

mediTM future2024

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HEALTH INNOVATION CENTER

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SEPTEMBER 16 – 18, 2014

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TAMPA, FLORIDA

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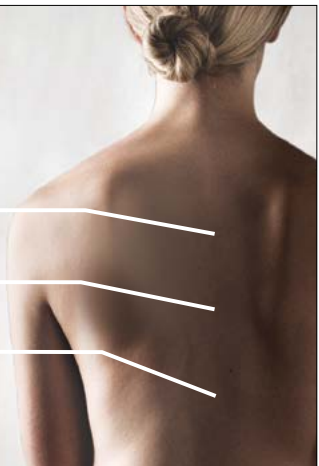
Our approach
is simple:
Patients first.

Natalie Gulbis
Natalie Gulbis
LPGA Player and Laser Spine Institute Patient

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- Arthritis of the spine
- Sciatica
- Other chronic conditions



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- 97% patient recommendation rate
- No lengthy recovery*
- Minimally invasive outpatient procedure
- Board-certified surgeons+



All it takes is an incision less than 1-inch.



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*Each patient is different. Results may vary.
+For more information visit LaserSpineInstitute.com/surgeons. Medicaid currently not accepted.

WELCOME TO MEDIFUTURE!

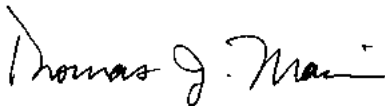
We are thrilled to have you here in Tampa Bay, alongside hundreds of other senior leaders that are pioneering the transformation of the health market. Our goal for MediFuture is ambitious – to motivate cross-industry collaboration with the aim of accelerating market adoption and achieving impact at scale. Over the next two and a half days, we hope you’ll engage in robust dialogue, experience a taste of the future health market, and forge new relationships with health leaders from across the industry, nationally and here in Florida.

MediFuture seeks to break down the silos that inhibit industry-changing innovation and rebuild the foundation of the future health market from the ground up – painting our vision of Health Market 2.0. We look forward to demonstrating the three interconnected movements we see driving the transition to Health Market 2.0 – Smart Care Teams, Quantified Self, and Transparent Consumer Markets; and to discussing how you, the new industry leaders, can accelerate the convergence of these movements to create a completely re-imagined consumer experience. We hope you will take the revolutionary ideas and unique experiences from MediFuture back to your organizations to drive the impactful changes that will make Health Market 2.0 a reality.

We’ve brought together hundreds of leaders from across industries to engage in dialogue, to collaborate and partner, and to experience how innovative new models of care are impacting consumers today. We’ve also provided, through Immersion Tours and interactions with local entrepreneurs, a glimpse into Tampa Bay’s active engagement in health market transformation.

Thank you again for joining us at MediFuture! We are thrilled that you share our excitement about the future of health and we sincerely appreciate your participation.

Warm regards,



Tom Main
Conference Co-Chair
Partner and U.S. Market Leader
Oliver Wyman



Rick Homans
Conference Co-Chair
President & CEO
Tampa Hillsborough Economic
Development Corporation

MEDIFUTURE

500 leaders driving
health market innovation

13 speakers who are
pioneering the transformation

5 interactive ecosystems
presented by over a dozen
organizations

4 immersion tours of
local innovators

2.5 days

1 incredible opportunity
to experience the future of
healthcare, right now

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*The Jawbone exhibit overview will be provided during the exhibit

MAKING THE MOST OF MEDIFUTURE

There are abundant opportunities to meet, experience, explore, and engage over the next few days – read through this guide to ensure you’re aware of what’s to come.

The Experiential Exhibits and Small Group Sessions are a must-see.

- It’s critical to remain with your assigned group (identified on your name badge) to ensure you don’t miss out
- Follow your group’s guide (who you will meet Wednesday at 10am, when groups first gather) to be at the right place at the right time
- *Please ensure that you’re wearing your badge – it’s required for entry into exhibits*

You are among the health market’s most influential leaders – connect with them!

- Meet others in casual break areas outside of the Grand Ballroom
- Ask a question or send a message to others via DoubleDutch (the conference app)
- Converse over drinks during the Welcome Reception (Tuesday) or the Networking Reception and Dinner (Wednesday)

Share your insights with those that could not attend.

- Tweet your ideas and experiences with #MediFuture; follow us @MediFutureUS
- Participate in the GuideWell Insights Lounge, which will be streaming live and taped segments throughout MediFuture

Continue to engage with the Oliver Wyman Health Innovation Center.

- Follow us on Twitter @OliverWyman and #OWHIC
- Subscribe and contribute to the Oliver Wyman blog Transforming Healthcare (blogs.oliverwyman.com/healthcare)
- Follow our LinkedIn Showcase (linkedin.com/company/oliver-wyman-health-innovation-center)
- Join and participate in the Oliver Wyman Health Innovation Center LinkedIn group (invitation to come)

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AGENDA OVERVIEW

Immersion Tours

Explore how four of Tampa's most innovative organizations are transforming the health market through on-site, interactive tours:

- Florida Blue Retail Center
- Laser Spine Institute
- Moffitt Cancer Center's M2Gen
- USF Center for Advanced Medical Learning and Simulation (CAMLS)

Welcome Reception

Join us for an interactive evening that includes food, networking, and an opportunity to:

- Experience the "Incubator of Ideas" from Florida Hospital's Innovation Lab
- Participate in live cooking demonstrations showcased by GuideWell
- "See" through Google Glass and talk directly with surgeons from Laser Spine Institute

On the Mainstage

Be inspired by leaders from an array of health and wellness organizations sharing their views on how today's actions are already impacting the future of healthcare.

Elizabeth Bierbower

President, Group Segment, Humana

Dan Buettner

Author of New York Times Bestseller, *Blue Zones*

Brenda Dietrich

IBM Fellow & Vice President Emerging Technologies, IBM Watson Group

Esther Dyson

Founder of HICcup & Chairman of EDventure Holdings

Rushika Fernandopulle, MD, MPP

Co-Founder & CEO, Iora Health

Patrick Geraghty

Chairman & CEO, GuideWell

Christine Lemke

Co-Founder & Head of Product, The Activity Exchange

Tom Main

Partner & US Market Leader, Oliver Wyman

Marty Makary, MD

Author of *Unaccountable* & Surgical Director of Johns Hopkins

Craig Samitt, MD

Former President & CEO, HealthCare Partners

David Schlanger

CEO, WebMD

Adrian Slywotzky

Author of bestselling *The Profit Zone* and *Demand*

Glen Tullman

Managing Partner & Founder, 7wire Ventures

Meet the Millennials

There are currently 80 million Millennials in the US, making up 25 percent of the total population. This oft-misunderstood group is your future consumer with a direct spending power of \$200 billion (and an additional \$500 billion in influence with their parents). Their habits and preferences regarding communication, personal interaction, and purchasing are significantly different than those of older generations. Esther Dyson will facilitate "Meet the Millennials" – a discussion with students from a local university on their priorities and how they think about health. Prepare to be surprised by their insights and suggestions – this is not to be missed!

Exhibits

Walk through some of today's most innovative models in the shoes of a consumer, guided by senior leaders who are pioneering the transformation toward Health Market 2.0.

Holistic Senior Care

Presented by CareMore

Healthy Human 2.0

Presented by GuideWell

Population Health Optimization

Presented by Welltok

A Platform for Wellness

Presented by Jawbone

Restoring Humanity to Healthcare

Presented by Iora Health and Livongo Health

Small Group Sessions

Through participation in a subset of the small group sessions, learn, share, connect, and engage in dialogue with leaders across the industry. Each of the sessions encourages robust discourse on what it takes to transform and progress toward Health Market 2.0.



MAKING THE VISION OF CURING CANCER A REALITY

As the only NCI-designated comprehensive cancer center based in Florida, Moffitt is a national innovator on the forefront of transforming cancer care for better patient outcomes, prevention and cure.

