

TIME	TRACK	SESSION
7:30 AM	Keynote	<p><b>The Medicare Landscape: Spotlight on Med Supp</b>            How does Med Supp currently stack up against other Medicare product options? Who are the key competitors and how are they maintaining their competitive edge? As more Baby Boomers join the ranks, what's the outlook for Med Supp insurance? An insightful, "by the numbers" overview.  <i>LuAnne Farrah, President, Mark Farrah Associates</i></p>
9:00 - 10:15 AM	Industry Insights	<p><b>Behavioral Economics; What Really Drives Consumer Decision Making?</b>            Namika Sagara, Ph.D. will introduce the concepts of Behavioral Economics and Decision Making Psychology. In doing so she will highlight just how irrational consumers can be, as well as the potential use in and implications for the Medicare Supplement market.  <i>Dr. Namika Sagara, Sagara Consulting LLC, Fuqua School of Business</i></p>
	Market Entry	<p><b>Strategies For Entering and Developing The Medicare Supplement Market</b>            Experts examine and explain modes of market entry and different market entry strategies with a focus on minimizing risk and maximizing the likelihood of early success. Must-know information if you are considering entering or building a young Med Supp business model.  <i>Billy Hill, Director, Product Development and Marketing Support, AmeriLife Group</i>  <i>Thomas Pyle, Consulting Actuary, Allen Bailey &amp; Associates, Inc.</i></p>
	Technology	<p><b>Medicare Supplement Sales Technology: What Blind Spots Are People Missing?</b>            More strong solutions exist but they don't necessarily communicate or come close to maximizing efficiency. What are today's 'best in class' IT solutions for field sales professionals and for call centers. What on the horizon to know about and watch for?  <i>Rich Grisham, Director Global Solutions, iPipeline</i>  <i>John Jevin, Senior Director, Applications Development, Aetna</i>  <i>America Sass, Manager, Product Support and Analysis, Mutual of Omaha</i>  <i>Samuel Halpern, Director of Internet Marketing, Senior Market Sales</i></p>
10:45 - 12:00 PM	Industry Insights	<p><b>What We've Learned About Medigap Policyholders</b>            The most interesting and revealing findings from AARP's comprehensive research of over 4 million policyholders. What's wanted; what trends in health care impact their selection and use of policy benefits. Researchers share what's changing and what's unique about MedSupp enrollees.  <i>Doug Armstrong, Senior Director, Medicare Products, AARP</i>  <i>Kevin Hawkins, Vice President Advanced Analytics, Optum</i></p>
	Actuarial	<p><b>Nuanced Pricing: How Smaller Companies Can Compete &amp; Survive Amongst Giants</b>            David and Goliath challenges and sound actuarial strategies for being both successful and profitable over the short- and long-term. Leading Medigap pricing actuaries address share the small nuances that matter most.  <i>Ken Clark, Principal and Consulting Actuary, Milliman</i>  <i>Rob Himmelstein, Actuarial Vice President, Gen Re</i>  <i>Dr. Robert Eshleman, Vice President Operations, Unified Life Insurance Company</i></p>
	Sales & Distribution	<p><b>The Millennial Agent: How to Successfully Engage the Next Generation of Agents</b>            The future success of your sales practice will depend on how successfully you recruit, motivate and retain younger agents. Millennials surpass baby boomers making it vital you understand how to engage the online generation.  <i>JoAnn Wray, Vice President, The McNerney Group</i>  <i>Daniel Joye, Founder, Mindfulware</i>  <i>Christian Novacek, AVP, Marketing &amp; Sales Strategy, Bankers Fidelity Life Ins. Company</i>  <i>Dan Mangus, National Sales Director, The McNerney Group</i>  <i>Mike Gattorna, Director of Training, The McNerney Group</i></p>

