



## AGENDA

- 8:00 – 8:30 am**      **Registration and Continental Breakfast**
- 8:30 – 8:45 am**      **Welcome and Conference Overview – Celebrating 20 Years of Innovation**  
Conference Committee Chair: Erin Lenox, Senior Client Director, National & Major Accounts, BCBSMA  
Conference Committee Member: Sammy Gonzalez, VP, National Accounts, Aetna
- 8:45 – 9:45 am**      **Keynote Speaker**  
Dave McGillivray, Founder of DMSE Sports, Race Director of the BAA Boston Marathon, Philanthropist, Motivational Speaker, Accomplished Athlete  
***Defining Moments – Being Your Best: Setting Goals, Not Limits***
- 9:45 – 10:45 am**      **Morning Session**  
**Health Care Cost Drivers – Tested and Potential Solutions**
- Prescription Drug Pricing**  
Sarah Emond, Executive Vice President and Chief Operating Officer, Institute for Clinical and Economic Review (ICER)
- Provider Cost Variations**  
Ray Campbell III, Executive Director, Center for Health Information and Analysis (CHIA)
- Vertical and Provider Consolidation**  
Sandy Wolitzky, Assistant Attorney General, Health Care Division, Office of Massachusetts Attorney General  
  
*Moderated by Rosemarie Day, President, Day Health Strategies*
- 10:45 – 11:30 am**      **Break – Please Visit Our Sponsors and Exhibitors**
- 11:30 – 12:15 pm**      **Panel 1 – Best Practices Award Winners**
- 12:15 – 12:45 pm**      **Lunch and Rising Star Award Presentations**
- 12:45 – 1:15 pm**      **Dessert and Coffee – Please Visit Our Sponsors and Exhibitors**
- 1:15 – 2:00 pm**      **Afternoon Session**  
**The MA Grand Bargain – Steps to Take Now to Prepare for This Groundbreaking Legislation**  
Rosalin Acosta, Secretary of Labor & Workforce Development  
Michael Doheny, General Counsel for Executive Office of Labor & Workforce Development (EOLWD)
- 2:00 – 2:45 pm**      **Panel 2 – Wellness Excellence Award Winners**
- 2:45 – 3:45 pm**      **Featured Speaker**  
Lori Lucas, President and CEO, Employee Benefit Research Institute (EBRI)  
***Financial Wellbeing Programs: Measuring Success and ROI to Employers***
- 3:45 pm**      **Holiday Cocktail Reception**