— 9TH ANNUAL —

Business of Biotech Conference

Collaborate to Innovate

Friday, April 17, 2015

OTMC@Moffitt.org

MOFFITT
CANCER CENTER 

AGENDA

Register
Immersion Tours
Network

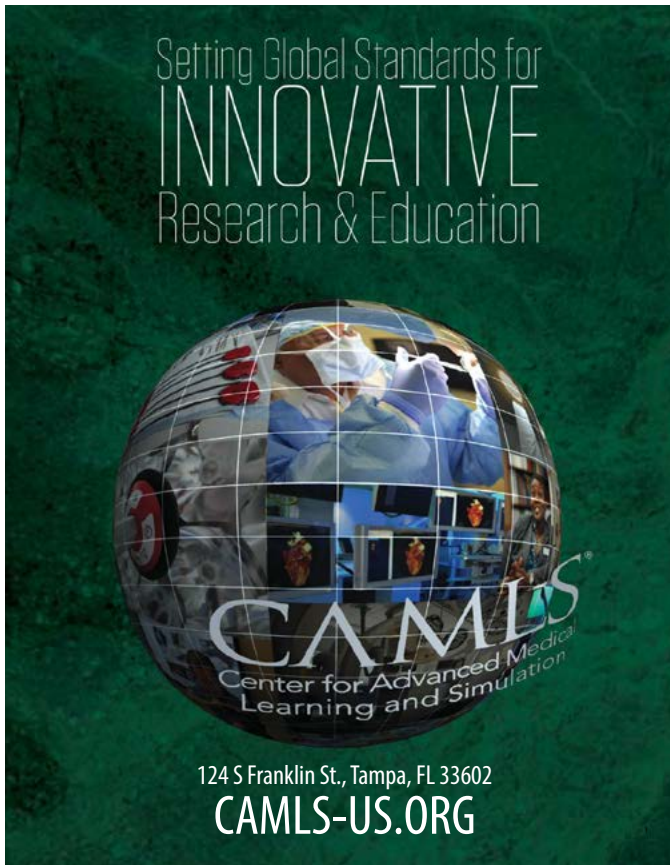
TUESDAY, SEPTEMBER 16


1:00 – 6:00pm **WELCOME AND REGISTRATION – SALON LOBBY**

IMMERSION TOURS

- Florida Blue Retail Center
- 3:00 – 6:00pm
- Laser Spine Institute
 - Moffitt Cancer Center's M2Gen
 - USF Center for Advanced Medical Learning and Simulation (CAMLS)


7:00 – 9:00pm **WELCOME RECEPTION – FLORIDA BALLROOM**



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WEDNESDAY, SEPTEMBER 17

7:00 – 8:00am **BREAKFAST – FLORIDA BALLROOM**

8:00 – 8:15am **WELCOME TO MEDIFUTURE – GRAND BALLROOM***

- Terry Stone, Managing Partner, Health & Life Sciences Practice, Oliver Wyman

8:15 – 9:00am **WHO WINS WHEN INDUSTRIES CONVERGE**

- Adrian Slywotzky – Author of *The Profit Zone* and *Demand*

9:00 – 9:45am **HEALTH MARKET 2.0: THE PATIENT TO CONSUMER REVOLUTION**

- Tom Main – Partner & US Market Leader, Oliver Wyman

10:00 – 2:00pm **EXPERIENTIAL EXHIBITS, SMALL GROUP SESSIONS, AND LUNCH**

Schedule differs by attendee (see the back of your name badge or check the conference app)

2:15 – 2:30pm **THE WAY TO WELLVILLE**

- Esther Dyson – Founder, HICcup & Chairman of EDventure Holdings

2:30 – 3:10pm **MEET THE MILLENNIALS**

- Panel discussion facilitated by Esther Dyson

FEATURED SPEAKERS

Quantified Self and Consumer Engagement

- David Schlanger – CEO, WebMD

3:10 – 4:40pm **Smart Care Teams and Population Health Management**

- Craig Samitt, MD – Former President & CEO, HealthCare Partners

Transparent Consumer Markets and Social Decision Models

- Patrick Geraghty – Chairman & CEO, GuideWell

4:40 – 4:45pm **DAY 1 WRAP-UP**

5:00 – 6:00pm **EXPERIENTIAL EXHIBITS RE-OPEN**

6:30 – 7:30pm **EXECUTIVE NETWORKING AND COCKTAILS – GRAND BALLROOM FOYER**

7:30 – 9:30pm **DINNER – GRAND BALLROOM**

*All sessions in Grand Ballroom unless indicated otherwise

Agenda continued >

THURSDAY, SEPTEMBER 18

7:00 – 8:00am **BREAKFAST – FLORIDA BALLROOM**

8:00 – 8:25am **INTRODUCTION TO DAY 2 – GRAND BALLROOM***

FEATURED SPEAKERS

Quantified Self and Consumer Engagement

- Elizabeth Bierbower – President, Group Segment, Humana
- Christine Lemke – Co-Founder & Head of Product, The Activity Exchange
- Moderated by David Carr, Editor, *InformationWeek* Healthcare

8:25 – 10:00am

Smart Care Teams and Population Health Management

- Rushika Fernandopulle, MD, MPP – Co-Founder & CEO, Iora Health

Transparent Consumer Markets and Social Decision Models

- Marty Makary, MD – Author of *Unaccountable* & Surgical Director of Johns Hopkins

10:15 – 2:15pm

EXPERIENTIAL EXHIBITS, SMALL GROUP SESSIONS, AND LUNCH

Schedule differs by attendee (see the back of your name badge or check the conference app)

2:30 – 3:00pm

BIG DATA: ENABLING HEALTHY LIVING

- Brenda Dietrich – IBM Fellow & VP Emerging Technologies, IBM Watson Group

3:00 – 3:30pm

YOUR BODY'S VITAL NARRATIVE: THE POWER OF REAL TIME INFORMATION

- Glen Tullman – Managing Partner & Founder, 7wire Ventures

3:30 – 4:15pm

KEYNOTE ADDRESS: HEALTHY COMMUNITIES

- Dan Buettner – Author of *Blue Zones*

4:15 – 4:30pm

CLOSING ADDRESS

*All sessions in Grand Ballroom unless indicated otherwise

IMMERSION TOURS

Explore how four of Tampa's most innovative organizations are transforming the health market through on-site, interactive tours. If you were unable to attend, or would like further information, please reach out to the appropriate contact listed below.



Personalized support when customers need it

Tour one of the ground-breaking Florida Blue retail centers, where consumers have the ability to purchase health insurance, have face-to-face consultations concerning their individual policies, receive top-line preventive healthcare screenings, participate in wellness lectures, and learn about various healthcare options designed to fit their budgets.

Contact: **Nick Tant**, 1-904-905-8185
Nicholas.Tant@bcbsfl.com



Culture of care: An interactive journey through the eyes of a patient

Experience Laser Spine Institute's Culture of Care with an interactive look at its accredited ambulatory surgery center where you will be introduced to innovative procedures, meet and speak with experts in spine surgery, and follow a chronic spine pain sufferer through a streamlined, patient-centric experience using the newest form of wearable technology, Google Glass.

Contact: **Clint Borm**, 1- 866-618-1384
cborm@laserspineinstitute.com



Transforming personalized medicine: From cancer discovery to improved outcomes

Tour M2Gen®, Moffitt Cancer Center's wholly owned, for-profit, informatics solution subsidiary that advances personalized medicine by using high quality tissue, clinical data and molecular technology. The goal of M2Gen is to identify a patient's susceptibility to disease, predict how the patient will respond to a particular drug, and match patients to the best therapies.

Contact: **Cancer Answers**, 1-888-663-3488
CancerAnswers@Moffitt.org



See where the future of healthcare delivery is happening today

Witness the immersive learning experience of medical professionals at the world's largest education, innovation and research facility – the \$38 million, University of South Florida Center for Advanced Medical Learning and Simulation (CAMLS). It is the only facility of its kind solely dedicated to surgical and interventional training across all healthcare specialties.

Contact: **Marty Petty**, 1-813-224-7848
mpetty2@health.usf.edu

WELCOME RECEPTION

Tuesday, September 16
7:00 – 9:00pm
Florida Ballroom

Join us for an interactive evening that includes food, networking, and opportunities to experience innovation

- Experience the “Incubator of Ideas” from Florida Hospital’s Innovation Lab
- Participate in live cooking demonstrations showcased by GuideWell
- “See” through Google Glass and talk directly with surgeons from Laser Spine Institute

Sponsored by:



Florida Hospital and the **Tampa Bay Lightning** have teamed up to allow you to experience the pure brilliance of the Florida Hospital Innovation Lab. Enjoy a brief immersion into the Florida Hospital think tank where leading corporations co-create the healthcare products of tomorrow and develop solutions for a better future. Known as an “Incubator of Ideas,” the Florida Hospital Innovation Lab helps organizations significantly reduce R&D time and costs while creating and testing product ideas in a live environment. Join us and participate in a contest to win a Florida Hospital Innovation Lab prototype testing experience valued at over \$100,000.

Laser Spine Institute is excited to present our innovative approach to spine care. Attendees can view a minimally invasive cervical spine procedure through the eyes of a surgeon using the newest form of wearable technology, Google Glass. An “Ask the Expert” experience will also be available, allowing attendees to interact directly with a surgeon. Join the Laser Spine Institute team and orthopedic spine surgeon, Dr. Stefan Prada, for an unforgettable look into our leading-edge procedures and holistic patient-centric care model.

