



**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

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| 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 Acquisition 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 Health Care Coalition |
| 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">• Bill Green, CEO, Homestead Smart Health Plans• Gloria Sachdev, President and CEO, Employers Forum of Indiana |
| 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 |
| 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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