

# AGENDA

## Marketplace Year 3: Issuer Insights and Innovation

Small Auditorium, Humphrey  
Building 200 Independence Ave,  
SW Washington, DC  
October 5, 2016



Health Insurance Marketplace

HealthCare.gov

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| <b>8:00-9:00</b>   | <b>Registration</b>   |
| <b>9:00-9:15</b>   | <b>Welcome/ Keynote Remarks</b><br>Sylvia Mathews Burwell, Secretary, U.S. Department of Health & Human Services  |
| <b>9:15-9:45</b>   | <b>Looking Ahead to the Future of the Marketplace</b><br>Pat Geraghty, Chief Executive Officer, BCBS Florida<br>Kevin Counihan, Chief Executive Officer, Health Insurance Marketplaces  |
| <b>9:45-11:10</b>  | <b>The Marketplace Consumer – Using Data to Drive Outreach and Engagement</b><br>Meridian Health Plan and Molina Healthcare<br><i>Moderated by Josh Peck, Marketplace Chief Marketing Officer</i>                                   |
| <b>11:10-11:20</b> | <b>Break</b>  |
| <b>11:20-12:15</b> | <b>Innovation in Plan Design and Provider Outreach</b><br>BCBS Michigan and Emblem Health<br><i>Moderated by Dr. Mandy Cohen, Chief of Staff and Chief Operating Officer, Centers for Medicare &amp; Medicaid Services, HHS</i>     |
| <b>12:15-1:15</b>  | <b>Lunch</b>  |
| <b>1:15-1:45</b>   | <b>Keynote by Andy Slavitt</b><br>Andy Slavitt, Acting Administrator, Centers for Medicare & Medicaid Services, HHS   |
| <b>1:45-2:45</b>   | <b>Engaging Consumers in their Care - Perspectives from Care Coordination and Beyond</b><br>Centene and Highmark<br><i>Moderated by Dr. Patrick Conway, Deputy Administrator, Centers for Medicare &amp; Medicaid Services, HHS</i> |
| <b>2:45-3:00</b>   | <b>Closing Remarks</b>  |