



**Greater Philadelphia
Business Coalition
On Health**

"Building Bridges to Better Healthcare"

2015 Annual Conference

High-Value Health Care: Are We Moving in the Right Direction?

Hilton Philadelphia City Avenue, Wednesday, May 13, 2015

7:45am – 8:30am	Registration and Continental Breakfast; exhibits open
8:30am – 8:45am	Welcome and Review of Conference Objectives -- Neil Goldfarb, President and CEO, GPBCH
8:45am – 9:45am	Payment Reform as a Critical Imperative for Achieving Value, and What Employers Can Do About It – Suzanne Delbanco, PhD, Executive Director, Catalyst for Payment Reform
9:45am – 10:30am	CMS' Perspective on Payment Reform and Value-based Purchasing – Barbara J. Connors, DO, MPH, Chief Medical Officer, CMS Region 3
10:30am – 11:00am	Networking Break; exhibits open
11:00am – 12:00pm	Why a Culture of Health Needs to Extend Beyond the Workplace into the Community – Donald F. Schwarz, MD, PhD, Director, The Robert Wood Johnson Foundation
12:00pm – 12:45pm	Lunch and exhibits
12:45pm – 1:45pm	Redesigning Health Plans to Better Meet Consumer Needs and Achieve High Value -- Jerry Burgess, MBA, President and CEO, Consumers Choice Health Plan of South Carolina, and Community Health Alliance of Tennessee
1:45pm – 2:30pm	Choosing Wisely: Unleashing Professionalism – Daniel B. Wolfson, MHSA, Executive Vice President and COO, ABIM Foundation
2:30pm – 3:00pm	Break
3:00pm – 4:30pm	Panel Discussion: Addressing the Value Imperative from the Provider Organization Perspective <ul style="list-style-type: none">• Sandra Gomberg, MSN, RN, Chief Operating Officer, Aria Health• Anne Docimo, MD, MBA, Chief Medical Officer, Thomas Jefferson University and Hospitals• Susan Freeman, MD, MS, Chief Medical Officer, Temple University Health System• Ron Keren, MD, MPH, Chief Quality Officer, Children's Hospital of Philadelphia• Janice Nevin, MD, President and CEO, Christiana Care Health System
4:30pm	Program Wrap-up and Adjournment

We thank the following organizations for their support of this conference:

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Certified Employee Benefits Specialist (CEBS) – Attendance Certificates will be available to submit for 7.0 CEBS CPE credit hours.