GuideWell and its family of forward-thinking companies are focused on helping people and communities achieve better health and are at the forefront in the transformation of healthcare. We embrace emerging technologies and collaborate with start-ups and major industry leaders to advance innovations to market, reshaping and reimagining the future of health.

Magellan is leading the industry to solve the complex challenges associated with the rise of chronic and specialized populations. The intentional shift to integrated population management models, technology enablement and predictive analytics will drive positive outcomes and lower costs for our clients. Learn how Magellan clients benefit from high quality, low cost solutions.

USF Research and Innovation will be showcasing the resources available at the USF Resource Park. This will include marketing materials and products from USF Tampa Bay Technology Incubator clients for display. The Florida High Tech Corridor Council will also be represented at the table and will showcase the Matching Grants Research Program. **USF Health’s** CAMLS (Center for Advanced Learning and Simulation) is going to be showcasing their program.



In business, foresight and the ability to handle small matters before they become big issues are important factors for success. When small employee health issues become big, they can lead to missed work, delayed projects, lowered efficiency, and more. Helping employees stay healthy and productive can have a significant impact on day-to-day operations. **BayCare** is the one-stop resource for businesses' health and wellness services. With convenient scheduling and a fully equipped mobile wellness unit, it's never been easier for employees to take a proactive approach to their health. Stop by the BayCare booth for a demonstration of our online Health Risk Assessments – just one innovative way we partner with local businesses to improve employee health.



Located in Tampa, **Moffitt Cancer Center** is one of only 41 National Cancer Institute-designated Comprehensive Cancer Centers, a distinction that recognizes Moffitt's excellence in research, its contributions to clinical trials, prevention, and cancer control. Moffitt has been listed in U.S. News & World Report as one of "America's Best Hospitals" for cancer since 1999. With more than 4,200 employees, Moffitt has an economic impact on the state of nearly \$2 billion.



Ultramatics is pleased to premier its Benefits and Beyond healthcare platform at MediFuture. Guests can view a demonstration of the PlanAdvisor mobile application to see the benefit selection process of the future, as well as new platform capabilities. Distinguished as a premier IBM partner, Ultramatics has consistently been at the forefront of boundary-pushing technology in highly complex environments, including now the leading cognitive computing platform: IBM Watson. As a result, this mobile application recognizes natural speech to zero in on the complex concerns different individuals have about their health coverage needs. A leader around implementation of the Affordable Care Act, Ultramatics brings a proven ability to anticipate trends in healthcare and a real working knowledge of how to prepare organizations to grow in alignment with these trends.



Bright House Networks Enterprise Solutions delivers advanced communications and networking solutions with leading edge technology that has the flexibility and agility to meet the needs of hospitals, medical practices, labs, and clinics. We offer a comprehensive portfolio of Voice, Data, Video, Cloud, and Managed Services to help boost productivity, streamline operations, and enhance continuity of care, with the security to ensure HIPAA compliance.

FEATURED SPEAKERS



DAN BUETTNER | Keynote Speaker

Author of *New York Times* Bestseller, **Blue Zones**

Dan Buettner founded Blue Zones®, a company that puts the world's best practices in longevity and well-being to work in people's lives. He is a National Geographic Fellow and author of *New York Times* bestsellers *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest* (2008) and *Thrive: Finding Happiness the Blue Zones Way* (2010). Dan is currently working with Healthways to implement the Blue Zones® program in Los Angeles, California; Fort Worth, Texas; Kauai, Hawaii, and the entire state of Iowa. Their strategy focuses on optimizing the health environment instead of individual behavior change.

Sponsored by:



ELIZABETH BIERBOWER

President, Group Segment, **Humana**

As president of Humana's Group Segment, Beth Bierbower drives the growth and profitability of Humana's employer group products including Medical, Specialty, Group Medicare and Wellness offerings. She also has responsibility for Humana's Government Business, which provides service to active and retired service members through contracts with the Department of Defense and the Veteran's Administration. Under Beth's leadership, the segment is transforming into an organization that helps individuals co-create their own health and well-being.

Beth has published a book titled *Engage! A Guide to Involving Your Consumers in their Health*. She is a frequent public speaker and maintains a blog on Tumblr – A Seat at the Table.



BRENDA DIETRICH

IBM Fellow & Vice President Emerging Technologies, **IBM Watson Group**

Brenda Dietrich is an IBM Fellow and vice president, currently leading the emerging technologies team in the IBM Watson group. She joined IBM in 1984 and has worked in the area now called analytics for her entire career. While at IBM she has worked with almost every business unit and applied analytics to numerous IBM decision processes. For over a decade, she led IBM's Mathematical Sciences function where she was responsible for both basic research on computational mathematics and for the development of novel applications of mathematics for both IBM and its clients. She holds more than a dozen patents and has co-authored numerous publications.



ESTHER DYSON

Founder of **HICcup** & Chairman of **EDventure Holdings**

Esther Dyson is the founder of HICcup, the Health Initiative Coordinating Council. HICcup, through its Way to Wellville challenge, aims to show how to transform the health of communities through sustainable investment and system change. Esther's primary activity is investing in and nurturing start-ups, with a recent focus on healthcare and aerospace. In addition to HICcup, she is an investor in health start-ups, including 23andMe, Meetup, Omada Health, and Voxiva.



RUSHIKA FERNANDOPULLE, MD, MPP

Co-Founder & CEO, **Iora Health**

Dr. Fernandopulle is a practicing physician and co-founder and chief executive officer of Iora Health, whose mission is to build a radically new model of primary care to improve quality and service and reduce overall expenditures. He was the first executive director of the Harvard Interfaculty Program for health systems improvement and served as a managing director of the Advisory Board Company.



PATRICK GERAGHTY

Chairman & CEO, **GuideWell**

Pat Geraghty is chairman and chief executive officer of GuideWell. GuideWell and its family of forward-thinking companies are focused on helping people and communities achieve better health and are at the forefront in the transformation of healthcare. The mutual holding company includes Florida Blue, GuideWell Connect, GuideWell Health, and Diversified Service Options, Inc. He is a board member for a diverse group of organizations, including the National Institute of Health Care Management, Sanford Burnham Institute, America's Health Insurance Plans, the Oliver Wyman Health Innovation Center Advisory Board, and the MaliVai Washington Youth Foundation. Pat frequently speaks on a range of healthcare topics, including the impact of healthcare reform, payment reform strategies, healthcare innovation, and prevention and wellness.



CHRISTINE LEMKE

Co-Founder & Head of Product, **The Activity Exchange**

Christine Lemke is the cofounder and Head of Product at The Activity Exchange, responsible for product management and operations. Previously she was the co-founder and chief operating officer of Sense Networks (sold to YP.com), developers of the first large-scale machine learning platform for mobile activity data. Christine has also held roles at 3iGroup (Paris) and Microsoft XBOX, and cofounded product analytics firm Channel Velocity/IQ.



TOM MAIN

Partner & US Market Leader, **Oliver Wyman**

Tom Main is a partner and US market leader for Oliver Wyman's Health & Life Sciences practice and is the managing director of the Oliver Wyman Health Innovation Center. He is a trusted advisor to Boards and CEOs and a recognized thought leader on new business models, clinical models, and future market structures. Over the past decade, he has worked with nearly 100 healthcare companies on corporate strategy, development, and new business designs to transform the healthcare value equation. Prior to Oliver Wyman, Tom founded and developed ChapterHouse, a boutique healthcare consulting firm, acquired by Oliver Wyman in 2008.

Featured Speakers continued >



MARTY MAKARY, MD

Author of *Unaccountable* & Surgical Director of **Johns Hopkins**

Dr. Makary is the author of the New York Times bestseller, *Unaccountable*, a book about physician-led efforts to increase transparency and improve quality in healthcare. He is the chief of minimally-invasive pancreaticobiliary surgery and surgical director of the Johns Hopkins Pancreas Multidisciplinary Cancer Clinic. In addition to a busy clinical practice, Dr. Makary is an active researcher and healthcare reform advocate, focusing on medical quality, patient safety, and special issues in elderly patients. Dr. Makary is a frequent guest television medical commentator and speaks nationally on the culture of medicine, teamwork, and the future of healthcare.



CRAIG SAMITT, MD

Former President & CEO, **HealthCare Partners**

Dr. Samitt joined HealthCare Partners in September 2013 as executive vice president and transitioned to his role as president and chief executive officer in March 2014. Prior to joining HealthCare Partners, Dr. Samitt was president and chief executive officer of the Dean Clinic, one of the largest integrated delivery systems in the Midwest and one of the nation's leading examples of a high-performance accountable care organization. In May 2012, Dr. Samitt was appointed to the Medicare Payment Advisory Commission (MedPAC). He lectures and consults extensively about cultural transformation, accountable care, change management, physician engagement/leadership, payment reform, and the future of healthcare.



