

*A Global Experience in the Future of Health and Productivity*

April 2-4, 2012 - [Hyatt Regency Grand Cypress](#)- Orlando, Florida

*Institute for Health and Productivity Management*

*12th Annual International Conference*

*A New Kind of International Event in the Conference World*



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**AGENDA**

## Monday, April 2

8:00 – 11:30 a.m. – [Academy for Value-Based Health \(VBH\)](#)

8:00 – 11:30 a.m. – [Outcomes Measurement for Dummies...And Smarties](#)

A Pre-Conference Workshop with Al Lewis, JD – Leader in the Field of Outcomes Measurement

## Monday Afternoon, April 2<sup>nd</sup>

12:10 p.m. - [Welcome](#) – Sean Sullivan, JD, President, CEO and Co-Founder, IHPM

12:15 p.m. - Keynote Address by Ed Jones, PhD, President, Commercial Division, ValueOptions – [Behavioral Health to Health Behaviors](#) – addressing the most significant source of performance loss in the modern global economy

12:45 p.m. - 12<sup>th</sup> Annual [Corporate Health & Productivity Management Awards](#) – Sponsored by Aetna. Presented by Joseph Leutzinger, PhD, President of IHPM's Academy

1:00 p.m. - Dame Carol Black, National Director, Health & Work in the United Kingdom – [Improving Work Force Health as a National Policy](#)

1:30 p.m. - Hocking Cheng, Managing Director for Health Management Solutions in China for Aetna – [China's Rapidly Changing Health Care System – Implications and Strategies for Employers](#)

2:00 p.m. - [Health and Productivity as a National Economic Strategy for Member Countries of the Asia Pacific Economic Cooperation \(APEC\) Forum](#) (Speaker *tba*)

2:30 p.m. - Pedro Borda, Director General, Asociacion Mexicana en Direccion de Recursos Humanos. A.C., Mexico City (*tbc*) – [Wellness as a Health and Business Strategy for Employers in Mexico](#)

3:00 p.m. - [Break – Meet and Greet Exhibitors](#) in the Exhibit Hall

3:30 p.m. - Louis Servizio, Managing Partner, Wellcast, Sao Paulo, Brazil and Carla Decotelli, MD, Health General Manager, Vale, Rio de Janeiro, Brazil – [Measuring the ROI for Wellness and Occupational Health Programs of Brazilian Employers](#)

4:15 p.m. - Michael Drupp, MD, Head, AOK Institut für Gesundheit consulting, Hannover, Germany - Workplace Health Promotion in Germany: Measuring its Effectiveness in an Aging Work Force

4:45 p.m. - The Next Diabetes: The New Global Workplace Epidemic - (Speaker *tba*)

5:15 p.m. - Russ Hagen, CEO and Matt Mollenhauer, Vice President, Chestnut Global Partners - Doing Business Providing Health Services Outside the Western World: Lessons Learned in Brazil, China and Russia

6:00 p.m. - Reception with Exhibitors in Exhibit Hall

### Tuesday Morning, April 3<sup>rd</sup>

7:45 a.m. - The Towers Watson Survey on Multinational Workforce Health - International Practice Leaders at Towers Watson - (Speaker *tbc*)

8:30 a.m. - 5<sup>th</sup> Annual Value-Based Health Awards, Sponsored by Aflac and Presented by Steve Priddy, IHPM's Executive Director of VBH

8:45 a.m. - Cathy Baase, MD, Global Director of Health, The Dow Chemical Company - The Dow Healthy Workplace Index

9:15 a.m. - Tami Graham, JD, Director of Global Benefits Design, Intel Corporation - Real Change Takes Bold Moves: Blueprint for True Health Care Reform

9:45 a.m. - David Hoke, Manager of Global Health and Well Being, Yum! Brands - Building a Culture of Health and Performance Across the Pond: Yum! Brands in the UK

10:15 a.m. - Sandra Morris, Sr. Manager, Employee Healthcare Benefits Design, Procter & Gamble Company - Branding & Communications Across a Global Culture of Health

10:45 a.m. - Break with Exhibitors

11:15 a.m. - Leslie Goodfriend, MPH, Sr. Health Services Mgr., Santa Cruz County, CA (*tbc*); Doug McKeever, Chief, Health Policy Research Division, CalPERS; Wells Shoemaker, MD, Medical Director, California Association of Physician Groups (CAPG) - Lifestyle Behavior Change in Santa Cruz County: Worksite Wellness Meets the Medical Home

12:00 p.m. - **William Bunn, MD, Vice President for Health, Safety, Security & Productivity, Navistar International** and a (Clinical Researcher *tba*) - [Personalized and Precision Medicine - and the Future of Cancer Treatment](#)

12:30 p.m. - **Rich Paul, MSW, Senior Vice President of Health & Performance Solutions, ValueOptions, Chair; Tre McAlister, EdD, Health and Welfare Manager, Dell; Kathy Mahieu, MBA, Leader for Behavioral Health Solutions, Aon Hewitt; Alan King, President & COO, Workplace Options** - [Developing an Effective Road Map to Achieve a Global Health and Productivity Strategy](#)

1:15 p.m. - [Lunch in the Exhibit Hall](#)

### Tuesday Afternoon, April 3<sup>rd</sup>

2:15 p.m. - [Concurrent Track Sessions](#) on 1) Behavioral Health and Health Behaviors, 2) Supporting Working Caregivers, 3) Respiratory Health and Pain Management, 4) Health Technology

3:45 p.m. - [Break with Exhibitors](#)

4:15 p.m. - [Concurrent Track Sessions](#)

5:45 p.m. - [Reception with Exhibitors](#)

### Wednesday Morning, April 4<sup>th</sup>

8:00 a.m. - Feature Session *tba*

8:45 a.m. - **John Cooper, MD, former Head of Corporate Occupational Health, Unilever** - [The Pursuit of Occupational Health and Wellness by Multinational Employers in India](#)

9:30 a.m. - **Konstantin von Vietinghoff-Scheel, MD, Corporate Counseling Services, Sarl, Europe** - [Facilitating Behavioral Change by Measuring Outcomes](#)

10:15 a.m. - **Wolf Kirsten, MS, Founder & President, International Health Consulting, Germany & USA** - [Health and Productivity Management - A European Perspective](#)

11:00 a.m. - **Jim Loomis, MD, Corporate MD, InfoTech, Chair** - [Multi-National Employer Panel \(tba\) on Health and Productivity as a Global Strategy](#)

12:00 p.m. - Adjourn