

Wednesday, June 13

Welcome Reception

6:00– 8:00 p.m.

Hewing Hotel | 300 Washington Avenue North | Minneapolis

Thursday, June 14

Business Session

8:00 a.m. – 5:30 p.m.

Aria | 105 1st Street North | Minneapolis

Introduction

Change, Challenge and the Next Chapter in Healthcare

We are told that nothing in this world is certain, except death and taxes. In the healthcare landscape, “change” could rightfully be added to that list of certainties. Mega-mergers are changing the competitive landscape; innovations in biotechnology are changing treatment paradigms; cutting-edge technologies are changing data collection and analytics; risk-sharing and regulatory interventions are changing incentives and consumer engagement; and managerial transitions are changing the line-up of players leading the industry, to name a few. The 2018 Heartland Summit will explore some of the areas where the instruments of change are having the most profound impact on healthcare – both good and bad.

Welcome Remarks

8:00 a.m.

J.P. Peltier, Global Group Head, Healthcare Investment Banking, Piper Jaffray

Opening Remarks

8:10 a.m.

Omar Ishrak, Chairman & CEO, Medtronic plc

Two CEOs Sat Down for a Cup of Coffee...

8:20 a.m.

One leads the largest healthcare company in the world, the other the largest network provider in the world. While seemingly disparate, these CEOs are increasingly seeing their worlds converge as consumerism makes healthcare more personal and technology makes the world smaller. We eavesdrop as Chuck and Dave catch up over coffee.

Panelists:

Chuck Robbins, Chairman & CEO, Cisco Systems, Inc.
David Wichmann, CEO, UnitedHealth Group, Inc.

The Intel Inside Us

8:50 a.m.

Wearable, implantable and ingestible devices are transforming the consumer experience and helping to deliver “smarter” healthcare, but also introducing the possibility for welcome (and unwelcome) monitoring, and even intervention of our personal data and activities. Where is the right balance between these conflicting dynamics, and what will the future look like as humans become increasingly physically integrated with hardware?

Panelists: William Carson, M.D., President & CEO, Otsuka Pharmaceutical Development & Commercialization, Inc.
Michael (Mick) Farrell, CEO, ResMed Inc.
James Park, Chairman, CEO & Co-Founder, Fitbit Inc.
David Ricks, Chairman & CEO, Eli Lilly and Company

Moderator: Gene Munster, Founder & Partner, Loup Ventures; Former Senior Research Analyst, Piper Jaffray

Is Silicon Valley Moving to the Healthcare Alley?

9:30 a.m. It accounts for nearly 20% of the economy, is growing at double the rate of GDP, has little exposure to discretionary spending, is highly fragmented, and is susceptible to disruptive innovations. And yet, the perception of Silicon Valley as the greatest source of VC investment prevails. What has prevented the healthcare sector from being the biggest draw for VC investment, and will recent successes bode well for a future generation of VC-backed public companies across biotech, devices and HCIT?

Panelists: Drew Oetting, Co-Founder & Managing Partner, 8VC
Kirk Nielsen, Managing Director, Versant Venture Management, LLC
Sami Inkinen, Founder & CEO, Virta Health, Inc.

Moderator: James Douglas, Managing Director, Healthcare Investment Banking, Piper Jaffray

Morning Break

10:00 a.m. 30 minutes

How Medtech is Moving to Value-Based Medicine

10:30 a.m. While the pharma sector has been engaged in a highly public effort to demonstrate the value and cost effectiveness of new therapeutics, the medical device sector has quietly been advancing its own initiatives around value-based medicine. At the core of this is 'innovation'. Yet, without simple and transparent approval and reimbursement practices, the corporate and venture capital communities are even more weary to invest in potentially game-changing innovations – the kind that have improved millions of lives and flattened the cost-curve in chronic care. How can the med-tech industry partner with the government and the private sector to promote and implement reforms that will help control costs through innovation, adoption and utilization?

Panelists: Vincent Forlenza, Chairman & CEO, Becton, Dickinson and Company
Omar Ishrak, Ph.D., Chairman & CEO, Medtronic plc
Nadim Yared, Chairman of the Board, AdvaMed, President & CEO, CVRx, Inc.

