***UPDATED: PLEASE SEE UPDATED DETAILS BELOW**

For Immediate Release
Thursday, January 10, 2013

Contact:
Sarah Bascom, sarah@bascomllc.com, 850.294.6636
Celina Parker, celina@bascomllc.com, 850.443.9965

PDF:
http://bit.ly/13eKqlC

MEDIA ADVISORY

FAIF to Host 2013 Florida Health Care Affordability Summit

Health Care Stakeholders to Discuss Challenges to Florida's Health Care Delivery System

Tallahassee, Fla. – The Foundation of Associated Industries of Florida (FAIF) to host the 2013 Health Care Affordability Summit at the **World Center Marriott in Orlando, Fla., on January 10-11, 2013**. The Summit will serve as an open forum for some of the most knowledgeable stakeholders in health care to discuss the many challenges to Florida's health care delivery system, as well as help establish potential health care modernization proposals to provide for accessible, affordable and high quality health care. **Tom Feeney, president and CEO of Associated Industries of Florida and Congressman Tom Price (R-GA) will be available to the media at designated times. See details below.**

ALL INTERESTED MEDIA ARE WELCOME TO ATTEND AT NO REGISTRATION COST. ALL MEDIA MUST BE CREDENTIALED AND MUST CHECK IN UPON ARRIVAL AT THE EVENT REGISTRATION DESK. TO MAKE HOTEL RESERVATIONS, PLEASE VISIT WWW.MARRIOTTWORLDCENTER.COM.

Participants: **Confirmed Elected Officials:**

Congressman Tom Price, M.D. (R-GA) - *Chair, Republican Policy Committee*
Senator Aaron Bean (R-Fernandina Beach) - *Chair, Senate Health Policy Committee*
Senator Denise Grimsley (R-Sebring) - *Chair, Senate Appropriations Subcommittee on Health & Human Services*
Senator Joe Negron (R-Stuart) - *Chair, Senate Committee on Appropriations and Senate Select Committee on Patient Protection & Affordable Care Act*
Representative Richard Corcoran (R-New Port Richey) - *Chair, House Health & Human Services Committee*
Representative Matt Hudson (R-Naples) - *Chair, House Health Care Appropriations Subcommittee*

(MORE)

Representative John Wood (R-Winter Haven) - *Chair, House Health & Human Services Committee*

Confirmed Panelists & Speakers:
Tom Feeney – *President & CEO, Associated Industries of Florida*
Michael Millenson – *President, Health Care Quality Advisors*
Marcus Osborne – *Vice President, Health & Wellness Payer Relations, Wal-Mart Stores, Inc.*
Alan Levine – *Senior Vice President & Florida Group President, Health Management Associates*
Jay Wolfson, Ph.D. – *Professor of Public Health & Medicine, University of South Florida*
J.D. Kleinke – *Resident Fellow, American Enterprise Institute*
Stuart Slutzky – *Chief of Product Innovation, HumanaVitality*
Mark LaBorde – *President of Florida Markets, Aetna*
Brian Kiss, M.D. – *Senior Medical Director for Network Programs, Florida Blue*
Brian Klepper, Ph.D. – *Chief Development Officer, WeCare TLC*
Michael Perry, M.D. – *Medical Director, Laser Spine Institute*
John McFadden, Ph.D. – *Interim Dean, College of Health Sciences, Barry University*
Holli Ploog – *Vice President, CGI Government Markets*
Jonathan C. Anderson – *Vice President of Sales Strategy, Distribution & Integration for Employer Markets, Florida Blue*
Chris Day – *Head of Business Development & Marketing, Aetna*
Josue Rodas – *Executive Director, Regional Extension Center, University of Central Florida*
Tarren Bragdon – *President & Chief Executive Officer, Foundation for Government Accountability*
Shannon Wedekind – *Pharmacy Supervisor, Walgreen Co.*
Kevin Kuhlman – *Manager of Legislative Affairs, National Federation of Independent Business*
Kenneth Boyle, O.D. - *Doctor of Optometry, Brevard Vision Center*
Christopher Saslo, ARNP – *Associate Chief Nurse for Clinical Practice, West Palm Beach VA Medical Center*
Geeta Nayyar, M.D. – *Chief Medical Information Officer, AT&T*
Patrick Ross – *Vice President of Program Integrity Solutions, Ingenix Government Solutions*
Daniel Waldmann – *Senior Vice President of Public Affairs, Tenet Healthcare Corporation*
David E. Young – *Vice President for TelePsych Services for OptumHealth Specialty Networks*
Debra L. Faulkner – *Managing Principal, Verizon Connected Health Care*
Jason Delimitros – *Chief Operating Officer, Sunshine State Health Plan, a subsidiary of Centene Corporation*
Rose M. Naff – *Chief Executive Officer, Florida Health Choices, Inc.*

Event: 2013 Florida Health Care Affordability Summit

Date: Thursday, January 10, 2013 - Friday, January 11, 2013

Location: Orlando World Center Marriott Resort & Convention Center

(MORE)

8701 World Center Drive
Orlando, FL 32821

Agenda: **THURSDAY, JANUARY 10, 2013:**

11 a.m. - 11:15 a.m. - Media availability with Tom Feeney, *President & CEO of Associated Industries of Florida*, outside Crystal G

