

National Institute for Health Care Management (NIHCM) Foundation
Transforming the Health Care Landscape Webinar Series

Retail Stores and the Shift to a Consumer-Centric Health Marketplace

June 4, 2012

1:00pm-2:30pm EDT

12:00pm-1:30pm CDT

11:00am-12:30pm MDT

10:00am-11:30am PDT

1:00-1:05 Welcome

Nancy Chockley, MBA, President and CEO, and Kathryn Santoro, MA, Director of Policy and Development, NIHCM Foundation

1:05-1:25 Understanding Emerging Consumer Needs in a Retail Market

Howard Lapsley, Partner, and Terry Stone, Partner, Oliver Wyman

1:25-1:45 Florida Blue Centers

Patricia Engel, Senior Director, Strategic Development and Retail Operations, Marketing Capability Development, Florida Blue

1:45-2:05 Highmark Direct Retail Stores

Matt Fidler, Vice President of Consumerism & Retail Marketing, Highmark Inc.

2:05-2:30 Question & Answer Period