

Cracking the Code on Healthcare

March 14, 2012
The Georgian Club
100 Galleria Parkway
Suite 1700
Atlanta, GA 30339

Buck Consultants, in partnership with Blue Cross/Blue Shield of Atlanta, Healthcare 21 Business Coalition, Piedmont Healthcare and Healthcare Benefits Network, invite you to join us at our first [Cracking the Code on Healthcare](#) symposium in Atlanta, Georgia.

This healthcare event will address the issue of Payment Reform head on. We all know that we must transform the way we pay for healthcare. The big question is HOW?

Utilizing a series of keynote presentations, panel discussions and breakout sessions our thought leaders will take an in-depth look at Payment Reform. And what it means to Employers, Providers, Payers and Patients.

[\(Register Now\)](#)

7:00 AM – 8:30 AM

Healthy Breakfast & Networking

8:30 AM – 10:00 AM

Introduction & Keynote Presentations



[François de Brantes](#),
Executive Director,
Health Care Incentives
Improvement Institute

*“Payment Reform - Innovative
Compensation Models”*



[Celina Burns](#),
Principal,
Health and Productivity
Buck Consultants

*“The Healthcare Landscape is Changing
– Emerging Trends Underway”*

10:00 AM – 11:00 AM

Panel Discussion with Q&A

Following their presentations our keynote presenters will lead a panel discussion with local healthcare executives and influencers for further exploration and discovery. The discussions will include a highly interactive audience Q&A.

[Morgan Kendrick](#), President & General Manager, Blue Cross and Blue Shield of Georgia (BCBSGA)

[R. Timothy Stack](#), President and CEO, Piedmont Healthcare

[Jerry W. Burgess](#), President & Chief Executive Officer, HealthCare 21 Business Coalition

11:00 AM – 11:15 AM

Break & Networking

11:15 AM – 12:00 PM

Breakout Sessions

Payment Reform – The impact on costs.

[François de Brantes](#), Executive Director, Health Care
Incentives Improvement Institute

[Michael Jacobs](#),
National Clinical Practice Leader,
Buck Consultants

Employer Health Plans – Where do we go from here?

[Jerry W. Burgess](#), President & Chief Executive Officer,
HealthCare 21 Business Coalition

[Andre Demetrius](#), Principal & Health and Productivity
Practice Leader, Buck Consultants

To [REGISTER](#) or for more information visit www.healthcarebenefitsnetwork.com/march14
Or contact Linda Becker at linda@healthcarebenefitsnetwork.com 585-738-7397

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