

# 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



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

VIRGINIA BEACH  
CONVENTION CENTER

1000 19th Street  
Virginia Beach, Virginia

### 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 Wohlgemuth, 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>

## ABOUT THE SPEAKERS

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### KEYNOTE SPEAKER

#### David Hom

Human Resources Strategic Development  
Pitney Bowes, Inc.

David Hom is Vice President, Strategic Initiatives, in the Human Resources Department at Pitney Bowes. Since 1992, Mr. Hom has developed an integrated health care strategy that focuses on increased employee productivity through disease, disability and demand management programs and has implemented eight primary care centers, which received the 2002 Institute for Health and Productivity Management Corporate Health & Productivity Award, and C. Everett Koop Awards in 1998 and 1996, among others.

Mr. Hom received his undergraduate degree in economics from the State University of New York at Albany and his MBA degree from Hofstra University. He is a member of the Employer Advisory Boards for American Management Association Compensation and Benefits Review, a board member for the National Business Group on Health in Washington, D.C., the Pacific Business Group on Health in San Francisco, CA, and the eHealth Connecticut Committee. In 1999, Mr. Hom was recognized by the Committee of 100 which is a national, non-partisan organization composed of American Citizens of Chinese descent whose members have achieved positions of leadership in a diverse range of professionals.

Pitney Bowes is a \$5.6 billion global leader of integrated mail and document management solutions. In 1998 Pitney Bowes was selected in the top 10 of Fortune magazine's "Fifty Best Companies for Asians, Blacks, and Hispanics," and was highlighted in Minority MBA magazine as one of the "Top Ten Companies for Minority Managers."



### SPECIAL GUEST

#### Irene Fraser

Director  
Center for Delivery, Organization, and Markets, Agency  
for Healthcare Research and Quality (AHRQ)

Dr. Irene Fraser, a political scientist who has specialized in research on Medicaid, private health insurance, and health care delivery, is Director of the Center for Delivery, Organization, and Markets. Prior to her arrival at AHRQ, she was Associate Director of Health Systems Research, Inc., a health care policy, research and consulting firm based in Washington, D.C.

Dr. Fraser also spent eight years working on access and delivery issues at the American Hospital Association as Senior Associate Director for Policy at the American Hospital Association where she served as the issue manager and senior policy person on indigent care, Medicaid and health care reform. As Director of Ambulatory Care at the AHA, she led a group which focused on the delivery side of health care reform -- managed care and integrated delivery, preventive care, home care, primary care, and other ambulatory care issues. She also served as adjunct faculty to the Institute for Health Law at Loyola School of Law.

Dr. Fraser's work has appeared in journals including Health Affairs, Inquiry, Health Care Financing Review, Journal of Ambulatory Care Management, and Journal of Health Politics, Policy and Law. A monograph series on the uninsured includes volumes on state Medicaid expansions, programs to promote private health coverage for the employed uninsured, and uncompensated care pools. Irene has a B.A. in Political Science and Spanish from Chatham College, and a Ph.D. in Political Science from the University of Illinois.

### GENERAL SESSION - THE OBESITY EPIDEMIC

#### Stephen Wohlgemuth

Surgeon  
Norfolk Surgical Group



#### Barbara Lynch

Vice President Ambulatory Service  
Bon Secours Maryview Medical Center



#### John Cosgrove

Delegate  
Virginia House of Delegates, R-78th District



### GENERAL SESSION - PAY 4 PERFORMANCE

#### Peter Hayes

Director of Associate Health & Wellness  
Hannaford Brothers Company

Peter Hayes has worked for Hannaford Bros. Co. for 20+ years and has managed healthcare for approximately 15 years. The balance of Mr. Hayes's tenure was spent working in various accounting and financial areas of responsibility. During the past several years, Hannaford has received numerous national awards in recognition of the company's commitment to working collaboratively with healthcare providers and vendors in delivering health benefits that are focused on quality. Hannaford has been successful in this arena by focusing on innovative solutions for patient advocacy and disease management programs and most recently awarded the Gold designation for health promotion programs by the National Business Group on Health.

