

DAY 1 - CONTINUED

FROM BENEFITS TO HEALTHCARE: Managing the Health Care
Supply Chain
NELSON GRISWOLD

4:20 PM
PRESIDENTIAL A & B

NEXTGEN EXPERTS PANEL
**MARK GRISANTI, JIM BLACHEK, ALLISON DE PAOLI,
EMMA FOX**

ADJOURN
OPENING RECEPTION

5:00 PM
PRESIDENTIAL A & B

THURSDAY, JANUARY 6TH

DAY 2

KEYNOTE - UNLEASH YOUR INNER SUPERHERO
**DR. JAMES SMITH JR. -Authenticity Expert, Author,
Speaker**

8:00 AM
PRESIDENTIAL A & B

SUPERPOWERS FOR SPECIALTY DRUG COST CONTAINMENT
CHASITY MATTHEWS - SR. DIRECTOR, TRUESCRIPTS

9:00 AM
PRESIDENTIAL A & B

NEXTGEN BENEFITS PITCH TANK
**JEFFREY HAYZLETT -C-Suite Network, Tricia Benn- C-Suite
Network, Bob Pizzini- iFly Virginia Beach, Mike Hi**

9:10 AM
PRESIDENTIAL A & B

BREAK

10:10 AM
SOLUTIONS PAVILION

CEO ROUNDTABLE DISCUSSION
JEFFREY HAYZLETT - Chairman, C-Suite Network

10:40 AM
PRESIDENTIAL A & B

MEDICAL MANAGEMENT - THE HEART OF YOUR HEALTH PLAN
AARON AULT - CFO, AIMM

11:10 AM
PRESIDENTIAL A & B

DAY 2- CONTINUED

FROM HR TO THE C-SUITE: Elevating the Health Care
Conversation
NELSON GRISWOLD

11:25 AM
PRESIDENTIAL A & B

NEXTGEN EXPERTS PANEL
**MICHAEL LUTZ, HOWARD SHANDELL, KIM ECKELBARGER,
NICK HANSEN, ED LIGONDE**

LUNCH

12:00 PM
SOLUTIONS PAVILION

MC BREAKOUT INSTRUCTIONS

1:00 PM
PRESIDENTIAL A & B

NEXTGEN ESSENTIALS TRACK

1:10 PM
RECONNAISSANCE
Breakout Sessions III

**Expert Roundtables...
Mastermind Collaboration...
Solution Showcase Tour...**

**** Please refer to your
Reconnaissance Rotation
Schedule at this time.**

2:20 PM
RECONNAISSANCE
Breakout Sessions IV

3:20 PM (SOLUTIONS PAVILION)
BREAK

3:50 PM (PRESIDENTIAL A & B)
THE MAKING OF A SUPERHERO:
Characteristics of a NextGen
Adviser
**NELSON GRISWOLD, MIKE HILL,
BEN CONNER**

NEXTGEN ADVANCED STRATEGIES

1:10 PM
NEXTGEN STRATEGY & MESSAGING TO
WIN IN THE C-SUITE
**NELSON GRISWOLD & NextGen Experts
Panel: RANDY HANSEN, DAN LABROAD,
JOHN HARRIS, KAREIM CADE**

1:50 PM (JACKSON C & D)
EXPERT ROUNDTABLES

2:40pm
EMPLOYEE EDUCATION & AGENCY
REVENUE: The Essential Role of
Enhanced Benefits in Nextgen Plans
**NEXTGEN EXPERTS PANEL:
ERIC SILVERMAN, MARK HOLLAND, ROB
SHESTACK, CHRIS WOLPERT, FELIPE
BARGANIER, MODERATOR:TOM BLACHEK**

3:10 PM (SOLUTIONS PAVILION)
BREAK

3:40pm
PRESENTATION & SELLING STRATEGIES
FOR REFERENCE-BASED (RE)PRICING
**NEXTGEN EXPERTS PANEL:
WILL SLOCUM, JOHN CLAY, GRIFFIN
MEREDITH, MODERATOR:MICHAEL
LUTZ**

DAY 2 - CONTINUED

FROM VILLIAN TO SUPERHERO: Stories & Lessons from a
Former Big House Top Producer
LESTER MORALES- NEXT IMPACT
Fmr. Chief Growth Officer, Willis North America

