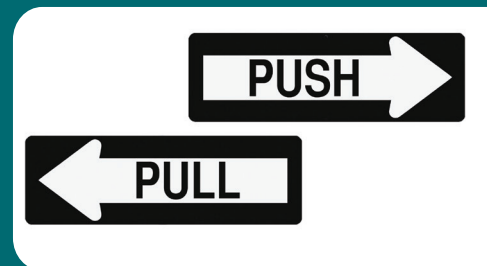


The Alliance Annual Meeting

Consumerism: Push, Pull or Drag?



Tuesday, October 25, 2016 • 8 a.m. - 11:30 a.m. • The Monona Terrace, Madison, Wis.

AGENDA

8 - 8:30 a.m.	Registration & Breakfast
8:30 - 8:35 a.m.	Welcome & Opening Comments <i>Cheryl DeMars, President and CEO, The Alliance</i>
8:35 - 9:35 a.m.	Helping Consumers Understand Their Health Care Options <i>Dominc Lorusso, director of health partnerships, Consumer Reports</i>
9:35 - 10 a.m.	Annual Meeting Business Board Chair Remarks <i>Brad Olm, Alliance Board Chair</i> <i>Vice President of Human Resources, Gordon Flesch Co., Inc.</i> Treasurer's Report <i>Paul Meyer, Alliance Board Treasurer</i> <i>Chief Operating Officer, The Alliance</i> CEO's Report <i>Cheryl DeMars</i> <i>President and CEO, The Alliance</i>
10 - 10:10 a.m.	Networking Break
10:10 - 11:10 a.m.	Consumer Driven Health - A Disturbance in the Force and the Awakening <i>John Young, CEO, Consumerdriven, LLC</i>
11:10 - 11:25 a.m.	Q & A
11:25 - 11:30 a.m.	Closing Comments & Adjourn

ABOUT OUR SPEAKERS



Dominic Lorusso
Director of Health Partnerships, Consumer Reports

Dominic Lorusso is the director of health partnerships and leads several health impact campaigns, including Choosing Wisely, at Consumer Reports. In this role, Lorusso works with national and regional partner groups in developing unique methods to reach each of their members or constituents. This includes, but is not limited to, co-branded websites and content, videos and a mobile app. Through this network, more than 100 million consumers annually have seen the Consumer Reports health content. In addition, Lorusso manages the editorial and design process for the content Consumer Reports produces specifically for its impact campaigns.

Lorusso has over 25 years of professional experience with expertise in IT, project management and partner engagement. Prior to working at Consumer Reports, Lorusso held leadership positions in information technology at Avon Products, Pepsico and Price Waterhouse.





John Young
CEO, Consumerdriven, LLC

John Young is a leading consultant in all things consumer driven, including health plan strategies, HRA and HSA plan design and pricing, defined contribution, and transparency. He was a pioneer in the beginning of consumer driven health and continues to be devoted to improving the consumerism customer experience through all stakeholders - health plans, HSA custodians, employers, benefit advisors, and doctors and hospitals. He is active in advising policy makers and trade organizations on health care reform and consumerism.

Young has been in the employee benefits industry for more than 29 years, with 15 years devoted to consumer driven health care. He was previously Senior Vice President, Consumerism for Cigna Healthcare. Serving as a primary resource for driving Cigna's consumer driven health strategy through national mid-market sales and service regions, helping increase Cigna's HRA membership by 600% and HSA membership by 1,600%.

Young is also an Adjunct Professor at the University of St. Thomas teaching employee benefit courses in their masters programs, and assists at the University of California San Diego teaching consumerism to human resources professionals.

ADDITIONAL SPEAKERS

Brad Olm

Vice President of Human Resources, Gordon Flesch Company, Inc.

The Alliance Board Chair

Olm joined Gordon Flesch Company in 2010 as vice president of human resources where he serves on the senior leadership team providing guidance to the human resources department that supports more than 600 employees in 10 locations throughout Wisconsin, Illinois, Indiana and Ohio. Prior to joining Gordon Flesch Company, Olm held human resource leadership positions with Edgerton Hospital and Health Services as well as CUNA Mutual Group, Allstate Insurance Company, Avon Products and served as active duty Commissioned Officer in the United States Air Force. He is a certified Senior Professional in Human Resources (SPHR). He joined The Alliance Board of Directors in 2013 and is the 2016 board chair.

Paul Meyer

Chief Operating Officer, The Alliance

Treasurer, The Alliance Board of Directors

Paul Meyer joined The Alliance in 1996 and served as the director of finance and operations until he became chief operating officer in 2007. As the COO of The Alliance, his main duties include overseeing the claims and customer service, finance, MIS, and HR departments as well as business planning and reporting. Meyer also serves as the treasurer of The Alliance Board of Directors. In addition to his work at The Alliance, Meyer serves as board chair for National CooperativeRx / WisconsinRx, providing direction for this not-for-profit prescription drug purchasing cooperative. Meyer also serves on a number of other boards, including the Wisconsin Statewide Health Information Network (WISHIN), Catholic Charities of Madison, and All Saints Neighborhood.

Cheryl DeMars

President & CEO, The Alliance

Cheryl DeMars joined The Alliance in 1992 and has assumed several roles before becoming CEO in December 2006. DeMars works with the Board of Directors and senior leadership team to establish the strategic direction of the cooperative. DeMars participates in a number of national and regional initiatives that align with The Alliance's mission of controlling costs, improving quality and engaging individuals in their health. She is a board member and former chair of the National Business Coalition on Health. DeMars serves on a number of state-based organizations, including the Advisory Board of the Wisconsin Population Health Institute and the Statewide Value Committee's Leadership Council.