DAVID SCHLANGER

CEO, **WebMD**

David Schlanger has been WebMD's chief executive officer since August 2013. As chief executive officer of the leading provider of health information, David is immersed in the new world of how patients connect with communities and their healthcare providers by way of online information and services. David has served in senior roles at WebMD and its predecessor companies since 1995. Prior to WebMD, he was senior vice president of strategic and corporate development. Earlier in his career, David Schlanger was executive director, business development at Merck & Co.



ADRIAN SLYWOTZKY

Author of bestselling *The Profit Zone* and *Demand*

Adrian Slywotzky is a partner emeritus of Oliver Wyman. Since 1979, he has consulted to Fortune 500 companies from a broad cross-section of industries on issues related to new business development and creating new areas of value growth. He is the author of eight books, the most recent of which is *Demand: Creating What People Love Before They Know They Want It* (2011) and co-authored "The Volume-to-Value Revolution: Rebuilding the DNA of Health from the Patient In" in 2012. Adrian has been featured at The World Economic Forum in Davos, Switzerland, and at a number of senior executive conferences.



TERRY STONE

Managing Partner, Health & Life Sciences Practice, **Oliver Wyman**

Terry Stone leads Oliver Wyman’s Health & Life Sciences practice group. The practice is focused on developing transformational strategies for healthcare companies in the payer, provider, life sciences, and services and technology spaces. Terry has extensive experience in the healthcare industry, including devising growth strategies, improving the cost and quality of healthcare services, establishing innovative partnerships across players in the healthcare sector, developing ACOs and other value-based solutions, and redesigning organizations to support their strategic transformations.



GLEN TULLMAN

Managing Partner & Founder, **7wire Ventures**

Glen Tullman is a managing partner and founder at 7wire Ventures, an investment group focused primarily on health and education. Glen also serves as the executive chairman of Livongo Health, a recent 7wire investment. Until December 2013, Glen was CEO of Allscripts, the country’s leading provider of electronic prescribing, practice management, and electronic health records to physician practices, hospitals, and post-acute care providers. Glen joined Allscripts when it was an unprofitable company with \$30 million in revenues and 100 people, and departed with revenues exceeding \$1.4 billion and more than 7,000 employees.

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Holistic Senior Care

Watch each step of the CareMore model unfold—from the Healthy Start to a prescription for age-appropriate fitness



What is CareMore?

CareMore is a healthcare delivery system that is renowned for its ability to manage the complex health problems of aging. It serves nearly 75,000 Medicare Advantage members in four states (VA, CA, AZ, NV) and offers services designed to share its capabilities with other health systems, hospitals, medical groups and health plans across America. The company is known for innovative programs focused on healthy aging and helping those with certain health conditions, including congestive heart failure, diabetes, hypertension, and kidney disease. CareMore's clinical approach centers on proactive intervention, intimacy of contact, and speed of action.

What will visitors of the exhibit walk away knowing that they didn't before?

Participants will recognize what makes CareMore's approach to senior care truly different from most other models used across the country. They'll get a sense of what is unique about CareMore's way of organizing, deploying, and supporting resources to deliver care for the most vulnerable patients. They will also be able to connect what they've learned about the CareMore model to CareMore's clinically superior health outcomes, which have been successfully replicated in many different markets.

“
At CareMore, we think each person we serve is the sum of body, mind, and spirit.
- **Leeba Lessin, President & CEO, CareMore**



How does CareMore think differently about senior care?

At CareMore, healthcare is considered to be much more than just a clinical intervention. We consider the total health of a CareMore patient to be a combination of services. CareMore’s operating principles (early intervention, speedy deployment, clinical control, and efficient allocation of resources) coalesce to form a highly effective model of care for all segments of the senior population, from the younger and relatively healthier baby boomers to the chronically ill and frailest patients. CareMore values teams of highly skilled, tenacious non-physician clinicians who play key roles in leading day-to-day management of chronic conditions and prevention work.

What aspects of CareMore’s experiential exhibit will most resonate with attendees?

Attendees will be most intrigued when they see that it is possible to radically alter both healthcare outcomes and costs through the CareMore model, rather than just slowing the curve as we see in other models.

For more information

Rob Lonardo

EVP, Chief Development Officer
Robert.Lonardo@caremore.com

Robbie Pottharst

VP, Business Development
Robert.Pottharst@caremore.com

Healthy Human 2.0

Next Generation Solutions for Personal Health Management



What will attendees see?

The experiential exhibit will showcase innovative solutions GuideWell is bringing to the market to transform the home, office, and care setting. By empowering and engaging consumers, GuideWell believes it can improve not only the experience, but also the overall affordability of care and individual health outcomes.

Key takeaways that will resonate most with attendees

The future is upon us. Technology is becoming a key component to the personal consumer healthcare experience allowing individuals to focus on their healthcare habits in a more convenient way. Developing technology ranges from improvements in the servicing of healthcare financing, to products that influence the self-management of care, to patient-physician interactions and follow-up care. This integrated approach will eventually lead to more effective outcomes and lower costs.

Stop by the **Insights Lounge**, powered by GuideWell, where we'll be streaming attendee insights on Google Hangout

“

When we all collaborate, we not only meet the demands of today, but anticipate and create solutions for the future.

- Pat Geraghty, Chairman & CEO, GuideWell



What are the key changes you are addressing in the future Health Market 2.0?

One key change is the care setting. More and more care will be provided virtually and in the home increasing convenience for the consumer, and impacting the cost and quality of care. GuideWell is reimagining health with care providers, exploring opportunities and partnerships in telehealth, home health, and remote monitoring.

There will also be greater use of data and analytics to help consumers and providers make more informed decisions. GuideWell is reimagining health in the home and office settings to increase access to data and to provide more personalized guidance to consumers.

Company description

GuideWell and its family of forward-thinking companies are focused on helping people and communities achieve better health and are at the forefront in the transformation of healthcare. They embrace emerging technologies and collaborate with start-ups and major industry leaders to advance innovations to market, reshaping and reimagining the future of health.

For more information

Renee Finley

VP of Enterprise Innovation
Renee.Finley@GuideWell.com
904-905-2145

Population Health Optimization

It Takes a Platform



What will attendees see?

Welltok is creating an immersion experience with its CaféWell Health Optimization Platform, highlighting ecosystem partners across six key phenotypes: apps, devices, content, social communities, condition management, and wellness programs. Attendees will participate in two real world scenarios – engaging in healthy activities with the chance to earn participatory rewards. Each attendee will understand the need and value of a platform that integrates the growing ecosystem of health improvement programs and leverages cognitive technologies. The experience is complemented by partners IBM Watson, Wildflower Health, Wellsource, Brain Resource, BioIQ, Motive Medical Intelligence, Greatist, and MapMyFitness.

Key takeaways that will resonate most with attendees

Attendees can imagine a variety of use cases and immediately want access to the platform for personal use. They will have the ‘ah ha’ moment that while there is such a practical need to help consumers get and stay healthy, there is no existing solution on the market to achieve it. Additionally, this will likely be the first time any attendee will see IBM Watson in action and see how it can become their own personal health concierge.

How is Welltok working with IBM Watson?

Welltok was selected as IBM’s first consumer health partner, and was the recipient of its first investment from the Watson Group fund. Together the companies are creating CaféWell Concierge powered by IBM Watson, which leverages cognitive technologies to dialogue with consumers and provides dynamic, personalized guidance to optimize their health.

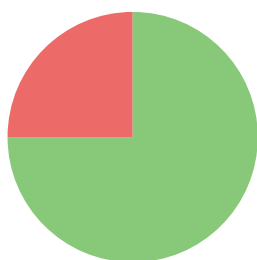
66

To truly drive healthcare value, we must transform beyond the current sickcare system built for patients to one that optimizes consumers' health. This can only be done with the power of a health optimization platform that guides, motivates and engages.

-Jeff Margolis, Chairman & CEO, Welltok

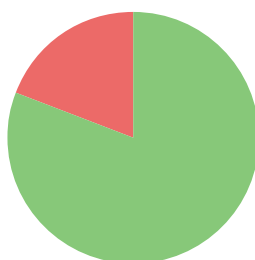
Results at a glance

CaféWell Improves Brand Affinity & Health



75%

Have a better perception of their health plan



81%

Say CaféWell positively influences their decision to renew with their plan



73%

Report improved health

Source: Welltok

Why create a partner ecosystem program?

