EIGHTH ANNUAL INTERNATIONAL CONFERENCE

THE NEW DEMOGRAPHIC IMPERATIVE:
KEEPING HEALTHY EMPLOYEES

October 15 – 17, 2008
Hyatt Regency Scottsdale at Gainey Ranch

In association with
International Foundation
EDUCATION • BENEFITS • COMPENSATION

SPONSORS
PLATINUM PLUS: CIGNA
PLATINUM: sanofi-aventis
PLATINUM HEALTH: Health Management Corporation
ABOUT IHPM

The Institute for Health and Productivity Management (IHPM) is a global enterprise created to establish the full value of employee health and maximize its impact on business performance. It does this by helping employers identify the total cost impact of employee illness, choose the best opportunities to reduce this cost impact and improve performance, and measure the success of their efforts.

The premier resource on health and productivity, IHPM works with all who have a stake in employee health: employers, providers, suppliers, health plans and workers themselves. Through its national advisory groups and an expanding network of alliances and affiliates, the Institute is gathering the data, developing and testing the tools, and building the business case for health and productivity management globally.

ABOUT IFEBP

The International Foundation of Employee Benefit Plans is a nonprofit organization, dedicated to being a leading objective and independent global source of employee benefits, compensation and financial literacy education and information.

The Foundation delivers education, information and research, and networking opportunities to thousands of benefits and compensation professionals who have come to rely on it for objective, accurate, and timely information. We invite you to discover what makes the International Foundation different – and how we work hard to provide our members with the latest benefits and compensation resources. Join the International Foundation today.

WHO ATTENDS IHPM CONFERENCES?

Attendees include:

- Chief Financial Officers
- Consultants
- Disability Managers
- Employee Benefit Managers
- Employer Corporate Medical Directors
- Financial Officers
- Health Plan Medical Directors
- Health System Executives
- Human Resource Executives
- Marketing Directors
- Medical Providers
- Researchers
- Wellness Directors

IHPM Conferences are the one meeting place for corporate, public and international employers to hear the best and latest practices.
Globally – Bill Crounse, MD, Senior Director for Worldwide Health, Microsoft.

A provocative and challenging look at the five Annual Puget Sound Forum in Seattle last spring, and we’re very world. This presentation got enthusiastic reviews at IHPM’s Fourth trends that Dr. Crounse believes will change healthcare around the
democratic facts facing employers over the next decade, and the resulting summary of the stark demo-
graphic news.  As the international leader in advancing the health and productivity movement, IHPM will draw on its expanding activities and connections around the world to provide attendees with the freshest ideas and practices in the burgeoning field of health and productivity management.

WEDNESDAY, OCTOBER 15

6:30 am Annual Health Fair (sponsored by Impact Health and HMC Corporation) – a chance to check important health indicators and get an overall health status “report”

7:30 am Healthy Breakfast for Pre-Conference Attendees

8:00 am - noon Pre-Conference Sessions
Academy for Health and Productivity Management (AHPM)
Implementing Value-Based Health Management Programs + Benefit Plans
Joe Leutzinger, PhD, President, AHPM
Steve Priddy, Director of Employer Relations, IHPM’s Initiative for Value-Based Health Benefits (IVB) and former VP for HR at Federal Express
Randy Abbott, Practice Leader, Watson Wyatt Worldwide
Employer Case Study w/IVB Award Winner #1 TBA
Employer Case Study w/IVB Award Winner #2 TBA
Dan Whitney, President, Medova Healthcare Financial Group

Presentations followed by a Panel Discussion with Steve Priddy, Randy Abbott, Dan Whitney and the two IVB Employer Award Winners

Providing Health Services at the Work Site: The New Investment in Health and Productivity Management - Chaired by Raymond Fabius, MD, Strategic Advisor to Walgreen’s Health & Wellness Division and featuring company such as Goldman Sachs, Toyota, Caterpillar and Glafelter (more details forthcoming)

1:00 - 1:15 pm – The New Demographic Imperative – Sean Sullivan, President and CEO, IHPM – summary of the stark demographic facts facing employers over the next decade, and the resulting imperative to improve the health of the work force and prevent disabilities in order to maintain the productivity of the American economy.

1:15 - 2:00 pm – Five Trends that Will Change Health Care Globally – Bill Crounse, MD, Senior Director for Worldwide Health, Microsoft. A provocative and challenging look at the five trends that Dr. Crounse believes will change healthcare around the world. This presentation got enthusiastic reviews at IHPM’s Fourth Annual Puget Sound Forum in Seattle last spring, and we’re very pleased to bring Dr. Crounse, who travels the world, to Scottsdale to give it at our Annual International Conference.

