

THE THIRD WAVE OF CONSUMER-DRIVEN HEALTH

YOU NEED TO BE WHERE YOU NEED TO BE NOW

HOSTED BY TRIPLE TREE, LLC

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As consumer-driven health has evolved over the years, health insurers have had to react to constant changes in market and consumer-demand, causing the health plan market to make large and recurring investments in their products, consumer brands, and core distribution channels to remain competitive and stave off new market entrants.

Triple Tree believes we are in a third wave of consumer-driven health; a time which will drive health insurers to attempt to shed historic operating models and reinvent themselves as true business-to-consumer/retail-based enterprises.

While the first and second waves of consumer-driven health were marked by new product orientation around the intersection of healthcare coverage and financial services, as an industry, we have come to acknowledge the sheer importance of having a more innovative approach and nimble infrastructure to support the marketing, procurement, and management of healthcare coverage in the United States.

Accordingly, and in light of today's healthcare reform debate, we also view a new and more consumer-focused approach to healthcare benefit distribution and management as a central element to enable broader levels of coverage, transparency, and quality across today's healthcare system.

KEY TOPICS TO BE COVERED:

- Crossing the Chasm in Tomorrow's B2C World – What will it take?
- Healthcare Exchanges – Who wins and loses through an exchange-driven industry?
- New Market Entrants – Why healthcare exchanges 'open the door' for new market entrants?
- From Click to Card – Is the health insurance industry finally ready for e-Commerce?
- Consumer-Driven Health & Wellness – How will consumer accountability emerge in the years ahead?

JANUARY 27, 2010 | 12:30 - 1:30 PM EST

PANELISTS:

JACK LEFORT CONNEXIONS

Jack is Founder, Chairman, and CEO of Connexions, a market leading CRM software and services company driving the next generation of consumer engagement within the healthcare industry, among other vertical segments.

VIVIAN RIEFBERG MCKINSEY & CO.

Ms. Riefberg is a Director (Senior Partner) in the Washington Office of McKinsey & Company, Inc., and is a co-leader in the Firm's Health Care Practice. She has led work in the areas of strategy development, organization, and operations across the health care industry.

CHAD POMEROY WELLPOINT

Chad is WellPoint's Vice President - Corporate Strategy Development & Innovation. He leads a team that has demonstrated a capacity to create, test, and bring new ideas to market quickly, maintaining the Company's leading position in the health plan industry.

STEVE AUERBACH CONNEXIONS

Steve is the President of Connexions with overall managing responsibility for strategy, development, client services, operations and sales. Prior to this post, he was Executive Vice President of Operations for UnitedHealth Group.

THE PRINCIPALS FORUM

TripleTree, LLC is an independent, middle market investment banking firm focused on mergers and acquisitions, financial restructuring, principal investing, and strategic advisory services for healthcare and technology companies. The firm specializes in growth businesses, vertical industry specialization, and disruptive technology delivery models.

Our unique personality is shaped by the experience of our principals, who as former business builders, advisors and owners are passionate about driving premium outcomes within highly dynamic markets.

RYAN STEWART, a Director with TripleTree, will moderate "The Third Wave of Consumer-Driven Health." Ryan has extensive healthcare banking and operational experience, having previously been with Lazard, Piper Jaffray, UnitedHealth Group, and Horizon BCBSNJ; he also founded a venture-backed HCIT company and was a healthcare strategy and operations consultant with Arthur Andersen.

