Innovations in Workplace and Community Wellness:
Navigating the New Terrain
Ed Rust Briefing Center | U.S. Chamber of Commerce | Washington, DC
Monday, April 7, 2014

8:00 a.m. – 8:30 a.m.  Registration/Breakfast

8:35 a.m. – 8:40 a.m.  Welcoming Remarks
   • Randel Johnson, Senior Vice President, Labor, Immigration & Employee Benefits, U.S. Chamber of Commerce

8:40 a.m. – 9:00 a.m.  Views from the EEOC
   • Chai Feldblum, Commissioner, Equal Employment Opportunity Commission (EEOC)

9:00 a.m. – 10:00 a.m.  The Business Case for Equity of Care
   Health equities and outcomes based disparities; transitioning from health disparities to health equity; achieving better health at a lower cost by understanding how outcomes vary throughout regions.
   • Stephen B. Thomas, Ph.D., FAAHB, Professor; Department of Health Services Administration, Director, Maryland Center for Health Equity, University of Maryland
   • Tim Bartholow, M.D., Chief Medical Officer, Wisconsin Medical Society
   • Rhonda Moore Johnson, M.D., M.P.H., Senior Medical Director, Health Equity & Quality Services, Highmark Inc
   Moderator: Kenneth E. Thorpe, Ph.D., Chairman, Partnership to Fight Chronic Disease

10:00 a.m. – 11:00 a.m.  Solving the Obesity Challenge Together
   Fostering systemic-based change to combat obesity by focusing on how various stakeholders are implementing community-based models, and the importance of collaboration.
   • Richard Hamburg, Deputy Director, Trust for America’s Health
   • Patricia Greenfield, RN, Ph.D., Director, Inova HealthSource
   • Wayne Giles, M.D., M.S., Director, Division of Population Health, Centers for Disease Control and Prevention
   • Michael Dulin, M.D., Ph.D., Chief Clinical Officer for Analytics and Outcomes Research, Carolinas HealthCare System
   Moderator: Kara Valikai, Director, Issues Networks, U.S. Chamber of Commerce Foundation Corporate Citizenship Center
11:00 a.m. – 11:50 a.m.  
Ed Rust Briefing Center

**Incentive Based Wellness Programs: Understanding the New Rules of the Road**

How businesses are utilizing incentives in workplace wellness programs, what are the legal implications of the new rules governing wellness program incentives, and how do incentives in wellness programs interplay with anti-discrimination laws.

- J.D. Piro, Senior Vice President, National Practice Leader, Health & Benefits Legal Consulting Group, Aon Hewitt
- David Anderson Ph.D., Executive Vice President & Chief Health Officer, StayWell Health Management
- George Pfeiffer, Consultant, HealthLead™ Workplace Accreditation, US Healthiest

Moderator: Randy Johnson, Senior Vice President, Labor, Immigration & Employee Benefits, U.S. Chamber of Commerce

11:50 a.m. – 12:10 p.m.

12:10 p.m.-12:35 p.m.  
Ed Rust Briefing Center

12:35 p.m. - 1 p.m.

1:00 p.m. – 1:55 p.m.  
Ed Rust Briefing Center

1:55 p.m. - 2:00 p.m.

**Networking Break**

**Lunch**

**Luncheon Keynote Address- “Innovative Strategies for Skyrocketing Healthcare Costs”**

- Tonya Mallory, BS, MS, Co-founder, President & CEO, Health Diagnostic Laboratory, Inc. (HDL Inc.)

**Unlocking the Magic of Digital Health: Leveraging Data and Technology to Spur Advancement**

Exploring personal fitness devices and apps, telemedicine and data flow management, as well as privacy implications of personal data use.

- Kevin Tillmann, Senior Research Analyst, Consumer Electronics Association
- Jon Shimp, Senior Vice President, Business Development, Fitbug
- Leigh Ann Ruggles, Director, Strategy & Business Development, Verizon Mobile Health Solutions
- Pat Keran, Senior Director, Innovation Research & Development, Optum
- Mark Eichorn, Assistant Director, Federal Trade Commission

Moderator: Anne Marie Ludovici, Author of Winning Health Promotion Strategies and Change Your Mind, Change Your Health

**Concluding Remarks**