



## Call For Speakers: The Healthcare Communications Forum 2006

September 11-12, 2006

The Harvard Club  
374 Commonwealth Avenue  
Boston, MA

Conference Theme:

### ***Communications: The Key to Empowering the Healthcare Consumer***

Insight Forums is pleased to announce that the second annual Healthcare Communications Forum will meet in Boston, September 11-12, 2006. We are now soliciting proposals for presentations that explore and illuminate our theme, *Communications: The Key to Empowering the Healthcare Consumer*.

Just about everyone agrees that our healthcare system is ailing. Many argue that the best cure is to engage the consumer. Some talk of an impending revolution in healthcare. But how can the healthcare industry educate and motivate consumers to make new and sometimes bewildering choices? The Healthcare Communications Forum was founded in 2005 on the premise that *communications are critical*. This conference will again provide a forum where professionals can gather to learn, discuss, and debate issues specific to the communications that connect payors, providers, and employers with healthcare consumers.

#### SCOPE

We welcome proposals from health insurance companies, plan sponsors, third party administrators, Blue Cross organizations, HMOs, hospitals and medical networks, industry associations, government agencies—any organization that provides or produces communications for healthcare consumers. Consultants and other vendors who service the healthcare industry may also submit proposals.

#### TOPICS

We seek proposals for presentations on topics that illustrate how communications are being used to empower the consumer. We are especially interested in the following topics:

- Consumer education, Health Literacy, and Consumer Advocacy
- Health information resources and self-help tools
- The convergence of healthcare and financial benefits
- Emerging best practices in Health Savings Account and healthcare credit card statements
- The new breed of Personal Health Reports
- Patient Friendly Billing
- The business case for redesigning bills, EOBs, and other transactional documents
- Personalization versus privacy in healthcare marketing
- The impact of Electronic Health Records on consumer communications
- The Communications lessons from the Medicare Part D experience
- Communications research in Medical Informatics
- Regulatory changes and their impact on communications

## TYPES OF SESSIONS

The conference program will include the following formats:

Opening keynote address: 45 minutes

Single-speaker presentation: 60 minutes including Q&A

Moderated panel discussion: 60 minutes including Q&A

Workshop: 90-120 minutes

## PROPOSAL GUIDELINES

You may use the form at the end of this document or submit your own proposal (either as a Word document or PDF file). To be eligible, the proposal must include the following:

1. Proposed title
2. Speaker(s)
3. Preferred format: keynote, solo presentation, panel, workshop
4. Summary of content (100-250 words)
5. Speaker biography (50-150 words)
6. Response contact information (name, phone, and email)

## DEADLINE FOR SUBMISSIONS

The deadline for proposals is **June 15, 2006**.

## THE SELECTION COMMITTEE

The Advisory Council of the Healthcare Communications Forum will evaluate all eligible proposals. The Council for the 2006 conference consists of the following industry professionals who have volunteered to help us craft the best possible program:

Dr. Deborah S. Bosley  
Director, Center for Writing, Language, and  
Literacy and Associate Professor of English  
UNC Charlotte

Wes Ervin, PhD  
Director, Product and Event Development,  
Healthcare and Financial Markets  
Art Plus Technology

Louise M. Lavere  
Director, Marketing Communications  
HealthNow New York Inc.

Judy Norsigian  
Executive Director  
Our Bodies Ourselves

Dan Perrin  
President  
The HSA Coalition

Prof. David Sless  
Director  
The Communication Research Institute

John Young  
Vice President, Consumerism Segment - Middle Market  
CIGNA HealthCare

## SELECTION CRITERIA

The Advisory Council will evaluate each proposal solely on its merits. The evaluation criteria include: relevance of the topic to the conference theme, credentials of proposed speaker, information provided in the summary, originality and timeliness of the topic. The Council has a bias in favor of case studies and presentations that include samples of actual customer communications. Proposals that smack of self-promotion will not fare well.

## NOTIFICATION OF ACCEPTANCE

The Advisory Council will respond to all proposals, one way or the other, no later than June 30.

#### SPEAKER BENEFITS

Each speaker will be registered to attend the entire event at no cost. In addition, each speaker will get an additional complimentary pass for a colleague or client. Along with the complimentary passes, Insight Forums will publicize speakers through our marketing materials, press releases, the conference guide, and the conference website ([www.InsightForums.com](http://www.InsightForums.com)). Speakers also benefit from opportunities at the event to network with industry professionals, the press, exhibitors, and attendees.

In accepting a proposal, Insight Forums does not thereby make any financial commitment to the speaker, such as paying a speaker fee or reimbursing travel expenses.

#### WHAT SPEAKERS HAVE SAID ABOUT OUR PREVIOUS CONFERENCES

"The Healthcare forum was excellent."

Garet Hil, CEO, Rapid Solutions Group

"Thank you for such an outstanding conference. I hope to have the opportunity and chance to participate again."

Phil Micali, CEO, bWell International

"What a rare opportunity to think deeply and share ideas with world wide experts about the opportunities and innovations that lie ahead for a business segment that is about to go through a metamorphosis. Well worth the investment of time and money."

Jim Lewis, CEO, Relationship Marketing

"I want to congratulate you on a great conference."

Shari Gershenfeld  
SVP, Product Development  
Fidelity Personal Investments

"You put together an absolutely flawless conference. I'm so impressed with the quality of everything."

Dr. Deborah S. Bosley  
Director, Center for Writing, Language, and Literacy  
University of North Carolina – Charlotte

#### WHO ATTENDS THE CONFERENCES

The Healthcare Communications Forum 2005 drew participants from across the healthcare industry spectrum, including the following organizations:

Alliance Benefit Group

Amerihealth

Blue Cross Blue Shield of Rhode Island

Brigham and Women's Hospital

Children's Hospital of Boston

Great-West Healthcare

HealthNow NY

Kansas City Cancer Center

Mountain Community Hospital (California)

Pacific Source Health Plan

The HSA Coalition

For more information on the 2005 conference, visit : <http://home.insightforums.com/insight/HCF2005/index.html>

#### PROPOSAL FORM

You may use the form on the next page or prepare your own proposal document, providing all the required information. Please keep in mind that the deadline is **June 15, 2006**.

# Speaker Proposal

**Deadline: June 15, 2006**



Proposed Topic / Session Title

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## Speaker Name and Contact Information

Name:	Phone:
Title:	Email:
Organization:	

## Session Format

Keynote     Solo Speaker     Panel     Workshop     Other:

Presentation Summary (minimum 100 words – use a separate sheet if you wish)

Speaker Biography (cite recent publications and conference presentations – use a separate sheet if you wish)

Contact Person (if different from speaker)

Name:	Phone:	Email:
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Please fax or mail this form to:

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