



## **EACC 2011 Conference, Expo & Gala Dinner**

### ***Health & Wellness: U.S. and European Perspectives***

**Wednesday, May 25<sup>th</sup> 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:** 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 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. [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**

**Leah Malof**, Principal, Healthcare Analytics and Interventions – Buck Consultants [confirmed] – **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 [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. 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 [confirmed] – **Productivity Aspects and Benefits of Wellness Programs**

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

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

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

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

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

**Michael Barber**, VP Healthy Imagination – GE [confirmed] - **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 [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]

**John Linneman**, Senior HR Manager, Mubea [confirmed]

**5:15 p.m. – 5:45 p.m. CLOSING KEYNOTE**

***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. Eric Silfen, Global Medical Director, Philips Healthcare**

*European-American Chamber of Commerce – Anne Cappel – Executive Director – 513-852-6510*  
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