Moderator: Scott Whitaker, President & CEO, Advanced Medical Technology Association

Changing and Diversifying Business Models for Sustained Success

11:00 a.m. One of the hallmarks of the “Blues” plans has been the regional orientation – deep legacies with deep relationships to members. Some of these plans are going “Beyond Blue”, diversifying their business models and building cross-regional collaborations and partnerships with companies that have traditionally been viewed as competitors. These companies are now playing on a national stage, built through collaboration, partnership and new ventures.

Panelists: Patrick Conway, M.D., President & CEO, Blue Cross and Blue Shield of North Carolina
Mark Ganz, President & CEO, Cambia Health Solutions, Inc.
Daniel Hilferty, President & CEO, Independence Blue Cross, LLC

Moderator: Keith Anderson, Managing Director, Healthcare Investment Banking, Piper Jaffray

Lowering the Cost of Drugs by Lowering the Cost of Development

11:30 a.m. The pharma industry has long cited the time, cost and risk of drug development as the foundation for a rational pricing approach. Are there breakthrough technologies – whether through scientific discovery, artificial intelligence or machine learning – that will help dramatically lower development costs, or does the issue still reside in regulatory burdens and barriers?

Panelists: Sujay Jadhav, Founder & CEO, goBalto, Inc.
David King, Chairman, President & CEO, Laboratory Corporation of America® Holdings (LabCorp®) (LH)
Alex Turkeltaub, Co-Founder & CEO, ROAM Analytics, Inc.

Moderator: Sean Wieland, Senior Research Analyst, Piper Jaffray

Lunch

12:00 p.m. 60 minutes

Taking Back the Lead in Advancing Access and Affordability in Pharma

1:00 p.m. The election is over, Repeal and Replace didn't pass, Shkreli is behind bars, and major players within the healthcare system are undergoing transformations. While the world's attention has been focused on news headlines, the pharma industry has been focused on coming to the table with real reforms that will improve affordability for patients. What is the industry doing to take the lead in advancing this important topic – both for the benefit of patients and the benefit of shareholders?

Panelists: Jack Bailey, President of US Pharmaceuticals, GlaxoSmithKline plc
Joaquin Duato, Executive Vice President & Worldwide Chairman, Pharmaceuticals, Johnson & Johnson

Moderator: Stephen Ubl, President & CEO, Pharmaceutical Research and Manufacturers of America (PhRMA)

Consumer Experience Outside the Care Setting

1:30 p.m. Consumer engagement is a priority at nearly every healthcare company. While a significant

amount of attention (rightfully) has focused on the consumer experience at the point-of-care or in diagnostics, less attention has focused on the administrative aspects of the consumer experience. From reimbursement and scheduling, to paperwork and call centers, this is where some of the most aggravating experiences reside with the lowest customer satisfaction scores for the industry. What is the industry doing to change this experience for healthcare consumers?

Panelists: Steve Nelson, CEO, UnitedHealthcare and Office of the Chief Executive, UnitedHealth Group, Inc.
Florian Otto, Co-Founder & CEO, Cedar Inc.
Andrea Walsh, President & CEO, HealthPartners, Inc.

Moderator: Ron Williams, Chairman & CEO of RW2 Enterprises, LLC, Former Chairman & CEO, Aetna, Inc.; Operating Advisor, Clayton Dublier & Rice; Member of Board of Directors, Johnson & Johnson

A Shifting Line of Sight on the Site of Service

2:00 p.m.

Competitive pressure from emerging independent ambulatory platforms is challenging and changing the traditional health system business model. Outpatient is outpacing inpatient, resulting in greater stress on health system margins. Everyone can agree that each site of service has its unique strengths and vital contributions. Is this a fight to zero-margin on all sides, or is the health system better if everyone can figure out how to partner?

Panelists: Michael Dowling, President & CEO, Northwell Health, Inc.
Austin Pittman, CEO, OptumCare and Office of the Chief Executive, UnitedHealth Group, Inc.
Penny Wheeler, M.D., President & CEO, Allina Health Systems, Inc.

Moderator: Adam Gunther, Managing Director, Healthcare Investment Banking, Piper Jaffray

Scaling for Relevance in the Amazon Age

2:30 p.m.

The changing demands of consumers – and the changing way in which we purchase products – are having a profound impact on the companies that produce a variety of healthcare products. Traditional approaches combatted market disruption through increased scale, where companies simply sought to get bigger to win. As technology has made the world smaller, bigger seems less relevant if it is not better. What does it mean to have “relevant scale”? In the quest for relevant scale, how do leading companies drive standardization and avoid stifling the innovation that makes them better?

