-UP</b>   |              | <b>TRANSITION TO LUNCH</b>  |
| <b>7:45</b>  | <b>REGISTRATION, EXHIBITS, CONTINENTAL BREAKFAST</b><br><i>Sponsor: Astra Zeneca</i>  | <b>12:30</b> | <b>WELLNESS LUNCHEON</b><br><i>Sponsor: Boehringer Ingelheim</i>  |
| <b>8:30</b>  | <b>WELCOME &amp; OPENING REMARKS</b><br>Kathleen Thomas – Director of Benefits, Landmark Communications, Inc;<br>Chair - VBCH Board of Directors<br>Barbara Wallace – President & CEO - VBCH  | <b>12:45</b> | <b>WELLNESS LUNCHEON ROUNDTABLE</b><br><i>Sponsor: Matria Healthcare</i><br><i>Employer Perspectives on Wellness &amp; Health Promotion</i><br>Lee Dukes - Matria Health Enhancement Company: <b>MODERATOR</b><br>Robert Cramer - Norfolk Southern Corporation<br>Robert Locke - Dominion Resources<br>Charlotte Perkins - Performance Food Group |
| <b>8:45</b>  | <b>SPECIAL GUEST</b><br><i>Sponsor: Pfizer</i><br>Irene Fraser, Director of the Center for Delivery, Organization, and Markets, Agency for Healthcare Research and Quality (AHRQ)   | <b>1:30</b>  | <b>WELLNESS IN THE WORKPLACE AWARDS</b><br><i>Sponsor: Sentara Healthcare</i>   |
| <b>9:25</b>  | <b>KEYNOTE ADDRESS</b><br><i>Sponsor: GlaxoSmithKline</i><br><i>Total Value – Total Return ... Optimizing Employee Health Benefits for a Healthier &amp; More Productive Workforce</i><br>David Hom – Human Resources Strategic Initiatives, Pitney Bowes, Inc.   | <b>1:40</b>  | <b>GENERAL SESSION – PAY FOR PERFORMANCE</b><br><i>Sponsor: Mercer Health &amp; Benefits</i><br><i>Care Focused Purchasing, Inc. – Reshaping the Health Care Market</i><br>Peter Hayes, Director of Associates Health and Wellness,<br>Hannaford Brothers Company   |
| <b>10:30</b> | <b>EXHIBITS &amp; BREAK</b><br><i>Sponsor: Riverside Health System</i>  | <b>2:30</b>  | <b>EXHIBITS &amp; BREAK</b><br><i>Sponsor: Ethicon Endo-Surgery</i>   |
| <b>11:00</b> | <b>GENERAL SESSION</b><br><i>Sponsor: Ethicon Endo Surgery/Bon Secours Hampton Roads Sentara Healthcare</i><br><i>The Obesity Epidemic – Tools, Access, Quality and Outcomes</i><br>Stephen Wohlgenuth, MD, FACS - Norfolk Surgical Group<br>Barbara Lynch - Bon Secours Hampton Roads<br>Virginia Delegate John Cosgrove | <b>3:00</b>  | <b>GENERAL SESSION – PAY FOR PERFORMANCE (CONTINUED)</b><br><i>Sponsor: Novo Nordisk</i><br><i>Pay For Performance: A Review of the Evidence on Program Effectiveness</i><br>Francois de Brantes, Bridges to Excellence   |
| <b>12:00</b> | <b>EXHIBITS &amp; BREAK</b><br><i>Sponsor: Merck</i>  | <b>3:50</b>  | <b>PRIZES, EVALUATION, WRAP-UP AND CEU VALIDATION</b>   |
|              |   | <b>4:30</b>  | <b>END</b>  |