



**Greater Philadelphia
Business Coalition
On Health**

"Building Bridges to Better Healthcare"

2019 Annual Conference Moving Toward a 2020 Vision of Health Benefits Best Practices

Philadelphia DoubleTree Hotel, Thursday, June 6, 2019

7:30am – 8:30am	Registration and Continental Breakfast; exhibits open
8:30am – 8:45am	Welcome and Overview of the Day -- Neil Goldfarb, President and CEO, GPBCH
8:45am – 9:30am	Health Care Market Forecast: Will Mergers and Acquisitions Improve or Impede Value? Stuart Clark, Managing Director, The Advisory Board Company
9:30am – 10:10am	Developing a Bundled Payment Strategy to Drive Value <ul style="list-style-type: none">• Roger Francoline, Executive Vice President, Remedy Partners• Karen van Caulil, President and CEO, Florida Alliance for Healthcare Value
10:10am – 10:30am	Networking Break; exhibits open
10:30am – 11:45pm	Employers on the Cutting Edge of Value Improvement <ul style="list-style-type: none">• Jill Personett, Senior Director, Benefit Design & Strategy, Comcast• George Murphy, Vice President, Total Rewards, Lincoln Financial Group• Kate Farley, Executive Director, Pennsylvania Employee Benefits Trust Fund
11:45pm – 12:30pm	Lunch Break; exhibits open
12:30pm – 1:30pm	Keynote Speaker: David Blumenthal, MD, President, The Commonwealth Fund
1:30pm – 2:15pm	Using Price Transparency and Reference Pricing to Drive Market Change <ul style="list-style-type: none">• Dave Kelleher, Past President and CEO, Employers Forum of Indiana• Bill Green, CEO, Homestead Smart Health Plans
2:15pm – 2:30pm	Networking Break; exhibits open
2:30pm – 3:15pm	Don't Stop the Presses! The Role of Media in Driving Transparency and Value <ul style="list-style-type: none">• John George, Senior Reporter, Philadelphia Business Journal• Maiken Scott, Host and Creative Director of The Pulse, WHYY• Charlotte Sutton, Health and Science Editor, Philadelphia Inquirer
3:15pm – 4:00pm	Innovator Showcase: GPBCH Health Benefits Innovation Award Winner Project Presentations <ul style="list-style-type: none">• Delaware Valley ACO: Care Coordination & Health Coaching• Amerigas: Musculoskeletal Care Improvement• Johnson & Johnson: Promoting Workplace Mental Health• Woods Services: Advancing Employee Well-being
4:00pm	Adjournment
4:10pm – 5:00pm	GPBCH Annual Member Meeting (Employer and Affiliate Members Only)

We thank the following organizations for their support of this conference:

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