“Personalized healthcare has really exploded, which speaks volumes to the demand and opportunity, but it has also created a fragmented marketplace,” said Maneesh Goyal, senior vice president of corporate development for Welltok. “We are solving the overload challenge by providing population health managers with the ability to seamlessly integrate best of breed solutions with existing client programs in an efficient and engaging manner.”

Company description

Welltok enables health insurers and other population health managers to guide and incentivize consumers to optimize their health. Our CaféWell Health Optimization Platform organizes the growing spectrum of health and condition management programs and resources, such as tracking devices, apps, and communities, and creates personalized, adaptive plans for each consumer based on their health status, benefits, and goals. The platform

leverages social, gaming and cognitive technologies to drive engagement, and helps sponsors increase revenue, improve operational efficiency, and drive healthcare value.

For more information

Jeff Fleming

medifuture@welltok.com

720-390-6332



@welltok

@_JeffMargolis

Restoring Humanity to Healthcare

Imagine healthcare that is truly focused on patients as people and does whatever it takes to help them be healthy and happy



What will attendees see?

The exhibit will display a thought experiment – what if people living with chronic conditions could have access to the great features of Iora Health’s compassionate primary care model and Livongo Health’s real-time, 24/7 mobile monitoring and condition management platform? See how John, a busy American living with diabetes, receives a call from his Livongo Health care team as soon as a problem develops. John’s care team at Iora Health works together in a “huddle” to understand all the factors affecting his life and to find creative solutions to help him. Finally, watch how John’s close relationship with his health coach allows them to have an in-depth conversation about the small changes John can make to help him make sustainable changes to better manage his health.

Key takeaways that will resonate most with attendees

Compassionate, preventative healthcare requires an entirely redesigned care model. Patients need the right information and tools to effectively manage their health as well as support to stay on track.

An effective care team must be multidisciplinary and work closely together to understand all the factors affecting a patient’s life. The care team must take the time to develop a close relationship with the patient to truly understand how to help them stay healthy.

For people with diabetes and other chronic conditions, effective prevention of critical episodes requires supporting them between office visits and reaching out proactively when something requires attention. Real-time biometric monitoring and instant feedback provide critical insight for the person, the information the care team needs to intervene at the right time, and the critical longitudinal data to predict future issues.

Iora Health

“There are a lot of people talking about transforming healthcare. At Iora Health, we’re doing it through a unique culture of yes and empathy. We are people, taking care of people and we have built our model and technology to support us all.”

–Rushika Fernandopulle, MD, MPP, CEO & Co-Founder, Iora Health

Which parts of your model will attendees NOT see in the exhibit?

In order to transform healthcare, Iora Health focuses on People, Process, and Platform. Our collaborative care platform’s capabilities are vast and enable us to treat the patients that visit us and very importantly, to help manage the care of those patients who don’t come in. We highlighted just a sliver of our platform’s capabilities today.

What has been your greatest challenge in pivoting towards the future Health Market 2.0?

While Iora Health was founded in 2011, we’ve been working at this transformation for more than ten years. The biggest challenge often is transforming healthcare from within. With Iora Health, we’ve been

able to start from the ground up, outside of the system, eliminating the barriers like fee-for-service, care around coding, and lack of empathy.

Company description

Iora Health is transforming healthcare from the ground up. The system is broken; Iora Health is fixing it by focusing on patients as people and doing whatever it takes to get them – and keep them – well. Iora Health invests in its culture and hires for empathy, treats the full person, and manages its total patient population. And its proprietary collaborative care system supports its mission to restore humanity to healthcare. The results are telling: improved health and off-the-chart patient satisfaction scores.

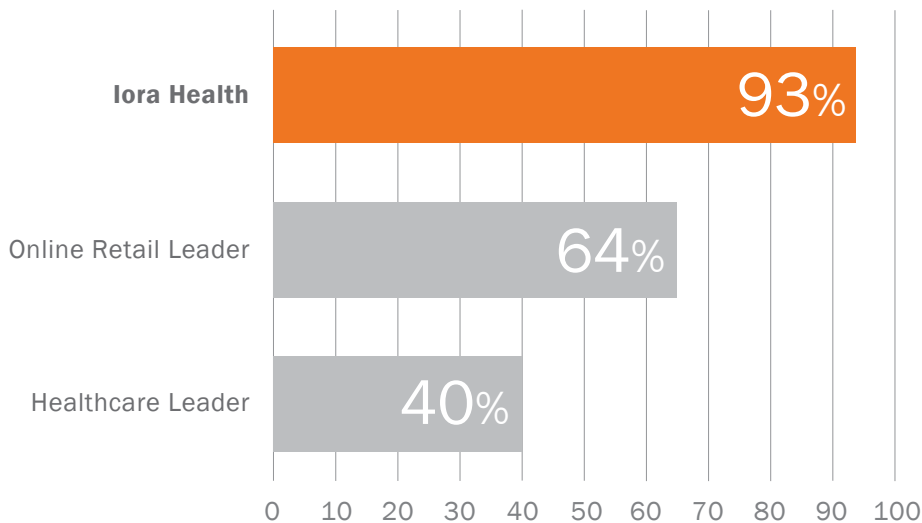
Results at a glance

Net Promoter Score

Average across all practices, based on current data

The Net Promoter Score is based on one question:

How likely is it that you would recommend [company] to a friend or colleague?



Source: Iora Health

For more information

Duncan Reece

Vice President,
Business Development
Duncan@iorahealth.com
617.304.6583

Livongo Health

“
With Livongo Health™ we are moving beyond patient engagement to empowering people with diabetes so they spend less time managing their condition and more time living their lives.

–Glen Tullman, CEO, Livongo Health™

Which parts of your model will attendees NOT see in the exhibit?

There are three components to the Livongo Health™ program: connected devices, the smart cloud, and the informed virtual care team. In this exhibit attendees will not see our two-way interactive blood glucose meter, the full capabilities of our smart cloud or the education, coaching, and support that is provided outside of an acute situation.

What has been your greatest challenge in pivoting towards the future Health Market 2.0?

The greatest challenge has been showing people that we can do better than the status quo. The market is currently focused on mobile apps and patient engagement. But neither provides an effective solution for people with diabetes who want actionable, real-time information that empowers them to live healthy lives and spend less time managing their condition.

Results at a glance

Our program delivers a better experience and improved health as measured by variability in blood glucose levels and A1Cs for people with diabetes. Over time we will reduce cost by keeping people out of the ER and minimizing the risk of co-morbidities.

Company description

Livongo Health is rewriting how we manage chronic conditions, starting with diabetes. We are focused on improving the experience for people with diabetes, the people who care for them (family, friends, physicians), and the people who pay for the care. With the right information, tools, and support, we will empower people with diabetes to live well, improve their health, and significantly reduce cost.

For more information

Jim Pursley

Chief Commercial Officer

312-636-0291

jpursley@livongo.com

SMALL GROUP SESSIONS

SMART CARE TEAMS: NEXT GENERATION POPULATION HEALTH MANAGEMENT

Population Health Management has been the talk of the town for the past decade, but in order to be truly transformational there needs to be a step change in how it is delivered. Participate in a rich dialogue with experts who will share their experiences with smart-care teams, biosensors, telehealth, and big data – and the impact on their ability to manage health and wellness at a population and individual level.

Discussions will be led by:

- **Erika Bliss, MD** – President and CEO, Qliance
- **Dave Chase** – Senior Vice President, WebMD
- **Peter McClennen** – President Population Health, Allscripts
- **Craig Samitt, MD** – Former President & CEO, HealthCare Partners
- **Sam Srivastava** - CEO, Magellan Healthcare, Magellan Health
- **Jack Stoddard** – Chief Operating Officer, Accolade
- **Grace Terrell, MD** – President and CEO, Cornerstone Health Care

Facilitated by:

Niyum Gandhi, Partner, Oliver Wyman

PRODUCT OF THE FUTURE: THE NEW RETAIL MARKET PLACE

Consumers are asking for more – more services, more access, more information, more options. The next generation of health services and plans will need to be tailored to a much broader array of consumer choices. Meet, listen, and engage with industry-leading experts who are pushing the envelope on the product of the future.

Discussions will be led by:

- **Douglas Ghertner** – President and CEO, Change Healthcare Corporation
- **Ann Mond Johnson** – Chairman of the Board of Managers, ConnectedHealth
- **Kevin Klobucar** – SVP Blue Cross Blue Shield of Michigan, President and CEO at Blue Care Network
- **Jason Langheier** – CEO and Founder, Zipongo
- **Jeff Margolis** – Chairman and CEO, Welltok
- **Maureen O'Connor** – EVP, Diversified Business, BCBSNC, President, Mosaic Health Solutions
- **Simeon Schindelman** – CEO and Chairman, Bloom Health
- **Steve Schwartz** – Vice President Business Development & Strategy, 23andMe

Facilitated by:

Jim Fields, Partner, Oliver Wyman

Sukanya Soderland, Partner, Oliver Wyman

CREATING TRANSFORMATIVE CONSUMER EXPERIENCES: MAKE IT MAGNETIC

80 percent of companies believe that they deliver a superior customer experience – only 8 percent of their customers agree. As Health Market 2.0 evolves and consumers become more engaged and involved in their health and wellness, their experience becomes even more pertinent to your success. Lippincott and Oliver Wyman will demonstrate how companies from other industries have transformed their consumers' experience – and their brand in the process.

