News Release

FOR IMMEDIATE RELEASE

MINNESOTA HEALTH ACTION GROUP TO HOST EMPLOYER SUMMIT ON HEALTH CARE REFORM AND BENEFIT STRATEGIES

BLOOMINGTON, Minn. (February 14, 2013) – The top benefit priorities for employers this year, according to benefit consultants at Mercer, include compliance with health reform requirements, understanding health exchanges, using consumer-directed health plans to offer affordable coverage, and driving market innovations that change the way we receive and pay for health care services. Minnesota employers of all sizes can learn about these topics, and more, at the 6th Annual Employer Leadership Summit, sponsored by the Minnesota Health Action Group (formerly the Buyers Health Care Action Group).

The Minnesota Health Action Group will convene public and private employers of all sizes, as well as policymakers, health care providers, and other interested stakeholders from around the state to discuss health care strategies that employers are considering for 2014 and beyond.

6th Annual Employer Leadership Summit: On ramps or exit ramps: Ramping up your 2014 health care strategies

WHEN: 8:00 a.m. to 4:00 p.m., Thursday, February 21, 2013
WHERE: Westin Edina Galleria
        3201Galleria
        Edina, Minn.
COST: $149 Minnesota Health Action Group members
       $199 non members

TOPICS INCLUDE:

• A purchaser call to action: Why employers should stay in the game.
  (Speaker: Thomas Emerick, Emerick Consulting)
• **Innovations in consumer engagement: Social media and health management.** (Speaker: Adam Bosworth, KEAS)

• **Innovations in care delivery: Does health reform make a difference?** (Speaker: Robert Stevens, Ridgeview Medical Center)

• **Health reform update: What purchasers need to know about the ACA and health reform in Minnesota.** (Speakers: Colleen Bruce, National Business Coalition on Health and Lucinda Jesson, Commissioner, Department of Human Services, State of Minnesota)

• **Health insurance exchanges: Public, private and practical use.** (Speakers: Katie Burns, Minnesota Department of Health; Simeon Schindelman, Bloom Health; John Naylor, Medica; Barbara Watters, Factory Motor Parts)

• **Employer roundtable: Sharing perspectives on the strategic implications of reform.** (Facilitated by Rob Clark, Optum. Employer panelists include Nathan Moracco, State of MN; Scott Peterson, Schwan’s; Bob Evans, Marvin Windows)

**WHO SHOULD ATTEND:** Employers of all sizes, C-suite leadership, benefits professionals, health care policy leaders, health plan executives, and health care providers

**REGISTRATION:** [www.mnhealthaction.org](http://www.mnhealthaction.org)

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**About the Minnesota Health Action Group**

Formed in 1988, the Minnesota Health Action Group (formerly the Buyers Health Care Action Group) is a coalition of private and public health care purchasers representing the interests of the organizations that pay for health care goods and services—those that have the highest stake in ensuring health care dollars are carefully spent. The mission of the organization is to improve the value of the health care system in Minnesota, driving for higher quality, lower cost and better health outcomes for all. To learn more, visit [MNHealthActionGroup.org](http://MNHealthActionGroup.org).