In the early 90's, Governor McKernan appointed Mr. Hayes as one of three Maine Health Care Reform Commissioners. Mr. Hayes was a co-founder of the Maine Health Management Coalition and is currently co-chairman of the Maine Employer Purchasing Collaborative. Recently Mr. Hayes participated on Governor Baldacci's "Health Action Team" to advise his administration on health reform that resulted in significant legislation to help address extending affordable coverage to the uninsured residents of Maine. Mr. Hayes was appointed by two different Governors to participate in Health Care Reform Commissions and has served in several leadership roles in the Maine Health Management Coalition, Maine Employer Purchasing Collaboration, Care Focused Purchasing and The Leapfrog Group.



#### François de Brantes

COO, eHealth Initiative  
National Coordinator, Bridges To Excellence

François de Brantes is the National Coordinator for Bridges To Excellence (BTE), a national program focused on rewarding physicians for better quality care. In this capacity, Mr. de Brantes is responsible for supervising the implementation of BTE programs in different regions in the country, and creating and developing new programs for BTE such as the emerging Internal Medicine Care Link in collaboration with the American Board of Internal Medicine and the Spine Care Link in collaboration with the National Committee for Quality Assurance.

Mr. de Brantes also is the National Coordinator for Prometheus Payment, Inc., a multi-stakeholder effort to implement a reformed payment model anchored in Evidence-based Case Rates. In his capacity, he coordinates the activities of the Prometheus Design Team, the Clinical Working Groups and supervises the pilot sites. He is currently serving as a Director of the Massachusetts Quality Improvement Organization, MassPRO, the American Health Quality Association, and Connecticut's new regional health information organization, eHealthConnecticut. He lectures at Harvard, Wharton and the University of Connecticut. Prior to that, Mr. de Brantes was Program Leader for healthcare initiatives at GE Corporate Health Care, responsible for developing and implementing GE's Active Consumer strategy.

Mr. de Brantes earned a Masters in Finance and Taxation at the University of Paris IX - Dauphine, and he earned an MBA at the Tuck School of Business Administration at Dartmouth College.

### EMPLOYER PERSPECTIVES ON WELLNESS & HEALTH PROMOTION

#### Lee Dukés MODERATOR

Senior Vice President  
Matria Health Enhancement Company



#### Robert Cramer

Manager, Human Resources Services Planning  
Norfolk Southern Corporation



#### Robert Locke

Manager Benefits  
Dominion Resources



#### Charlotte Perkins

Chief Human Resources Officer  
Performance Food Group

## OTHER INFORMATION

### WHO SHOULD ATTEND?

Business and healthcare leaders, CEOs, CFOs, COOs, CMOs, benefit, human resource, and pharmacy benefit managers, information technology (IT) professionals, policy makers, physicians, hospital executives, and others involved in the delivery of wellness and health care, coalition executives, government representatives, insurance company representatives, benefits consultants, legal professional, accountants and anyone interested in employee/consumer wellness, health care cost and quality.

### EXHIBITORS

About 30 exhibitors will feature the latest health care, wellness, disease/health management, hospital and health plan quality information. Contact VBCH at 757-552-0913 to reserve space and obtain fee information.

### SCHOLARSHIPS

A limited number of scholarships (complimentary registrations) are available to those who qualify. Contact VBCH at 757-552-0913 for an application. Requests must be received no later than May 21. Scholarship recipients will be notified by May 28, 2007.

### DOOR PRIZES

Door prizes will be presented end of the day!

### CEUS & OTHER CERTIFICATION

- Continuing Education Units are offered through Old Dominion University; pending approval.
  - PHR, SPHR and GRHR Certification is offered through HRCI application; pending approval.
- Contact VBCH @ 757-552-0913 or visit [www.myVBCH.org/summit2007.php](http://www.myVBCH.org/summit2007.php)

### VENUE

VENUE: The Virginia Beach Convention Center, 1000 19th Street, Virginia Beach, Virginia; Ballroom Three. For more information and driving directions, visit [www.virginiabeachconventioncenter.com](http://www.virginiabeachconventioncenter.com)

### LODGING

RESERVATIONS: The Hilton Virginia Beach Oceanfront, 3001 Atlantic Avenue, Virginia Beach, VA. To make lodging reservations for Wednesday June 6th, please contact by Monday, May 7 the Hilton Reservations Department at [www.hilton.com](http://www.hilton.com) (Group Code: VBC) or 1-800-HILTONS and identify yourself as "Member(s) of the Virginia Business Coalition on Health" to receive the standard guest room group rate of \$179 + tax(s) (seventy-two hour cancellation policy). Hurry, the block is for a limited number of rooms. Self-parking for overnight Hilton 31Oceanfront guests is complimentary. Direct phone: 757-213-3000. Visit [www.31ocean.com](http://www.31ocean.com) to obtain detailed directions and map to the Hilton.

