

# CRACKING THE CODE

ON HEALTHCARE  
Summer 2011

Building on what we learned in our two previous “Cracking the Code on Healthcare” events, we invite you to attend our Summer, 2011 Symposium. Together, we will explore the topic of health and wellness - for ourselves, our employees and our community. You will hear from nationally recognized thought leaders as they present the latest thinking about healthcare.

Please join us as we learn to “Think Differently” about the issues confronting all of us as we continue to work toward our goal of making Rochester 'the healthiest community in America'.

**When:** June 2nd, 2011

**Where:** Locust Hill Country Club  
2000 Jefferson Road Pittsford, NY 14534

7:00 AM – 8:30 AM – Breakfast, Exhibitor Fair & Networking

8:30 AM – 10:30 AM – Welcome and Thought Leader Presentations



**Carolyn M. Clancy, MD**

*Director of the Agency for Healthcare Research and Quality*

Dr. Clancy will discuss 'improving health care quality, patient safety and reducing disparities in care associated with a patient's race, ethnicity, gender, income, and education.'



**Andrew Webber**

*President and Chief Executive Officer, National Business Coalition on Health*

Mr. Webber will discuss 'The Employer Role in Health and Health Care Reform'.



**Paul S. Speranza, Jr.**

*Vice-Chairman, General Counsel, and Secretary of Wegmans Food Markets, Inc.*

Mr. Speranza will discuss 'Community Collaboration- Working together to make Rochester the healthiest community in America.'



10:30 AM – 10:45 AM – Break and Networking

10:45 AM – 12:30 PM - Discussion Forums (Run concurrently and repeating)

**Taking Care of Yourself -  
Managing Your Energy Not Time**

Chris Jordan,  
The Human Performance Institute,  
A Johnson & Johnson Company

**Taking Care of Your Employees –  
Motivating vs. Incenting to Drive  
Measurable Results.**

Leah Malof,  
Buck Consultants,  
A Xerox Company

**Taking Care of Our Community -  
Patient Portals and Personal Health Records**

Justin Copie,  
Innovative Solutions

To register and learn more about this event go to [www.HealthcareBenefitsNetwork.com/events](http://www.HealthcareBenefitsNetwork.com/events)

Sponsored by:

