



**Join us for the 2012 Current Events Session
Friday, Feb. 10th 7:45 a.m. to 12:30 a.m.**

Representatives from two of Rochester region's largest employers will present the employer group perspective on healthcare reform. Topics to be discussed include changes in healthcare and how costs labor force costs are managed, as well as collaboration with payers, providers and others in the community to institute change to drive efficiencies and better manage costs.

Representatives from Rochester region's largest payers/insurers will also present the impact from the payer perspective of healthcare reform. Discussion topics include anticipated trends and their impact on benefit changes and provider negotiations. Other changes from both Federal and State perspective that will cause payers to drive further change into their systems, including discussion of the impact on the community and the employer groups/providers, etc. will also be explored.

About the Speakers:

James R. Reed is senior vice president of Marketing and Sales for Excellus BlueCross BlueShield (a nonprofit independent licensee of the BlueCross BlueShield Association), which has 1.8 million members across upstate New York. Jim joined Excellus BCBS in 1996 and was most recently regional president of the Central New York Region. He is active on numerous local boards, including CenterState CEO, Syracuse Stage, Compeer Rochester, Make-A-Wish Foundation of Central New York and the Health Advancement Collaborative of Central New York.

Frank Fanshawe is the Vice President of Corporate Affairs for MVP Health Care, a New York-based not-for-profit health insurer with about 750,000 fully-insured and self-funded members throughout New York State, Vermont and New Hampshire. He is responsible for establishing and implementing MVP's comprehensive communications and public policy strategy. Mr. Fanshawe has for the past three years worked closely with members of Congress, policymakers and other stakeholders on federal health care reform issues.

Becky Lyons is the Manager of Health Care Design at Wegmans Food Markets, where she is responsible for designing and implementing health care and wellness programs that support Wegmans' goal of helping their people live healthier, better lives. Becky has been with Wegmans for 18 years, the last 11 in Employee Benefits. In addition to her role at Wegmans, Becky represents Wegmans on the Rochester Business Alliance's Health Care Planning Team. Our local Chamber of Commerce, the Rochester Business Alliance has convened a group of professionals from 7 of the region's largest employers to address the quality, affordability and accessibility of health care in our community.

Lawrence M. Becker is the Director Strategic Partnerships, Alliances and Chairman, Plan Administration Committee for Xerox Corporation. Mr. Becker has been in this position since January, 2009. From 2000 until January 2009, he was responsible for the design and implementation of all health and welfare plans as well as defined benefit plans for the company. Mr. Becker joined Xerox in 1990 and has served in several capacities in the benefits, compensation, technology, and operations arenas. Before joining Xerox, he served as vice president of human resources for Baltimore Bancorp and was responsible for compensation, benefits, training, staffing, and payroll.

Location:

Locust Hill Country Club
2000 Jefferson Road
Pittsford, NY 14534
(585) 427-7010

Agenda:

7:45 a.m. - 8:45 a.m. Registration/Full Breakfast
8:45 a.m. - 10:00 a.m. Two Panel Presentations
10:00 a.m. - 10:15 a.m. Break
10:15 a.m. - 11:30 a.m. Two Panel Presentations
11:30 a.m. - 11:45 p.m. Break
11:45 a.m. - 12:30 p.m. Panel Discussion Open Q&A

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