

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