- **Helen Leis** – Partner, Oliver Wyman
- **Randall Stone** – Senior Partner, Director of Experience Innovation, Lippincott

SMALL GROUP SESSIONS

(CONTINUED)

INNOVATION IN ACTION

There is an abundance of innovative solutions in the market today that meet consumers where they are to provide the support, information, and care they desire. In this session, four disruptive innovators will take you on a journey to understand how their solutions help consumers take greater control of their health.

FACILITATORS

Leslie Wainwright, Chief Strategy Officer, AVIA Health Innovation

Aaron Gerber, Partner, Oliver Wyman

Charlie Hoban, Partner, Oliver Wyman



EveryMove offers consumers the ability to turn activity captured from their favorite fitness devices and wearables into rewards and recognition from their health plan and employer. Consumers can engage their personal networks to rally around a common cause such as a charity, competition or goal.

Contact: **Russell Benaroya**, russell@everymove.com



eTect has developed a platform for digital medicine, called ID-Cap, which holds a patient's medication. When a patient ingests their medicine, the ID-Cap emits a message from inside the patient to inform caregivers about medication adherence.

Contact: **Eric Buffkin**, eric@etectbio.com



TouchCare makes mobile health easy. The elegant, user friendly app connects patients and their physicians for virtual consultations.

Contact: **Nancy Zimmerman**, nancy@touchcare.com



PillPack is a full-service pharmacy that makes it simple for customers to take the right medication at the right time. The innovative company combines convenient packaging, modern technology, and personalized service for a better pharmacy experience.

Contact: **Elliot Cohan**, elliot@pillpack.com



Jointly Health leverages big data from medical devices, biometric sensors, wearables, environmental factors, and diagnostic kits to predict the onset or exacerbation of chronic conditions and medical events.

Contact: **Dean Sawyer**, dean@jointlyhealth.com



BioScanR, an official Qualcomm Tricorder XPRIZE team, is developing a device that monitors several vital signs to inform early detection and diagnosis.

Contact: **Tracy Ingram**, tracy@bioscanr.com



Yo-Fi provides a private labeled mobile application delivering classes in healthy living for enterprises and other populations. Their mobile app is accompanied with engagement communications and delivers rich analytics to support program design and incentives. Integrations with other program elements and devices are easy with the Yo-Fi solution.

Contact: **Jeff Croy**, jcroy@yofowellness.com



Nerdwallet's mission is to help consumers make smart financial decisions about their healthcare.

Contact: **Christina LaMontagne**, christina@nerdwallet.com



Over the last 13 years **Ultramatics** has delivered transformational services and solutions for the healthcare market as a premier IBM partner. Through innovative technologies like IBM Watson, Ultramatics offers the Benefits and Beyond platform for consumers to buy, consume, and overall manage their health and supporting benefits.

Contact: **Doug Johnson**, djohnson@ultramatics.com



Wildflower Health delivers a smartphone-based engagement platform to improve healthcare quality and lower medical costs when people start families.

Contact: **Leah Sparks**, leah.sparks@wildflowerhealth.com



Zest Health offers a personalized and streamlined member experience through a unique combination of self-directed tools and live support. Capabilities include: a 24/7 care concierge, appointment scheduling, ability to aggregate all types of benefit information and ID cards, and access to discounted medical and wellness related products and services, all in one intuitive mobile application.

Contact: **Karen Ferrell**, karen@zesthealth.com or
Shawn Ellis, shawn@zesthealth.com



WiserTogether's personalized healthcare comparison software enables consumers to choose the right treatment – most effective in outcome, most personally suitable, and most cost-effective and affordable. The result is improved health and improved costs.

Contact: **Shub Debgupta**, shub.debgupta@wisertogether.com



At Florida Hospital, the future is now. We combine a legacy of more than 100 years of medical expertise with today's most innovative technologies, resulting in award-winning medical care delivered to our patients in 23 hospitals across the state of Florida.

Visit us at the Medifuture welcome reception and experience our one-of-a-kind innovation lab where you will have the opportunity to win a Florida Hospital Innovation Lab prototype testing experience valued at over \$100,000.

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 **BE THE THUNDER**

The Way to Wellville



five places. five metrics. five years.

At MediFuture, attendees will be joined by the members of Way to Wellville, a country-wide challenge to create new models and markets for the production of health. The challenge will evaluate the five communities over five years on five key measures of health and economic vitality. The effort is sponsored by the **Health Initiative Coordinating Council (HICcup)**, a nonprofit founded by angel investor Esther Dyson.



The Oliver Wyman Health Innovation Center has been a guiding organization to HICcup and fully supports its mission to map new paths for entire communities to make changes that result in healthier people and places.

THE WAY TO WELLVILLE FIVE

Clatsop County, Oregon (population 37,301), led by Columbia Pacific Coordinated Care Organization and partners, will focus on chemical dependency, mental health, access to primary care medical homes, employment, obesity and food access, prenatal education and care, and so-called time banking, which lets community members exchange services based on available time, skills and needs.

Greater Muskegon, Michigan (population 79,275), led by Public Health – Muskegon County, will address smoking, adult obesity, post-secondary education, and social/emotional support, by leveraging strong partnerships with the Rotary Club and others already collaborating in Muskegon’s “1 in 21” campaign to become the state’s healthiest county by 2021.

Lake County, California (population 63,983), led by North Coast Opportunities and partners, will integrate preventive and clinical health services to address obesity and other chronic physical health issues, substance abuse, and mental and emotional health, while creating new measures to support long-term sustainability and financing.

Niagara Falls, New York (population 49,722), led by Create a Healthier Niagara Falls Collaborative and partners, aims to improve the social determinants of health, such as transportation, housing and employment; shift culture through greater community engagement; and address teen pregnancy, childhood obesity and other chronic diseases by coordinating community services.

Spartanburg, South Carolina (population 37,238), led by the Mary Black Foundation and partners, will focus on access to care, obesity, kindergarten readiness, and community pride – often referred to as social capital – which is linked to health indicators and the capacity of communities to engage support for initiatives that improve those indicators.

In addition to the Wellville Five, HICcup is creating a larger network of communities called Greater Wellville...some of them are also here at MediFuture.

LOGISTICS

Contact

Jill Adams is your point of contact for any and all of your conference needs. She can be reached at: 630-945-7988 (m), or jill.adams@oliverwyman.com

Hotel and transport information

Tampa Marriott Waterside Hotel & Marina
700 S Florida Ave, Tampa, FL 33602
(813) 221-4900

All Access sedan service can be provided at the MediFuture rate of \$138 roundtrip (baggage greet/ all inclusive). Call 800-948-4112 and please feel free to ask for Peter or Steve or visit <http://www.allaccesslimos.com/>

Taxi Service is provided from the Commercial Ground Transportation Quadrants located in all four corners of the Baggage Claim level. The Tampa International Airport is served by Yellow Cab and United Cab. The flat rate for both companies is \$25 from the airport to the hotel. Yellow Cab: 813-253-0121 and United Cab: 813-777-7777

Super Shuttle is provided to and from the airport to the Marriott Waterside Hotel & Marina with a reservation. The fee for the Super Shuttle is \$12 one-way. Call 727-571-4220, press 4.

The Marriott Waterside Hotel & Marina offers valet parking at the cost of \$24 per day.

Tampa weather

Expect average highs of 85 degrees and night lows of 73 degrees.

Attire

Attire for the meeting is business casual (slacks, casual shirt, etc.). Please keep in mind that the hotel air conditioning can be extreme. We strongly suggest dressing in layers (jackets and sweaters) to ensure that you are comfortable.

Gym and pool

Maintain your exercise regimen in the complimentary 24-hour fitness center, which features the latest cardiovascular and strength training equipment. The beautiful rooftop swimming pool is also open from 6:30am to 11:00pm for your fitness enjoyment.



Lost and found

Please turn in any found items to the MediFuture registration desk. If you misplace an item, please check at the registration desk during registration hours. At the end of each day, lost items will be turned over to the hotel's Security Department.

Mobility information

Conference App

In order to help you engage, network and organize your time throughout the conference, we're pleased to offer a conference app through DoubleDutch.

