



# health action council

## 2017 ANNUAL CONFERENCE

### CONFERENCE AGENDA | FEBRUARY 15

12:30 pm

#### Registration

1:00 pm

#### Opening Remarks

**Patty Starr**, Executive Director, Health Action Council  
**Dan Moulthrop**, Moderator, CEO, Cleveland City Club

BALLROOM

1:15 pm

#### Genetics and the Personalized Healthcare Experience

**Jeff Ruby**, Founder and CEO, Newtopia

BALLROOM

1:50 pm

#### The Future of Wearables

**Michael Maczuzak**, President and Founder, Smartshape Design

BALLROOM

2:20 pm

#### Networking/Break

2:35 pm

#### Empowering the Healthcare Consumer with Personalized Technology

**Jim Pursley**, Chief Commercial Officer, Livongo

BALLROOM

3:10 pm

#### The Impact of Personalized Medicine on the Future of Healthcare

**Charis Eng, MD, PhD, FACP**, Chair and Director, Genomic Medicine Institute,  
Director, Center for Personalized Genetic Healthcare  
Cleveland Clinic Lerner Research Institute

BALLROOM

#### Straight Talk: Leveraging Innovation/Technology into Employer Benefits Strategy

**Moderator: Dan Moulthrop**, Moderator, CEO, Cleveland City Club

**Panelist: Charis Eng, MD, PhD, FACP**, Chair and Director, Genomic Medicine Institute,  
Director, Center for Personalized Genetic Healthcare, Cleveland Clinic Lerner Research Institute

**Panelist: Michael Maczuzak**, President and Founder, Smartshape Design

**Panelist: Jim Pursley**, Chief Commercial Officer, Livongo

**Panelist: Jeff Ruby**, Founder and CEO, Newtopia

BALLROOM

4:20 pm

#### Closing Remarks

BALLROOM



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## 2017 ANNUAL CONFERENCE

### CONFERENCE AGENDA | FEBRUARY 16

7:00 am

Registration

#### Breakout Sessions

7:25 am

**Navigating the Benefits Administration Outsourcing Landscape**  
Tara Morey, Senior Consultant, Findley Davies

ROOM 26B

**Leveraging Culture to Improve Well-Being Programs and Employee Well-Being**  
Mary Marzec PhD, Senior Researcher and Consultant, RedBrick Health

BALLROOM

8:20 am

Breakfast/Networking

Sponsored by Findley Davies

EXHIBIT HALL

8:40 am

Opening Remarks

Patty Starr, Executive Director, Health Action Council

BALLROOM

8:55 am

**Keynote: Healthcare, Remixed**

Zubin Damania, MD, AKA ZDoggMD, Founder, Turntable Health

BALLROOM

9:55 am

Break/Networking

Sponsored by Thompson Hine

EXHIBIT HALL

#### Breakout Sessions

10:15 am

**Benefits Plans: The Silent Killer of Your Employees' Disposable Income**  
Eric Krieg, President, Risk International Benefits Advisors

BALLROOM

**Bringing Medications from Bench to Bedside**

Robert A. Calder, MD, MS, FACPM, Medical Affairs Director, Merck & Co.

26C

**The Great Disconnect: Failing the Healthcare Consumer**

Jan Berger, MD, MJ, Chief Clinical Strategist, Quantum Health

26B

11:15 am

**Addressing Childhood Obesity through a Preventive Health Benefit**

Joshua Moore, Manager, Business Sector Solutions, Alliance for a Healthier Generation

BALLROOM

11:45 am

Networking Lunch

BALLROOM C

12:45 pm

**Be the CEO of Your Own Health**

Rubin Pillay, MD, PhD, Assistant Dean for Global Health Innovation at the School of Medicine and Chief Innovation Officer of the Health System, University of Alabama at Birmingham

Sponsored by UnitedHealthcare

BALLROOM

1:45 pm

**The Future of the Empowered Healthcare Consumer**

Patricia Horvath, Moderator

**See Around the Corner: How to Take Data Analytics to the Next Level**

Rae Shanahan, Chief Strategy Officer, Businessolver

**How Healthcare Transparency Technologies can Enhance your Health Benefits Strategy**

Beth Ann Bird RPh, MM, Director, Solutions Consulting, Castlight Health

**Using Technology to Improve Health**

Jeff Hoffman, Vice President, Head of PBM Digital, CVS Health

BALLROOM

2:45 pm

Break/Networking

Sponsored by Pfizer

EXHIBIT HALL

#### Breakout Sessions

3:05 pm

**Understanding the Science of Communication**

Jan Burnham, Founder, ROC Group

ROOM 26B

**Benefits for the Treatment of Gender Dysphoria – Taking the Next Step for Transgender Inclusion**

Wyndolyn C. Bell, MD, FAAP, Senior Medical Director/Vice President, Health Care Strategies, UnitedHealthcare

ROOM 26C

**Two Ways to Enhance Well-Being: Mindfulness and Nutrition**

Andy Lee, Chief Mindfulness Officer, Aetna

Alison Acerra, MS, RD, Director of Nutrition Strategy, Guckenheimer

BALLROOM

4:00 pm

**Healthcare Policy/Political Update**

James A. Klein, President, American Benefits Council

BALLROOM

5:00 pm

**Cocktail Reception/Service Project**

Service project to benefit the Ronald McDonald House of Cleveland

Sponsored by UnitedHealthcare

BALLROOM C