Luncheon	Keynote Panel	<p><b>Future Directions: The Election and its Impact on Medicare Supplement</b>  A look at the 2016 elections and their potential impact on Medigap from two of the nation's leading experts. A peak behind the curtain of what's possible...and probable, and how industry can best prepare.  <i>Dotti Outland, Senior Director-Regulatory Affairs, UnitedHealthcare Medicare &amp; Retirement</i>  <i>Melissa Taylor, Vice President, Federal Government Affairs, Mutual of Omaha</i></p>
2:00 - 3:15 PM	Regulatory / Gov't Initiatives	<p><b>Federal And State Updates: The Latest Changes Impacting Medicare Supplement</b>  The latest look at what's taking place at the CMS, Federal and State-level in terms of Medigap plans. Plus lots of time for your questions of leading regulatory insiders.  <i>Dotti Outland, Senior Director-Regulatory Affairs, UnitedHealthcare Medicare &amp; Retirement</i>  <i>Sue Rohan, Vice President, Health Policy - Government Programs, Health Care Service Corporation</i></p>
	Technology	<p><b>Can You Have It All? Can Direct To Consumer and Broker Channels Co-Exist?</b>  Can insurance companies effectively market and sell directly to consumers while maintaining a healthy brokerage distribution at the same time? A panel of providers, distributors sales executives and technology providers address this perplexing question.  <i>Ty Wooldridge, President and CEO, Continental Life and Senior Supplement Leader, Aetna (Moderator)</i>  <i>Rich Grisham, AVP Global Solutions, iPipeline</i>  <i>John Jevin, Senior Director, Applications Development, Aetna</i>  <i>America Sass, Manager, Product Support and Analysis, Mutual of Omaha</i>  <i>Ali Hall, Vice President of Sales, AgentCubed</i></p>
	Mergers and Acquisitions	<p><b>MedSup Consolidation and Acquisition Strategies; The Ones That Work</b>  Many mergers and acquisitions fail to achieve their financial and strategic objectives. Top actuarial experts and business leaders share their experiences and the keys to reality valuations, financial strategies, and operations challenges that lead to a successful arrangement.  <i>William Reynolds, Principal and Consulting Actuary, Wakely Actuarial</i>  <i>Julian Whitekus, Vice President, Health and Special Risk, Hannover Re</i>  <i>Brad Wolfram, Vice President, Cigna Individual Segment</i></p>
3:45 - 5:00 PM	Actuarial	<p><b>Looking Ahead To 2020: Insights From An Actuarial Perspective</b>  Change is coming and planning starts early! Hear the predicted scenarios that actuaries anticipate will impact Medigap markets and pricing and how they anticipate reacting.  <i>Douglas Feekin, ASA, MAAA Principal &amp; Consulting Actuary, CSG Actuarial LLC</i>  <i>Jared Strock, FSA, MAAA Consulting Actuary, CSG Actuarial LLC</i>  <i>Andrew Ryba FSA, MAAA Consulting Actuary, CSG Actuarial LLC</i></p>
	Sales & Distribution	<p><b>Distribution Evolution in the Medigap Market: FMO Formulas for Success</b>  Growth and profitability are top priorities but always the hardest to achieve. Our panel of leading national and regional distributors share strategies for building thriving and profitable distribution. Can you start today and still be competitive?  <i>JoAnn Wray, Vice President, The McNerney Group</i>  <i>Todd Fincher, Owner/President, Tidewater Management</i>  <i>Paul Rose, President, Western Asset Protection</i>  <i>Christian Novacek, AVP, Marketing &amp; Sales Strategy, Bankers Fidelity Life Ins. Company</i>  <i>Dan Mangus, National Sales Director, The McNerney Group</i></p>
	Legal Compliance	<p><b>Medigap Compliance 101: A Beginners Guide To Medigap Compliance</b>  Compliance is costly. complicated and dynamic. Stumbling in the dark increases the cost and adds complications. Learn the basics of MedSup compliance so that you get started on the right track.  <i>Constance Rogers, Consulting Actuary, United Health Actuarial Services</i>  <i>Vickie Goodman, Consultant, First Consulting &amp; Administration</i>  <i>Darcey Shaffer, Director, Corporate Relations, Compliance, Insurance Administrative Solutions, LLC</i></p>