The app is available for both iOS and Android through their respective app stores.

Your personalized download code was sent to you prior to the conference and is also available at registration so that the app will reflect your unique schedule.

If you have any questions regarding setup please see the DoubleDutch representative, David McCollum, present at the registration desk.

This mobile app allows you to:

- See your own personal schedule.
- Access logistics and content information at your fingertips.
- Post insights and ideas to sessions, keynotes, and experiential exhibits.
- Interact with a real-time feed of all event activity that showcases which sessions are trending, photos, and popular discussion topics.
- Connect, engage, and interact with fellow attendees. Most importantly, have fun!

The features of the app include:

- **Update** - a quick way to share photos, comments, and which session you're attending.
- **Activity Feed** - the real-time pulse of the event. See what people are saying, view photos, and find trending sessions and topics.
- **Agenda** - view the full agenda, your personalized break-out agenda, and related information (session time, room number, speaker info, etc.)
- **Users** - see who's at the event, and connect with them at the conference.
- **Exhibitors** - find exhibitors and sponsors, and leave comments or questions.

Internet: Get connected

We're pleased to offer complimentary wi-fi access during the conference. To access wi-fi please use

- Network: Moffitt
- Password: ICARE



MEDIFUTURE MAP

Tampa Marriott Waterside Hotel & Marina

Exhibits

- 1 GuideWell
- 2 Jawbone
- 3 Welltok
- 4 CareMore
- 6 Iora Health/Livongo Health

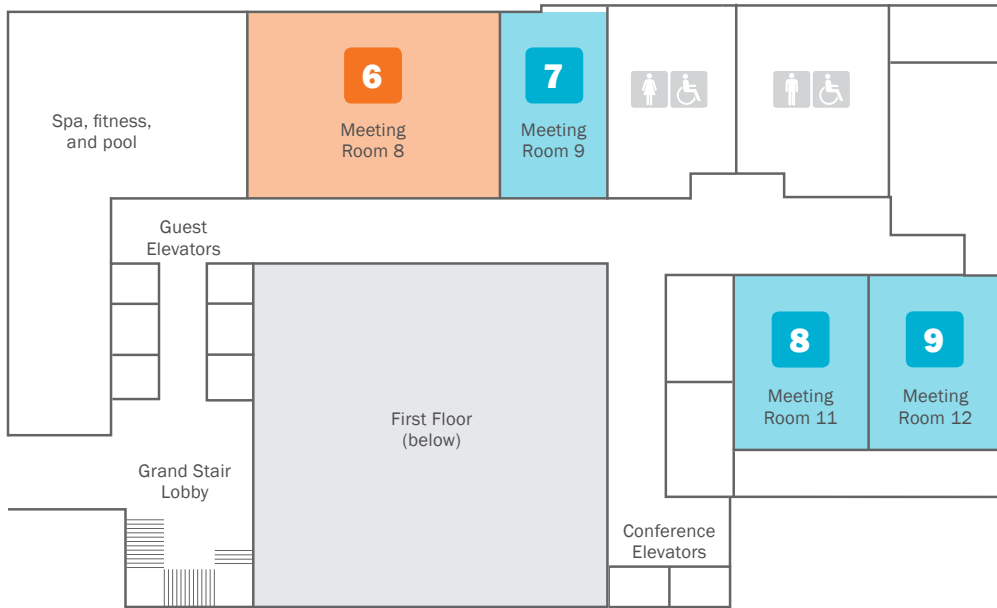
Small Group Sessions

- 5 Smart Care Teams: Next Generation Population Health Management
- 7 Product of the Future: The New Retail Marketplace
- 8 Creating Transformative Consumer Experiences: Make it Magnetic
- 9 Innovation in Action