Panelists: Jeff George, CEO, Performance Health (former CEO, Sandoz and Alcon divisions of Novartis)
Clark Otley, M.D., Ex-Officio, Board of Governors, Mayo Clinic, and Medical Director of the Department of Business Development
Steve Rusckowski, Chairman, President & CEO, Quest Diagnostics Incorporated
Michael Vale, Ph.D., Executive Vice President, Healthcare Business Group, 3M Company

Moderators: Bill Quirk, Senior Research Analyst, Piper Jaffray
Matt O'Brien, Senior Research Analyst, Piper Jaffray

Afternoon Break

3:10 p.m.

20 minutes

The Institutional Investor Perspective on Innovation

3:30 p.m.

The cost, price and value of innovation has been hotly debated in academic, political and business circles for several years. The recent release of the president's drug pricing plan has brought the debate back into the spotlight. How do investors look at innovation – and the companies at the forefront of innovation – in light of the changes proposed by the administration?

Panelists: Craig Gordon, Investment Analyst, The Capital Group Companies Inc.
Steve Hamill, Managing Director & Analyst, Winslow Capital Management, LLC

Moderator: Arvind Sood, Vice President, Investor Relations, Amgen Inc.

The Ripple Effects of Healthcare Consolidation

4:00 p.m.

Much has already been written on the mega-mergers between CVS-Aetna and Cigna-Express Scripps, as well as of the rumors of Walmart-Humana and, of course, the new entry of Amazon-Berkshire-JP Morgan. While these mergers and new entrants aim to change the sectors in which they compete, they also stand to change tangential parts of the healthcare industry. From pharma and device, to delivery and distribution, what are the ripple effects of these combinations for other parts of the healthcare industry?

Panelists: Robert Bradway, Chairman & CEO, Amgen Inc.
John Hammergren, Chairman, President & CEO, McKesson Corporation
David Wichmann, CEO, UnitedHealth Group, Inc.

Moderator: J.P. Peltier, Global Group Head, Healthcare Investment Banking, Piper Jaffray

Navigating Change from the Outside-In

4:30 p.m.

"Outsider CEOs" represent nearly a quarter of the spots at the 2,500 largest public companies. What used to be thought of as a last resort in a turnaround or crisis situation, has increasingly become an intentional leadership choice to simply find the best talent. Regardless of the reasons, incoming CEOs have unique challenges and opportunities as they navigate existing cultures and implement their own brand and changes in their organizations.

Panelists: Joe Almeida, Chairman, President & CEO, Baxter International Inc.
Donald Casey Jr., CEO & Director, Dentsply Sirona Inc.

Moderator: Chad Abraham, CEO, Piper Jaffray Companies

Transition from the C-Suite

5:00 p.m.

Every CEO faces it, but rarely do they talk about it. Succession planning is not just among the most important things a CEO *must do*, it's also one of the hardest things for a CEO *to do*. For

healthcare companies, the stakes are not simply about cultural stability and shareholder value, the effectiveness (or ineffectiveness) of transition can ultimately impact quality, service and delivery – all of which can impact customers and patients.

Panelists: Richard Anderson, President & CEO, AMTRAK, Member of Board of Directors, Medtronic, and former CEO of Delta Airlines and former EVP of UnitedHealthcare
George Barrett, Executive Chairman, Cardinal Health, Inc.
Stephen Hemsley, Executive Chairman, UnitedHealth Group Incorporated
Greg Page, Former Chairman & CEO, Cargill, Inc.

Moderator: Jon Salvesson, Vice Chairman, Investment Banking, Piper Jaffray

Closing Remarks and Adjourn

5:30 p.m.

Reception and Dinner

6:00 p.m.

Dinner Panel: Meet the Press...Heartland Edition

6:30 p.m.

In an era of media dominated by 24-hour news cycles, Twitter-length attention spans, outlandish pundits, and the perceived threat of ‘fake news’, the challenges of covering a complex subject like healthcare are greater than ever. We have convened a panel of expert healthcare journalists from different media platforms to talk about the biggest headlines of the past year, the stories to look for in the coming year, and the evolving role and responsibility of the press in shaping our perception and understanding of what is ‘news’ in healthcare and beyond.

Panelists: Sam Baker, Editor, Healthcare, Axios
Anna Mathews, Reporter, Wall Street Journal
Meg Tirrell, Reporter, CNBC

Moderator: Matt Stearns, Vice President, External Communications, Optum, Inc.