2:00 - 2:45 pm – Digital Health and the Future of Health Care – Louis Burns, Vice President and General Manager, Digital Health Group, Intel. Intel is an acknowledged leader in making “digital health” a reality in the marketplace. Mr. Burns, who leads this effort there, brings the latest message about ways that health care technology will improve the future for patients, providers of care, and employers who pay for that care.

2:45 - 3:15 pm – Healthy Break in Exhibit Hall with Exhibitors

3:15 – 4:00 pm - Prospects for Health Care Reform Post Election – Grace-Marie Turner, President, The Galen Institute. A leading national health policy observer and analyst who frequently appears in the media and on Capitol Hill, Grace-Marie Turner will provide a fresh look at the prospects for Healthcare Reform on the eve of the election. The Galen Institute’s weekly newsletter Health Policy Matters is widely read and quoted in publications like the Wall Street Journal.

4:00 - 4:45 pm – Making and Sustaining Healthy Behavior Change – James Prochaska, PhD, Professor of Clinical and Health Psychology, University of Rhode Island; Pro-Change Behavior Systems, Inc.; Advisor, The Change Companies®. As co-creator of the Transtheoretical Model of Behavior Change, Dr. Prochaska has transformed the way science thinks about change – and healthy behavior change is the key to sustained health improvement, increased productivity, and reduced medical costs. He will present his latest thinking on this critical subject.

4:45 - 5:30 pm – IHPM’s Ninth Annual Corporate Health and Productivity Management Awards (Sponsored by Novartis) and Second Annual Value-Based Health Benefits Awards (Sponsored by sanofi-aventis) – The second season of international HPM Awards and new categories of IVB Awards will make this session more “rewarding” than ever! Award winners will share the highlights of their programs either at this session, the pre-conference Academy, the value-based health benefits track session, or the dinner panel discussion.

5:30 - 6:00 pm – Integrative Health Care – Vision and Current Practice – Richard Nahin, PhD, Director of the National Institutes of Health National Center for Complementary and
Alternative Medicine. Dr. Nahin will share his assessment of the current state of integrating complementary and alternative practices with traditional medical practice, and his vision for the future of integration.

6:00 - 7:30 pm – Reception in the Exhibit Hall with Exhibitors

THURSDAY, OCTOBER 16

6:30 am Health Fair in Exhibit Hall – Sponsored by HMC and Impact Health

7:00 - 8:00 am Healthy Breakfast in Exhibit Hall with Exhibitors

8:00 am - Noon Morning Track Sessions

Track Session (1) Health and Productivity Measurement – IHPM was founded on the idea that the connection between health and productivity could be measured, and a business case built for investing in the health of employees as an asset – not just a cost. Peter Drucker’s classic statement “you can’t manage what you can’t measure” has driven the health of employees as an asset – not just a cost. Peter Drucker’s classic statement “you can’t manage what you can’t measure” has driven the Institute’s work ever since, and the newest and best in measurement is a leading feature of every IHPM conference.

8:00 - 8:45 am – Using Research to Develop a Health and Productivity Improvement Strategy for Employees with Depression – Debra Lerner, PhD, Associate Professor, Tufts School of Medicine – Debra Lerner shares the latest findings – of big gains in productivity – from a research project that identified the drivers of depression, a leading cause of productivity loss in the workplace, and then developed better strategies to treat the condition, which also produced larger gains in productivity measured by the Work Limitations Questionnaire.

8:45 - 9:30 am – Measuring Productivity Loss to Reduce It – Harris Allen, PhD, Yale School of Public Health – A recently published analysis of an international sample of nearly 18,000 employees who completed an HRA containing the Work Limitations Questionnaire affirmed the key role played by health in determining productivity loss, but also identified non-health influences like work/life balance and job characteristics that interacted with health issues to impact productivity. Harris Allen will discuss targeting interventions for the best returns.

9:30 - 10:00 am Break in Exhibit Hall with Exhibitors

10:00 – 10:30 am Comparative Data on Health and Productivity from the U.S. and Europe – Alberto Colombi, MD, Global Medical Director, PPG Industries – Dr. Colombi presents comparative findings from PPG work sites in Europe and the U.S., using the Work Limitations Questionnaire.

10:30 – 11:15 am Measuring the Effects of Illness on Productivity Using Different Tools – Denny Holland, PhD, Union Pacific Railroad, and David Sensibaugh, Director of Integrated Health, Eastman Chemical.

11:15 am - Noon Panel Discussion on the Use of Different Measurement Instruments – Discussion will involve users from Mayo Health Solutions, Alere (formerly Matria) and Health Media.

