



EACC 2011 Conference, Expo & Gala Dinner

Health & Wellness: U.S. and European Perspectives

Wednesday, May 25th 2011
Cincinnati, Ohio

Time: 8:00 a.m. to 5:30 p.m.: Conference
5:30 p.m. to 6:30 p.m.: Expo/Cocktail/Networking Reception
6:30 p.m. to 9:00 p.m.: Gala Dinner

Location: The Westin Hotel
21 East Fifth Street, Cincinnati, Ohio 45202

Attendance: 200 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 a.m. **Registration**

8:30 a.m. **Welcoming remarks:** John Baines, President of the EACC

Opening remarks: Dr. 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. – **Overview of European Healthcare Systems**

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

Leah Malof, Principal, Healthcare Analytics and Interventions – Buck Consultants – **Wellness Trends –Health Risks: E.U. /U.S. Comparison**

10:30 a.m. – 11:00 a.m.: MORNING BREAK

11:00 a.m. – 11:45 a.m.: 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 - **Health Reforms**

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

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

Dr. Michael Roizen, Wellness Institute - Cleveland Clinic [confirmed]

2:00 p.m. – 3:00 p.m.: WELLNESS & PRODUCTIVITY MANAGEMENT

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

Leah Malof, Principal, Healthcare Analytics and Interventions – Buck Consultants – **Building a Business Case for Health Management**

William Freedman, Partner – Dinsmore & Shohl – **Legal Implications**

3:00 p.m. – 4:00 p.m.: CORPORATE PERSPECTIVES

Debra Gold, Senior Partner – Mercer Consulting - **The Effect of Healthcare Reform on European Companies Doing Business in the U.S.**

Pam Shannon, Vice President, Population Management – TriHealth– **A Strategic Approach to Health and Productivity Management**

Michael Barber, VP Healthy Imagination – GE- **GE Initiatives to Drive Better Healthcare Outcomes Around the World**

4:00 p.m. – 4:30 p.m.: 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

Dr. Amy Mechley, The Family Medical Group - Christ Hospital

Stacy Wegley, Director Health Promotion & Education - Hamilton County – We Thrive!

John Linneman, Senior HR Manager, Mubea

Mayor Mark Stoeber, City of Cold Spring, Kentucky

5:15 p.m. – 5:45 p.m. CLOSING KEYNOTE

Karen Campbell, Director of Wellness – Northern Kentucky University

Expo/Cocktail/Networking Reception

5:45 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.

GALA DINNER KEYNOTE SPEAKER

Dr. Cheryl Christensen, Global Medical Director, P&G and Tom Mess, Benefits Director P&G

European-American Chamber of Commerce – Anne Cappel – Executive Director – 513-852-6510
www.europe-cincinnati.com