

## EACC 2011 Conference, Expo & Gala Dinner

### ***Health & Wellness: A Transatlantic Dialogue***

**Wednesday, May 25<sup>th</sup> 2011**  
Cincinnati, Ohio

**Time:** 8:00 am to 5:30 pm Conference  
5:30 pm to 6:30 pm Expo/Cocktail/Networking Reception  
6:30 pm to 9:00 pm Gala Dinner

**Location:** Cincinnati, Ohio

**Attendance:** 250 to 300 representatives from the Great Lakes region and the Greater Cincinnati international business community and healthcare industry

#### ***What is unique about this conference?***

International, national and regional experts, corporate leaders and policy makers will gather in Cincinnati, Ohio to promote a better understanding of American and European healthcare systems and to engage in a transatlantic dialogue, exploring cost management, responsibilities and liabilities, opportunities and impact of wellness programs for corporations and communities.

### ***Conference***

8:00 am **Registration**

8:30 am **Welcoming remarks:** John Baines, President of the EACC  
**Opening remarks:** Derek van Amerongen – Chief Medical Officer – Humana & Conference MC

#### **8:45 a.m. – 10:30 a.m. EVOLUTION OF HEALTHCARE SYSTEMS AND POPULATION TRENDS: COMPARING EUROPE TO THE U.S.**

**Dr. Bernard Merkel**, Health Minister Counselor – European Union Delegation to the U.S. [confirmed] – **Overview of European Healthcare Systems**

**Craig Brammer**, Office of the National Coordinator for Health Information Technology – HHS [confirmed] – **Overview of U.S. Healthcare System with insights into the Greater Cincinnati Community**

**Population Trends: E.U./U.S. Comparison**

**10:30 – 11:00 MORNING BREAK**

#### **11:00 a.m. – 11:45 noon HEALTH POLICIES AND CORPORATE RESPONSE TO POLICY CHANGES**

**Dr. Robert Graham**, Chair of the Department of Family Medicine, University of Cincinnati School of Medicine Consulting – Former Under Secretary of HHS [confirmed] - **Health Reforms**

**Bill Fitzgerald**, VP and GM GENx – Global leader for GE's Health Ahead Initiatives [confirmed] - **Corporate Response to Policy Changes**

#### **12:00 p.m. – 1:30 p.m. LUNCHEON KEYNOTE SPEAKER:**

**Dr. Regina Benjamin – Surgeon General – [Invited]**

2:00 p.m. – 3:00 p.m.

**WELLNESS**

**Dr. Mark Fendrick**, Center for Value-Based Insurance Design – University of Michigan [confirmed] - **Productivity Aspects and Benefits of Wellness Programs**

**Danni Hocking**, Wellbeing Manager - KPMG [invited] - **Building Sustainable Programs for Investing in Wellness/ Cost Containment Aspect**

**William Freedman**, Partner – Dinsmore & Shohl [confirmed] - **Legal Implications**

3:00 p.m. – 4:00 p.m.

**CORPORATE PERSPECTIVES**

**Tom Elliott**, President of Health & Benefits – Mercer Consulting [confirmed] - **The Effect of Healthcare Reform on European Companies Doing Business in the U.S.**

**Pam Shannon**, Vice President Corporate Health – TriHealth [confirmed] – **A Strategic Approach to Health and Productivity Management**

**Michael Barber**, VP Healthymagination – GE [confirmed] - **GE Initiatives to Drive Better Healthcare Outcomes Around the World**

**4:00 – 4:30 AFTERNOON BREAK**

4:30 p.m. – 5:15 p.m.

**GREATER CINCINNATI COMMUNITY RESPONSE**

**Interactive Panel moderated by Sharron DiMario, Director Community Initiatives – Employers Health**  
[confirmed]

**Dr. Amy Mechley**, The Family Medical Group - Christ Hospital [confirmed]

**Stacy Wegley**, Director Health Promotion & Education - Hamilton County – We Thrive! [confirmed]

**Mayor Denny Bowman**, City of Covington [confirmed]

**Corporate Initiatives**

5:15 p.m. – 5:30 p.m.

**CLOSING REMARKS**

**Derek van Amerongen – Chief Medical Officer - Humana**

***Expo/Cocktail/Networking Reception***  
***5:30 p.m. – 6:30 p.m.***

The Cocktail Networking Reception will take place in the Supplier/Partner Expo where guests will view American and European based products services and initiatives related to urban and regional Public; and interact with exhibitors.

***Gala Dinner***  
***6:30 p.m. – 9:00 p.m.***

The day concludes with the prestigious EACC Gala Dinner where Greater Cincinnati's international business community gathers to celebrate the dynamic business relations between the tri-state region and Europe.

**Keynote Speaker: Steve Rusckowski, EVP and CEO - Philips Healthcare, Netherlands** [invited]

*European-American Chamber of Commerce – Anne Cappel – Executive Director – 513-852-6510*  
[www.europe-cincinnati.com](http://www.europe-cincinnati.com)