Track Session (2) Disease Management

(A) Metabolic Health – Rick Nevins, MD and Sean Sullivan share highlights from the recent IHPM Symposium Defining and Managing Metabolic Health in the Workplace, and Dr. Nevins, IHPM’s Vice President & Chief Research Officer, shares findings from his latest metabolic health field research with the City of Albuquerque and ongoing work with the State of Washington.

(B) Musculoskeletal Pain – John Schaab, Chief Ergonomist at Intel, and Dr. Rick Nevins share powerful results from a new field research pilot project at Intel on using massage to reduce pain and improve functional health and productivity in the work place.

(C) Bipolar Disorder

(D) Cancer (integrative treatment)

Track Session (3) – High Impact Approaches to Changing Single and Multiple Behaviors – Chaired by James Prochaska, PhD, The Change Companies® and Pro-Change Behavior Systems, Inc. with Don Kuhl, CEO, The Change Companies®

12:00 - 1:00 pm Lunch in the Exhibit Hall with Exhibitors

1:00 - 5:00 pm Afternoon Track Sessions

Track Session (1) – Organizational Health and Culture - Chaired by Joe Leutzinger, PhD

1:00 - 1:45 pm – Getting Senior Management Support for a Culture of Health – Judd Allen, PhD, President, Human Resources Institute – senior management interest is being sparked by the strong evidence linking employee health improvement and organizational success.

1:45 - 2:30 pm Mutual of Omaha – productivity study of outcomes from treadmill work stations – and Maine Health – integrating behavioral health services into a health improvement program

2:30 - 3:00 pm Break in Exhibit Hall with Exhibitors

3:00 - 4:15 pm Novartis; City of Ames, Iowa; State of Washington; Procter & Gamble, the Philippines

4:15 - 5:15 pm Panel Discussion – participants and audience

5:00 - 6:30 pm Reception in Exhibit Hall with Exhibitors

Track Session (2) Behavioral Health (details forthcoming)

1:00– 1:45 pm Insomnia: Hidden Diminisher of Productivity

1:45 – 2:30 pm Promoting Depression Self-Management at All Levels of Care

2:30 - 3:00 pm Break in the Exhibit Hall with Exhibitors

3:00 - 3:45 pm Binge Eating: Hidden Driver of Obesity

3:45 - 5:00 pm Workplace Center for Behavioral Health: Market Needs and Business Results – Panel discussion of the prevalence and co-morbidities of depression, insomnia, stress, substance abuse,
and binge eating – their impact on health care costs and productivity, effective interventions to treat or manage them, and measurement of health care cost and workplace productivity outcomes.

5:00 - 6:30 pm Reception in Exhibit Hall with Exhibitors

Track Session (3) IHPM’s Value-Based Health + Benefits – Initiative for Value-Based Health + Benefits is in its third year of helping to build an employer-led movement to change the basis of employee health benefit design from consideration of cost alone to assessment of total value. The track will be chaired by IVHB’s Steve Priddy and Jack Bastable.

1:00 - 2:30 pm Panel Discussion with National Health Plans – Aetna, CIGNA, Humana, United Health Care discuss their strategies and products for bringing greater value to employers – Moderated by Randy Abbott of Watson Wyatt.

2:30 - 3:00 pm Healthy Break in Exhibit Hall with Exhibitors

3:00 - 3:45 pm Two Leading Public Employer Programs – Scott Pritchard, State of Washington, and Doug Farmer, State of Kansas

3:45 - 4:30 pm Multistakeholder Diabetes Benefit Design Program in California – Raley’s Stores, Blue Shield of California, the University of California at San Francisco and the Pipefitters Union – teaming up on a diabetes management program that includes value-based benefit design changes.

4:30 - 5:15 pm Panel Discussion with Health Management Providers – HealthMedia, Health Management Corporation, and Alere discuss their strategies and programs for bringing greater value to employers – moderated by Jack Bastable of CBIZ.

5:00 - 6:30 pm Reception in Exhibit Hall with Exhibitors

6:30 - 9:00 pm Dinner Panel – Moderated by Steve Priddy and Jack Bastable, and featuring brief presentations by IVB Award Winners and a panel discussion among them, including audience participation.

FRIDAY, OCTOBER 17

6:30 am Health Fair in Exhibit Hall – Sponsored by HMC and Impact Health

7:00 - 8:00 am Healthy Breakfast in Exhibit Hall with Exhibitors (Exhibit Hall closes at 9:00 am)

8:00 - 8:45 am Special Educational and Inspirational Presentation (details forthcoming)

8:45 - 9:30 am Impact of an Aging Work Force on Health and Productivity – Bill Bunn, MD, Vice President of Health, Safety and Productivity, Navistar International, and Harris Allen, PhD, Yale School of Public Health – Recently published new research on the impact of an aging work force on employee health and productivity – a critical issue for the performance of the entire U.S. business economy because of the ‘New Demographic Imperative,’ as employers will have to pay more attention to the functional health of their shrinking skilled work force to maintain their productivity. (Dr. Bunn also is the Editor-in-Chief of IHPM’s peer-reviewed Journal of Health & Productivity).

