

THE TRANSPARENT MARKET

WHAT DOES IT MEAN IN HEALTH CARE?

Wednesday, November 16, 2005, 9 a.m. to 2 p.m.

Country Springs Inn, 2810 Golf Road, Waukesha, Wisconsin

It's been called dysfunctional and in need of a "fix." As health providers and health plans try to figure out what health care consumers want and need, more and more information is entering the marketplace. With everything from quality, safety and hospital charges available on the Internet, how will health care marketers respond to the new health care consumer? Preparing now for a transformed market will involve the executive, strategic planning business development and marketing offices.

This seminar will provide participants an opportunity to hear from, and ask questions of, some of the leading companies that are playing a major role in reshaping the health care marketplace.

AGENDA

8:30 a.m.

Registration, Continental Breakfast

9 a.m.

**"A Health Plan Steps to the Plate"
Gary Hovila, Chief Financial Officer
Humana, Milwaukee**

Humana subscribers can now find out how their health care choices will hit their pockets. Gary Hovila, Humana, will describe the response of providers and consumers to Humana's on-line tools that equip consumers with important health care plan analysis and decision-making information.

10 a.m., "How to Use Transparency to Your Best Advantage"

**Greg Herrle, Principal
Milliman**

When Milliman talks, the media listens and the business community takes note. On a regular basis, Milliman analyzes health care data and prepares landmark reports that are repeatedly cited in boardrooms and newsrooms across the country. How does Greg Herrle see health care providers navigating this new market?

11 a.m.

**"Responding to the Changing Marketplace:
One Health Care System's Experience"
Ford Titus, President and CEO
ProHealth Care, Inc., Waukesha**

Is consumerism in health care a buzzword, or is it here? CEOs, marketers and strategists alike know the market is changing. Health care systems are sharing more information about themselves than ever before. Are consumers using the information? How are health care providers responding to the changing health care marketplace? Ford Titus will join us and explain the "value proposition" in health care.

11:45 a.m. Lunch (included in registration)

1 p.m.

**"PricePoint Meets the Real World"
Joe Kachelski, Vice President
WHA Information Center**

For two years, WHA has collected and disseminated timely data about charges and services provided by Wisconsin hospitals and ambulatory surgery centers. When wipricepoint.org was launched earlier this year, it marked the first time that hospital charge information was available to the public and to providers in a format that was easy to navigate. But PricePoint is not just about charges. Join the "father" of PricePoint for a walk through the information center.

LOCATION

The Country Springs Inn is located at 2810 Golf Road, Pewaukee, between exits 291 (Hwy G / Meadowbrook Rd.) and 293 (Hwy T) off of I-94. For further directions and reservations, countryinnhotel.com or 800/247.6640.

**WISCONSIN
FORUM FOR
HEALTHCARE
STRATEGY**

www.wfhs.org

REGISTRATION

Name: _____

Title: _____

Organization: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Fee (mark choice):

_____ Conference Fee for Members: \$125

_____ Conference Fee for Non-Members: \$150

_____ Conference Fee and Membership: \$185

Please make checks payable to:

Wisconsin Forum for Healthcare Strategy

Send to:

Mary Kay Grasmick

Vice President, Communications

Wisconsin Hospital Association

P.O. Box 259038

Madison, WI 53725-9038

If you have questions, contact Mary Kay at 608-274-1820 or mgrasmick@wha.org. Your registration fee must be received by Nov. 11 for you to be considered registered. Paid fees are not refundable after Nov. 11. Please substitute another person if you cannot attend.