

2008 WAHU Annual Fall Sales Conference Agenda

Wednesday, September 17, 2008

Time	Event	Location
8:30 am - 3:00 pm	2008 Annual Charity Golf Outing Benefiting Breast Cancer Recovery Foundation & Juvenile Diabetes Recovery Foundation <i>Hole in One Sponsored by Multiplan</i> <i>Box Lunch Sponsored by Security Health Plan of WI</i> All Golfers must be in their carts by 8:50 am	Trappers Turn Golf Course
1:00 pm – 5:30 pm	Registration	Grand Ballroom Foyer
5:00 pm – 6:00 pm	Welcome Michael Derdzinski, WAHU 2008 State President Keynote Speaker: Daniel Callahan, Director of International Programs, The Hastings Center <i>One Credit of CE</i> <i>Daniel Callahan was a cofounder of The Hastings Center in 1969 and served as its President from 1969 - 1996. Over the years his interests have ranged widely, from the beginning to the end of life. In recent years he has concentrated his attention on health policy and research policy. Serving now as Director of the International Program, he coordinates contacts and discussions with colleagues in different parts of the world. His recent work focuses on medical technology and health care costs. A related interest is that of globalization and its impact on health status in different parts of the world.</i>	Ballroom G-I
6:00 p.m. – 7:00 p.m.	Exhibit Hall Grand Opening with Reception <i>Cash Bar</i> <i>Sponsored by Delta Dental of WI</i>	Ballroom A-F
7:00 p.m.	BBQ Dinner <i>Sponsored by Ameritas Group Dental & Eyecare</i>	CW Tent

Thursday, September 18, 2008

Time	Event	Location
7:00a.m. – 8:30 a.m.	Registration Buffet Breakfast	Grand Ballroom Foyer Ballroom A-I
8:30 a.m. – 8:50 am	Local Chapter meetings Election of 2009 Local Chapter Boards	South Central: Grand Ballroom Southeastern: Sierra Vista Fox Valley: Laguna Vista North Central: Sante Fe 3010
9:00 a.m. – 10:00 am	WAHU Town Hall Meeting <i>One Credit of CE</i> Michael Derdzinski, 2008 President Terri Courtney, 2008 Legislative Chair & Dan Schwartz, WAHU EVP Election of 2009 State Board	Grand Ballroom
10:00 a.m. – 10:30 am	Break / View Exhibits	Ballroom A-F
10:30 a.m. – 11:45 am	Drought Proof™ <i>1 Credit of CE</i> Speaker: Byrd Baggett, Author & Motivational Leader <i>How to live each day passionately engaged In this high-energy presentation, Byrd reminds participants that the past doesn't have a future but they do and encourages them to learn from the past, focus on the present, and prepare for the future. His trademark quotes and powerful real-life stories will teach, touch, and challenge attendees to discover the winner within.</i>	Ballroom G-I
11:45 a.m. – 1:45 p.m.	WAHU Awards Luncheon	Grand Ballroom
1:45 pm – 2:05 pm	WAHU Foundation Charities Speakers: Sue Abitz, Executive Director, Breast Cancer Recovery Foundation Al Wearing, JDRF Board Member, Juvenile Diabetes Recovery Foundation	Ballroom G-I

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2:05 pm – 2:55 pm	<p>A Word from NAHU – 2008 Federal, Regional, & Presidential <i>One Credits of CE</i> <i>“Educating the Consumer: The Role of the NAHU & WAHU”</i> Speaker: Scott A. Leavitt, NAHU President-Elect</p>	Ballroom G-I
2:55 p.m. – 3:25 pm	<p>Break / View Exhibits</p>	Ballroom A-F
3:25 p.m. – 5:00 p.m.	<p>Healthcare Tsunami: The Wave of Consumerism That Will Change U.S. Business Speaker: Dean Halverson, Partner/Trend Master, WAVE trend driven strategy</p> <p><i>Healthcare Tsunami offers a perspective on the emerging field of healthcare consumerism and differentiates it from past discussions by healthcare professionals. Authors Halverson and Glowac, both experts in research and branding, document how converging trends in multiple industries are creating a wave of change like nothing the healthcare industry or U.S. business has ever seen. Healthcare Tsunami is a definitive introduction to the future of American healthcare after the pressure builds to a point where it develops into the largest wave of change ever experienced by U.S. business. Two credit s of CE</i></p>	Ballroom G-I
5:15 pm – 6:45 pm	<p>Reception Cruise the Wisconsin River <i>Cash Bar</i> Meet at the Chula Vista Boat Dock, boat leaves at 5:30 pm <i>Sponsored by Dean Health Plan</i></p>	
6:45 pm - ?	<p>On Own Dinner : <i>Check in with the Registration Desk for a Listing of Local Restaurants</i></p>	

Time	Friday, September 19, 2008 Event	Location
7:30a.m. – 9:00 a.m.	<p>Registration / Continental Breakfast</p>	Ballroom G-I Foyer
8:30 a.m. – 9:20 am	<p>Health Literacy Project <i>One Credit of CE</i> Speaker: Michele Erikson, Wisconsin Literacy Project <i>A recently released report from the University of Connecticut School of Business titled “Low Health Literacy: Implications for National Health Policy” concluded that “low health literacy is a major source of economic inefficiency in the U.S. healthcare system. An initial approximation places the order of magnitude of the cost of low health literacy to the U.S. economy in the range of \$106 billion to \$238 billion annually. This represents between 7 percent and 17 percent of all personal healthcare expenditures.” The Institute of Medicine’s definition of health literacy is “the degree to which individuals have the capacity to obtain, process, and understand basic information and services needed to make appropriate decisions regarding their health.” The key concept is understanding information needed to make good decisions about health habits and health care.</i></p>	Ballroom G-I
9:25 a.m. – 11:10 am	<p>The HEART of Communication <i>Two Credit of CE</i> Speaker: Jacqui Sakowski, Sakowski Consulting LLC</p> <p><i>In her signature presentation, based on her book of the same name, Sakowski shares her insights about becoming a sales professional with whom others wish to do business by displaying Honor, Enthusiasm, Accountability, Resolve and Trust. Two Credit CE Course</i></p>	Ballroom G-I
11:15 – 12:05 pm	<p>Corporate Healthcare Ideas – Thinking Outside the Box <i>One Credit of CE</i> Speaker: John Neuberger, COO, Quad-Med LLC</p> <p><i>Quad/Medical has created a quality focused healthcare delivery system. Their system is based on focused patient care through proactive patient management. While larger production based clinical settings continue to emphasize a 6-10 patient per hour ratio, Quad/Medical’s main focus has been on keeping the patient healthy and productive. Quad/Medical has an interest in proactive patient management because it directly relates to the underlying expense to Quad/Graphics. Quad/Medical mandates no more than three patients per hour; physicians earn bonuses as a result of managing chronically ill patients to avoid and prevent critical incident. The Quad/Medical proactive patient management focus means, of course, that integrated systems and technology must be used to achieve qualitative results.</i></p>	Ballroom G-I