11:30 a.m. - 1 p.m. - Opening Session & Welcome Luncheon
Introduction: Tom Feeney, *President & CEO, Associated Industries of Florida* - "The State of Florida's Health Care System"

Keynote: Michael Millenson, *President, Health Care Quality Advisors* - "When the Party's Over: A Morning After Look at Florida's Health Care"

1:15 p.m. - 2:15 p.m. - Providing Care & Coverage to All Floridians
Moderator: Senator Joe Negron - *Chair, Senate Committee on Appropriations and Senate Select Committee on Patient Protection & Affordable Care Act*
Panelists:
- Jay Wolfson, Ph.D. - *Professor of Public Health & Medicine, University of South Florida*
- Alan Levine - *Senior Vice President & Florida Group President, Health Management Associates*
- Stuart Slutzky - *Chief of Product Innovation, HumanaVitality*
- Daniel Waldmann - *Senior Vice President of Public Affairs, Tenet Healthcare Corporation*

2:30 p.m. - 3:30 p.m. - Increasing Accountability within Our Health Care System
Moderator: Senator Aaron Bean - *Chair, Senate Health Policy Committee*
Panelists:
- Jason Delimitros - *Chief Operating Officer, Sunshine State Health Plan, a subsidiary of Centene Corporation*
- Debra L. Faulkner - *Managing Principal, Verizon Connected Health Care*
- Patrick Ross - *Vice President of Program Integrity Solutions, Ingenix Government Solutions*

3:45 p.m. - 4:45 p.m. - Unraveling the Mysteries of Health Care Financing
Moderator: Representative John Wood - *Chair, House Health & Human Services Committee*
Panelists:
- Mark LaBorde - *President of Florida Markets, Aetna*
- Brian Kiss, M.D. - *Senior Medical Director for Network Programs, Florida Blue*
- Brian Klepper, Ph.D. - *Chief Development Officer, WeCare TLC*

5:15 p.m. - 7 p.m. - Reception
Keynote: Congressman Tom Price M.D. (R-GA) - *Chair, Republican Policy Committee*

Immediately Following Keynote Address - Media availability with Congressman Tom Price M.D. (R-GA), *Chair, Republican Policy Committee*, outside Crystal J

(MORE)

FRIDAY, JANUARY 11, 2013:

7:30 a.m. - 8:30 a.m. - Health Care Solutions from the Private Sector: The Employers' Viewpoint
Moderator: Tarren Bragdon - *President & Chief Executive Officer, Foundation for Government Accountability*
Panelists:
- J.D. Kleinke - *Resident Fellow, American Enterprise Institute*
- Shannon Wedekind - *Pharmacy Supervisor, Walgreen Co.*
- Kevin Kuhlman - *Manager of Legislative Affairs, National Federation of Independent Business*

8:45 a.m. - 9:45 a.m. - Modernizing Florida's Health Care Delivery System
Moderator: Representative Matt Hudson - *Chair, House Health Care Appropriations Subcommittee*
Panelists:
- Chris Day - *Head of Business Development & Marketing, Aetna*
- Josue Rodas - *Executive Director, Regional Extension Center, University of Central Florida*
- Geeta Nayyar, M.D. - *Chief Medical Information Officer, AT&T*
- David E. Young - *Vice President for TelePsych Services, OptumHealth Specialty Networks*

10 a.m. - 11:15 a.m. - Encouraging Innovation in Health Care Distribution and Product Development
Moderator: Representative Richard Corcoran - *Chair, House Health & Human Services Committee*
Panelists:
- Michael Perry, M.D. - *Medical Director, Laser Spine Institute*
- Rose M. Naff - *Chief Executive Officer, Florida Health Choices, Inc.*
- Holli Ploog - *Vice President, CGI Government Markets*
- Jonathan C. Anderson - *Vice President of Sales Strategy, Distribution & Integration for Employer Markets, Florida Blue*

11:30 a.m. – 12:30 p.m. - Increasing Health Care Access, Choice & Competition throughout Florida
Moderator: Senator Denise Grimsley - *Chair, Senate Appropriations Subcommittee on Health & Human Services*
Panelists:
- John McFadden, Ph.D. - *Interim Dean, College of Health Sciences, Barry University*
- Kenneth Boyle, O.D. - *Doctor of Optometry, Brevard Vision Center*
- Christopher Saslo, ARNP - *Associate Chief Nurse for Clinical Practice, West Palm Beach VA Medical Center*

12:30 p.m. - 2 p.m. - Closing Luncheon

Keynote: Marcus Osborne, *Vice President, Health & Wellness Payer Relations, Wal-Mart Stores, Inc.*- "Measurable Improvements: How Successful Business Initiatives Increase Access, Quality and Affordability"

(MORE)

Sponsors of the 2013 Florida Health Care Affordability Summit include Aetna, Ashford University, AT&T, AvMed Health Plans, Florida Association of Nurse Anesthetists, Florida Blue, Florida Optometrists Health Fund, Health Management Associates, Humana, Laser Spine Institute, Sunshine State Health Plan, Tenet Healthcare Corporation, UnitedHealth Group, Walgreens, Wal-Mart Stores Inc., and WellCare Health Plans.

For the latest updates on the Summit agenda and events, please visit www.healthcareflorida.com. You can also 'like' us on Facebook and follow us on Twitter @HealthCareFL.

# # #