9:30 - 10:00 am Physical vs. Mental Health and Wellness in the Workplace: Empathy vs. Stigma – Alberto Colombi, MD, Global Corporate Medical Director, PPG Industries. Dr. Colombi will discuss the relative productivity and financial impact of cardiovascular disease vis-à-vis stress and depression, making the case for an equally serious approach to mental and physical health and well being – especially in the modern knowledge-based workplace.

10:00 - 10:30 am Creating a Culture of Health in a Major Metropolitan Police Force – Toronto Police Service Deputy Chief Keith Forde and Denise Balch, President of Connex Health will share remarkable results from an ongoing health improvement and culture change initiative at the Toronto Police Service - the 5th largest in North America. The Toronto initiative is intended to serve as a model for similar initiatives in selected U.S. cities, dealing with the uniquely challenging culture of a para-military organization

10:30 - 11:00 am Refreshment Break

11:00 - 11:45 am Depression: Scourge of the Knowledge-Based Workplace – David Goldblum, MD, Professor of Psychiatry, University of Toronto will reprise his remarkable “slideless” talk on depression – a subject central to the overall health and performance of the modern knowledge-based workplace – and the leading cause of presenteeism, according to an earlier IHPM/Ingenix survey. Several attendees at the recent Connex/IHPM Sixth Annual Canadian Forum called it “the best talk they had ever heard from a physician.”

11:45 am - 12:30 pm Panel Discussion Featuring IHPM’s new Workplace Center for Behavioral Health, focusing on the related issues of depression, insomnia, stress, and binge eating and their huge combined impact on health and productivity. Participants from HealthMedia, founding sponsor of the new Center, Aetna Behavioral Health, and Corp Health.

12:30 - 1:00 pm Special Closing Session (TBA)

1:30 - 3:30 pm WORKSHOP – Healthy Behavior Change with James Prochaska, PhD, Pro-Change Behavior Systems, Inc. and Don Kuhl, CEO, The Change Companies*
# IHPM’s Eighth Annual International Conference

Oct. 15-17, 2008 • Hyatt Regency Scottsdale • Scottsdale, AZ

## Registration Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Job Title</th>
<th>Organization</th>
<th>Address (1)</th>
<th>Address (2)</th>
<th>City</th>
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<th>E-Mail Address</th>
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## Pre-Conference

| Academy for Health and Productivity Management (AHPM) | $295 |
| Providing Health Services at the Work Site: The New Investment in Health and Productivity Management | $195 |

## Conference

| IHPM member fee (includes Tracks and Workshops) | $595 |
| IFEBP member fee (includes Tracks and Workshops) | $595 |
| IHPM non-member fee (includes Tracks and Workshops) | $795 |
| Active Military and Government fee (includes Tracks and Workshops) | $375 |
| Total: | |

## Select Your Specialty Track(s)

- Morning Sessions:
  - Health and Productivity Measurement
  - Disease Management
  - High Impact Approaches to Changing Single and Multiple Behaviors

- Afternoon Sessions:
  - Value-Based Health + Benefits
  - Organizational Health and Culture
  - Behavioral Health

## Billing Information

1. You may FAX your VISA/MasterCard or American Express information with this form to the attention of: IHPM at 480-305-2189.
2. You may mail a check with this form to: IHPM Executive Office Attention: REGISTRATIONS – IHPM 17470 N. Pacesetter Way Scottsdale, AZ 85255 USA
3. You may use your VISA/MasterCard or American Express using a secure form at www.ihpm.org.

- I wish to pay by check: Check # (please make checks payable to IHPM. Upon completion, please copy this form and mail with your check to the address in #2.)
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  - (the security code on the front or back of your card)
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## Hotel Information

| Hyatt Regency Scottsdale Resort |
| 7500 E Doubletree Ranch Road, Scottsdale, AZ 85258 |
| Tel: +1-480-444-1234 |
| Special Conference Rate - $249 (Reservations must be made by Sept. 15, 2008 to receive this special rate.) Don’t forget to mention the IHPM Conference. |
| NOTE: Speakers and sessions are subject to change. |

## Cancellation Policy

In the event you need to cancel your registration, please send your cancellation to: cancellations@ihpm.org.

For cancellation requests received full credit will be applied toward any future IHPM program of equal or greater value. If you are unable to attend, registration is transferable to an alternate attendee. Registration fees are nonrefundable. To make a change, contact requests@ihpm.org.