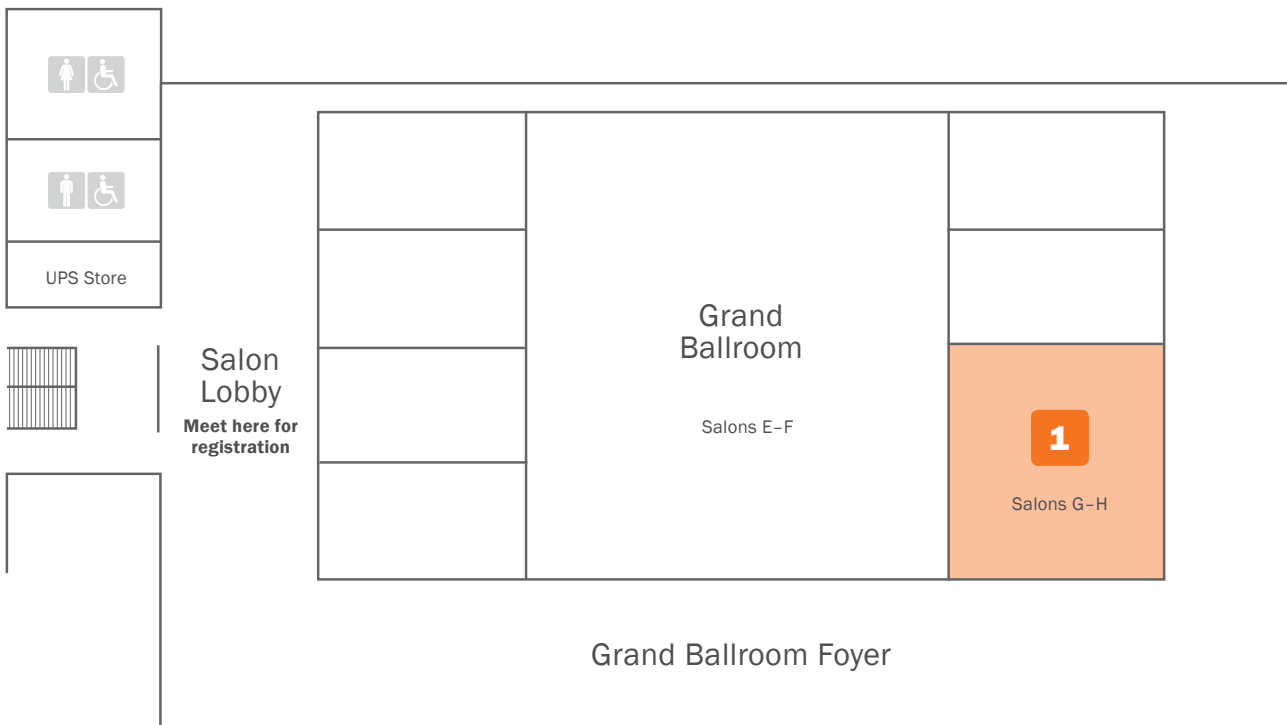
Second floor



Third floor



Second floor, continued



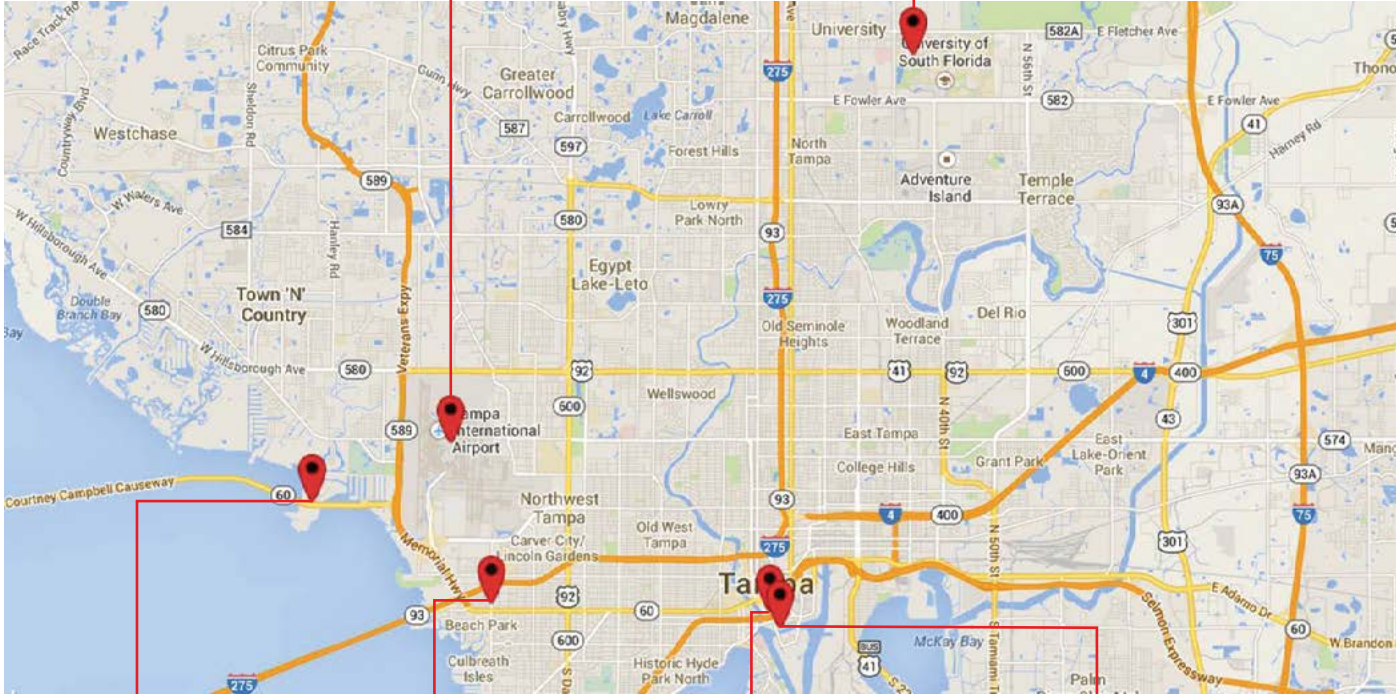
LOCAL MAP WITH IMMERSION TOUR LOCATIONS

Tampa International Airport

4100 George J. Bean Pkwy
Tampa, FL 33607

Moffitt Cancer Center

12902 Magnolia Dr.
Tampa, FL 33612



Laser Spine Institute

3001 N Rocky Point Dr. E
Tampa, FL 33607

Florida Blue Retail Center

201 N West Shore Blvd.
Tampa, FL 33609

Center for Advanced Medical Learning and Simulation

124 S Franklin St.
Tampa, FL 33602

Tampa Marriott Waterside Hotel & Marina

700 South Florida Ave.
Tampa, FL 33602

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Smart Care Teams and Population Health Management Movement Sponsor



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TAMPA HILLSBOROUGH ECONOMIC DEVELOPMENT CORPORATION

At the Tampa Hillsborough Economic Development Corporation, we're focused on one mission alone: attracting and retaining high-wage jobs and capital investment in Hillsborough County and the cities of Tampa, Plant City, and Temple Terrace.

Established in 2009 as a partnership between the public sector and private corporate investors, the Tampa Hillsborough EDC is the lead economic development agency for Hillsborough County and the official local representative of Enterprise Florida.

Working with CEOs, site selection consultants, corporate real estate brokers and other influential decision-makers, we provide customized,

confidential relocation services to domestic and international companies interested in growing their business in Hillsborough County. Locally, we help existing businesses access the tools they need to expand their operations, and ensure they have the resources to succeed, now and in the future.

Our efforts to create and maintain a competitive business environment are supported by a passionate group of business leaders and economic development partners who believe, as we do, in the power of collaboration and the importance of promoting the economic vitality of our community.

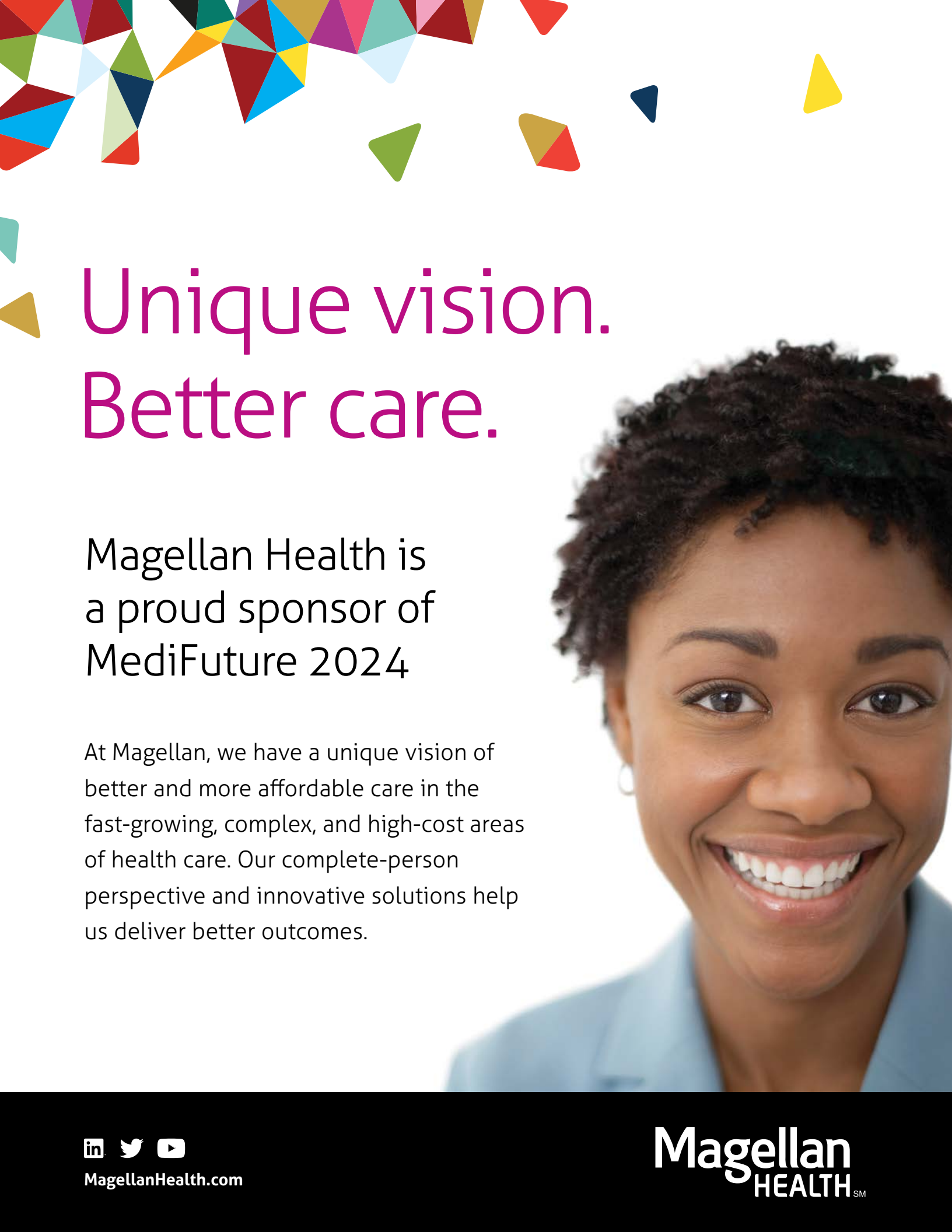
www.tampaedc.com

OLIVER WYMAN

Oliver Wyman is a global leader in management consulting. With offices in 50+ cities across 25 countries, Oliver Wyman combines deep industry knowledge with specialized expertise in strategy, operations, risk management, and organization transformation. The firm's 3,000 professionals help clients optimize their business, improve their operations and risk profile, and accelerate their organizational performance to seize the most attractive opportunities. Oliver Wyman is a wholly owned subsidiary of Marsh & McLennan Companies [NYSE: MMC], a global team of professional services companies offering clients advice and solutions in the areas of risk, strategy, and human capital. With 52,000 employees worldwide and annual revenue exceeding \$10 billion, Marsh & McLennan Companies is also the parent company of Marsh, a global leader in insurance broking and risk management; Guy Carpenter, a global leader in risk and reinsurance intermediary services; and Mercer,

a global leader in human resource consulting and related services.

Oliver Wyman's Health & Life Sciences practice serves clients in the pharmaceutical, biotechnology, medical devices, provider, and payer sectors with strategic, operational, and organizational advice. Deep healthcare knowledge and capabilities allow the practice to deliver fact-based solutions. In 2011, Oliver Wyman launched a Health Innovation Center (OWHIC) dedicated to promoting positive change in healthcare. OWHIC champions innovation by disseminating proven innovations; envisioning market-based solutions to today's and tomorrow's challenges; and establishing a cross-industry community of thought-leaders to share and shape ideas. For more information, visit www.oliverwyman.com. Follow Oliver Wyman on Twitter @OliverWyman. To contact OWHIC, email us at owhic@oliverwyman.com.



Unique vision. Better care.

Magellan Health is
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MediFuture 2024

At Magellan, we have a unique vision of better and more affordable care in the fast-growing, complex, and high-cost areas of health care. Our complete-person perspective and innovative solutions help us deliver better outcomes.



[MagellanHealth.com](https://www.MagellanHealth.com)

Magellan
HEALTHSM

GUIDEWELL

Reimagining the future of health



GuideWell

A family of forward-thinking companies focused on helping people and communities achieve better health.

We are at the forefront of the transformation of health care, embracing emerging technologies and collaborating with startups and major industry leaders to advance innovations to market.



guidewell.com