

SCHEDULE OF EVENTS

Charting Uncertain Waters

7:00 - 8:30 am	Registration, Exhibits & Continental Breakfast
8:30 - 8:40 am	Welcome Address
8:45 - 9:30 am	Keynote Speaker Presentation: 9 Beliefs of Those Who Will Survive Healthcare Reform Speaker: Kevin Trokey, Founding Partner and Coach, Q4intelligence
9:45 - 10:45 am	Breakout Sessions 1, 2 & 3 <ul style="list-style-type: none">▪ Group Insurance <i>Affordable Care Act - Leading with Technology (1-hour CEU • Pending Approval)</i> Troy R. Underwood, CEO and Gina Ortiz, MBA, Product Manager, benefitsCONNECT®▪ Senior <i>Surviving in the Senior Market: 2015 and Beyond</i> Michael Dysart, President, Health Care Solutions HCSLife▪ Innovation <i>Internet Marketing Demystified</i> David Lee, Managing Director, i5 Web Design
10:45 - 11:00 am	Exhibits
11:00 - 11:45 am	Keynote Speaker Presentation: Demystifying the Myth of Exchanges Speaker: Ron Goldstein, President and CEO, CHOICE Administrators
11:45 am - 12:00 pm	Pinnacle Award Presentation
12:00 to 1:15 pm	Lunch and Exhibits
1:15 - 2:15 pm	Speaker Presentation: Medical Group Panel <ul style="list-style-type: none">▪ <i>HealthCare Partners Medical Group</i> Ruby de la Torre, Regional Manager of Marketing▪ <i>Monarch HealthCare</i> Mary Young, MBA, Senior Vice President of Network Management▪ <i>Prospect Medical Group</i> Lourdes Alberto, Vice President of Provider Network Management▪ <i>Southern California Permanente Medical Group</i> Nancy Gin, MD, Area Medical Director, Orange County▪ <i>St. Joseph Heritage Healthcare, Southern California Region</i> Kevin Manneman, Regional Chief Operating Officer
2:20 - 3:20 pm	Breakout Sessions 1, 2 & 3 <ul style="list-style-type: none">▪ Group Insurance (Repeat) <i>Affordable Care Act - Leading with Technology (1-hour CEU • Pending Approval)</i> Troy R. Underwood, CEO and Gina Ortiz, MBA, Product Manager, benefitsCONNECT®▪ Senior <i>Medical-Medicare... Changes and Challenges</i> Brian Barry, Vice President of Medicare Sales and Marketing, Care1st Health Plan▪ Innovation (Repeat) <i>Internet Marketing Demystified</i> David Lee, Managing Director, i5 WebDesign
3:20 - 3:30 pm	Raffles and Conclusion