# WEDNESDAY, APRIL 27, 2016

TIME	TRACK	SESSION
7:30 AM	Keynote	<b>Shaping Your Telehealth Strategy</b> The U.S. telehealth market will grow from \$240M in 2013 to \$1.9B in 2018. How will insurers leverage telehealth technologies to lower costs, improve quality outcomes and enhance the policyholder experience. <i>Todd Grove, National Director, Mid Market Sales, TelaDoc</i>
9:00 - 10:15 AM	Sales Marketing	<b>Turn Your Spare Bedroom Into A Half-Million Dollar Sales Generator</b> Successful strategies directly from producers selling Medigap over the phone and Internet. How to start ... how to get your agency's agents to start. From lead generation to closing sales. <i>Steve Natelson, Vice President, Senior Supplement Agent Distribution, Cigna Supplemental Benefits</i> <i>Troy Fisher, Owner, The Senior Center</i> <i>Taylor Martin, Chief Marketing Officer, Senior Security Benefits, Inc.</i> <i>Scott Sullivan, Senior Vice President, Sales and Business Development, GoHealth</i>
	Technology	<b>Security And Sales: Striking The Balance Between Risk And Opportunity</b> A panel of IT providers, distributors and Medigap sales executives address best practices for balancing sales and ease of doing business with security requirements. Why carriers react differently to the same regulation and is a common ground ever achievable? <i>Rich Grisham, Director Global Solutions, iPipeline</i> <i>John Jevin, Senior Director, Technology, Aetna</i> <i>Samuel Halpern, Director of Internet Marketing, Senior Market Sales</i> <i>James Routh, Chief Information Security Officer, Aetna</i>
	Underwriting	<b>Medicare Supplement Underwriting; The Latest And Greatest</b> Experts share the top innovations that are or could impact Medigap underwriting. Maintenance vs. treatment medications debate, and how to optimize automated underwriting rules. Results of recent underwriting industry research. <i>David Learch, Associate Director, Underwriting, Transamerica Life &amp; Protection</i> <i>John Najarian, VP Underwriting R&amp;D, Chief Underwriter, Gen Re</i> <i>Mary Ann Stewart, New Business Program Leader, Aetna Senior Supplemental Insurance</i>
10:45 - 12:00 PM	Regulatory / Gov't Initiatives	<b>Medigap 2020: What's The Latest on Changes That Will Impact Medicare Supplement</b> What's the latest on changes that will impact Medigap. The latest update from the NAIC on changes that will impact Medigap in 2020. The Chair of the NAIC Medigap Task Force will be joining us on a panel to discuss the new Regulations going into effect for 2020. <i>Moderator: Sue Rohan, Vice President, Health Policy - Government Programs, Health Care Service Corporation</i> <i>Participants: Mary Mealer, Life &amp; Health Mgr - Market Regulation, Department of Insurance, State of Missouri</i> <i>Dotti Outland, Senior Director-Regulatory Affairs, UnitedHealthcare Medicare &amp; Retirement</i>
	Technology	<b>Maximizing A Multi-Channel Distribution: Latest and Greatest in Technology Utilization</b> However advanced your organization is on the digital transformation journey, this session will examine the latest best-practices that enable Med Supp sales organizations to get the greatest return and lead efficiency from every marketing dollar spent supporting agent distribution and/or Call Centers. <i>Ali Hall, Vice President, Sales, AgentCubed</i>
	Claims	<b>Medigap Claim Fraud: Challenges &amp; Opportunities</b> Controlling questionable and fraudulent claims is essential. Experienced experts will examine what's new in the landscape of Medicare fraud and share experience, insights and best practices most effectively used by claim departments. <i>Patricia Bailer, Vice President, Head of Claims, Gen Re</i>

Luncheon	Keynote Panel	<p><b>Looking Ahead: The Medicare Supplement Recent Entrants CEO Panel</b>  How do CEOs of companies that are newer to Med Supp view this market? Why did they take the plunge into this product? What strategies enable them to compete? What changes concern them most? A lively, and informative panel.  <i>Moderator: Stacy Varney, Vice President, Marketing &amp; Account Management, Gen Re</i>  <i>Participants: Kevin Dill, President, Unified Life Insurance Company</i></p>
2:00 - 3:15 PM	Actuarial	<p><b>Rate Increases: They're Saving Your Bacon</b>  Medicare Supplement and rate increases go together like breakfast and bacon. Be prepared to discuss the fundamentals and the essentials for rate increase success (bacon not included).  <i>Ashlee Mouton Borcan, Principal and Consulting Actuary, Milliman</i>  <i>Jena Breece, Actuarial Vice President, Gen Re</i></p>
	Industry Insights	<p><b>What Do Age-Ins Want Out Of Their Medigap Coverage?</b>  Leading researchers share insights from separate consumer research studies. Hear the key factors age-ins consider when making health insurance buying decisions.  <i>George Dippel, Senior Vice President, Deft Research</i>  <i>Marcy Updike, Vice President, Market Research, Gen Re</i></p>
	Compliance Marketing	<p><b>Advertising &amp; Marketing Compliance: Lessons Learned For Faster Approvals</b>  The latest lessons learned and red flags to avoid when filing advertising material and lead generation pieces. What the States tell us and actions or responses that have worked for faster approvals.  <i>Vickie Goodman, Consultant, First Consulting &amp; Administration</i>  <i>Debby Paris, Associate, Consultant, First Consulting &amp; Administration</i></p>
3:45 - 5:00 PM	Lead Generation	<p><b>Using Data To Acquire Customers; Best Practices To Generate Most Results For Least Cost</b>  Data is data. In an increasingly competitive environment like Medicare insurance prospecting, the critical difference is data mining and data segmentation used to maximize campaign results.  <i>Adrea Rubin, Chief Executive Officer, Adrea Rubin Marketing</i></p>
	Sales Marketing	<p><b>High Deductible Plan F; Market Trends &amp; Sales Opportunities</b>  Sales of High Deductible Plan F account for 60 percent of some company's sales. Hear forecasts for HD Plan F and understand what's taking place in the market today ... and forecasts for the future.  <i>Charles Mankamy, Senior Vice President, General Agents, United American Insurance Company</i>  <i>Ryan Sykes, National Director of Sales &amp; Recruiting, United American Insurance Company</i></p>
	Training	<p><i>Ken Smith, Ken Smith Sales</i></p>