

Call for Speakers
Healthcare Communications Forum 2005

**Cutting through Complexity:
Meeting the New Challenges in Healthcare Communications**

September 20-21, 2005
The Harvard Club
374 Commonwealth Avenue, Boston, MA

Providing healthcare consumers with clear, informative communications has never been easy. And it's getting harder, and more expensive, all the time. Healthcare providers are spending fortunes producing bills and statements that baffle and frustrate most consumers. And that was before the advent of Healthcare Savings Accounts. Like it or not, we're entering a new era in which more and more Americans will start to self-direct their medical spending much like we self-manage our retirement assets. Never before have the customer communications been so complex. And never before have budgets been so tight. The challenge today is to cut through the complexity and connect with consumers, while reducing costs as much as possible

Insight Forums is pleased to announce the launching of **The Healthcare Communications Forum on September 15-16, 2005 in Boston**. If you are involved in any aspect of healthcare communications—from Human Resources and Marketing to Operations and IT—this is an event made for you. The conference will bring together representatives from employers, healthcare service providers, and payor organizations to discuss a broad range of topics, including:

- Consumer education: the key to driving Consumer-Directed Health Plan adoption
- The business case for redesigning bills, EOBs, and other transactional documents
- Customization and personalization in healthcare marketing
- The convergence of healthcare and financial reporting: HSAs
- Technology platforms for producing breakthrough communications
- Case Studies of successful solutions

The Advisory Council of the Healthcare Communications Forum welcomes **proposals for presentations** on all aspects of healthcare communications. The conference agenda will include standalone presentations, joint presentations, and panel discussions. We seek thought leaders from corporations, healthcare and pharmaceutical companies, consulting firms, healthcare advertising and publishing whose focus is on strategic marketing and transactional communications.

If you would like to be considered as a speaker, please send a proposal to the Chairman of the Advisory Council (see below) before May 15, 2005. Proposals should include (a) the proposed presentation/session title, (b) a 100-150 word summary of the topic, and (c) a brief speaker biography.

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The Advisory Council will review all proposals and respond by June 15. Final presentations must be submitted to the Advisory Council by August 15, 2005. **Speakers will receive a complimentary pass to attend the entire event-a \$1,195 value.**



The Healthcare Communications Forum will be held in the Harvard Club, located in the heart of Boston, close to public transportation, restaurants, hotels, and several educational institutions.

In addition to the general sessions and breakout sessions, there will also be a vendor Exhibit Area and a catered social gathering during the conference.

The Harvard Club has hotel-style rooms. Insight Forums will provide a list of other hotels in the vicinity with room rate information. Speakers will be responsible for arranging their own travel and lodging.

The Healthcare Communications Forum is produced by Insight Forums, a joint venture formed by Art Plus Technology and Exgenex, an event-management and marketing firm. Art Plus Technology has convened an independent Advisory Council of recognized industry experts to suggest topics, select speakers, identify potential exhibitors, and otherwise provide guidance. Insight Forums also stages a sister event, the Financial Communications Forum, which is now in its eighth year. For more information on the Financial Communications Forum, visit www.InsightForums.com

For more information about the event, or to submit a proposal, please contact:

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An Insight Forums Event