### THANK YOU!

#### BUSINESS & HEALTH SUMMIT COMMITTEE

Clifford Coppola, Williams Mullen – Chair  
Jeff Harlow, AON Consulting – Vice Chair  
Richard Keatley – Mercer Health and Benefits  
Scott Parker – Pfizer  
Patricia Vanderhoof – Landmark Communications, Inc.  
Bonnie Whitehurst – UBS  
Barbara Wallace – VBCH  
Eileen Ciccotelli – VBCH

## REGISTRATION FORM

### REGISTRATION FEES DISCOUNTED-RECEIVED BY MAY 30

#### VBCH Member

- \$95.00 per member
- Current member entitled to one complimentary registration
- \$50.00 Student fee
- \$15.00 ODU CEU fee (Pending Approval)
- PENDING: PHR, SPHR & GPHR CERTIFICATION

#### Non Member\*

- \$185.00
- NOW** is a great time to JOIN VBCH. To receive one complimentary registration and other member benefits. Phone 757-552-0913 for a membership brochure or for more information!

**Basic Membership Fee:**  
\$250 Set Up Plus \$1 Per Employee Per Year (PEPY)

### REGISTRATION FEES-JUNE 1 THROUGH JUNE 7

#### VBCH Member

- \$135.00 per member

#### Non Member\*

- \$225.00

### Mail Checks and Registration To:

VBCH (aka: HRHC)  
287 Independence Blvd  
Pembroke Two, Suite 218  
Virginia Beach, VA 23462

- **Registration Fee** — includes all sessions, admittance to exhibit areas, meals & program materials.
- A check or money order payable to HRHC should accompany the registration form.
- A separate \$15.00 check payable to ODU should be included for CEUs.

**REFUND POLICY: CANCELLATIONS** must be in writing and postmarked by Wednesday, May 30, 2007 or received by Noon, Friday, June 1st for a full refund. **SUBSTITUTIONS ONLY** after Noon on Friday, June 1st.

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Please copy and submit form for each registrant

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Number of Reservations \_\_\_\_\_  
(Please copy and submit form for each registrant):

Other Donation to help support the programs of VBCH \$ \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

Thank you. See you June 7th!

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### SPONSORS

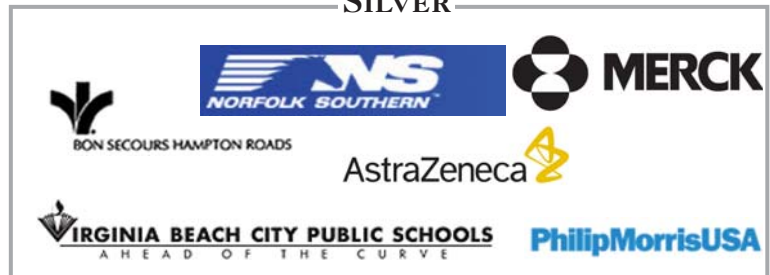
#### PLATINUM



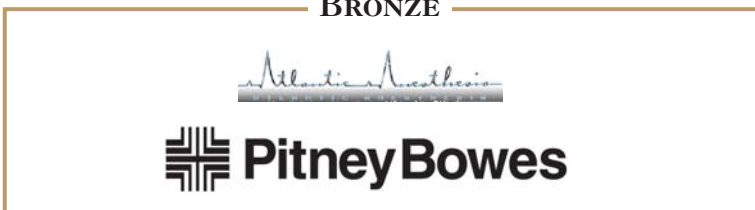
#### GOLD



#### SILVER



#### BRONZE



#### COPPER