4:20 PM
PRESIDENTIAL A & B

ADJOURN

5:00 PM

FRIDAY, JANUARY 7TH

DAY 3

MORNING KICKOFF

8:00 AM
PRESIDENTIAL A & B

THE CONSEQUENCES OF "YES"
DEBORAH AULT, RN, MBA - President, AIMM

8:15 AM
PRESIDENTIAL A & B

RADIATION SUPERPOWER: RADIOLOGIST MEDICAL
MANAGEMENT
CRISTIN DICKERSON, MD - CEO, GREEN IMAGING

8:45 AM
PRESIDENTIAL A & B

NOTHING SUCCEEDS LIKE SUCCESS: How NextGen Drives
Results
NELSON GRISWOLD

8:55 AM
PRESIDENTIAL A & B

BREAK

9:40 AM
SOLUTIONS PAVILION

MC BREAKOUT INSTRUCTIONS

10:10 AM
PRESIDENTIAL A & B

DAY 3 - CONTINUED

NEXTGEN ESSENTIALS TRACK

10:20 AM
RECONNAISSANCE
Breakout Sessions V

**Expert Roundtables...
Mastermind Collaboration...
Solution Showcase Tour...**

**** Please refer to your
Reconnaissance Rotation
Schedule at this time.**

11:30 AM
RECONNAISSANCE
Breakout Sessions IV

NEXTGEN ADVANCED STRATEGIES

10:10 AM
SOLUTIONS SHOWCASE TOUR

11:10am
ALIGNING INCENTIVES WITH DIRECT
CONTRACTING
NEXTGEN EXPERTS PANEL:
**JACK LONDON- PATIENT PAL, BOB
McCOLLINS- EDISON HEALTH, MIKE
PATTON- PALOMAR CONSULTANTS,
TROY REICHART- CORAL,**
MODERATOR:**TAMMERA HOLLERICH**

11:50am
DECONSTRUCTING PBM CONTRACTS
NEXTGEN EXPERTS PANEL:
**ERIC BARKER- TRUE RX
RYAN SPENCER**
MODERATOR: **DAN LABROAD**

LUNCH

KEYNOTE - X-RAY VISION: A Superhero's Mission to Expose
Exorbitant Hospital Pricing
**GLORIA SACHDEV - President & CEO, Employers' Forum of
Indiana**

SUPERHERO TECH: LEVERAGING TECHNOLOGY FOR BETTER
EMPLOYEE ENGAGEMENT
JULIAN LAGO - PRESIDENT, BENEZON

FROM BROKER TO ADVISER: Strategies to Move from a
Transactional to a Consultative Role
**NELSON GRISWOLD & NextGen Experts Panel: STEFANIE
PIGEON, TED DIXON, ERIC SILVERMAN, DAN THOMPSON**

IT STARTS WITH DATA: Advanced Strategies to Leverage Data
**NextGen Experts Panel: JIM BLACHEK, JEFF BORGLIN-
TRIFECTA HEALTH SOLUTIONS, ERIC NELSON- ENLIGHTEN
ANALYTICS, MODERATOR: TED DIXON**

BREAK

12:30 PM
SOLUTIONS PAVILION

1:30 PM
PRESIDENTIAL A & B

2:10 PM
PRESIDENTIAL A & B

2:20 PM
PRESIDENTIAL A & B

2:50 PM
PRESIDENTIAL A & B

3:30 PM
SOLUTIONS PAVILION

DAY 3 - CONTINUED

NEXTGEN EASY BUTTON: Strategies to Implement NextGen
Quickly
NELSON GRISWOLD

4:00 PM
PRESIDENTIAL A & B

IMPLEMENTATION SESSION & FINAL CHARGE

4:30 PM

COCKTAIL RECEPTION

6:00 PM
PRESIDENTIAL FOYER

GALA DINNER

7:00 PM
PRESIDENTIAL C & E

SATURDAY, JANUARY 8TH

BONUS DAY WORKSHOP

**C-4 SELLING: THE FOUR STEPS TO SELLING NEXTGEN
IN THE C-SUITE**

Welcome & Overview

8:15 AM

Executing a **CONSULTATIVE** Sale
Managing a **COMPLEX** Sale

BREAK

10:00 AM

Executing a **CONSULTATIVE** Sale
Managing a **COMPLEX** Sale

ADJOURN

12:00 PM
