

REV UP 2019

August 14-15 | Minneapolis, MN

AGENDA

REV UP 2019

WEDNESDAY, AUGUST 14TH



6-8PM

WELCOME RECEPTION AT REVEL OFFICE

Welcome to Rev Up 2019 — we're excited you're here! To kick off the conference, join us for our Welcome Reception at the Revel office for drinks, appetizers, and fun with the Revel team and your fellow attendees.

THURSDAY, AUGUST 15TH



7:30-8AM

SUNRISE BIKE RIDE AND/OR SUNRISE YOGA

Did you know that starting the day with exercise can improve your mood, creativity, and focus all day? We are offering 2 activity options to kickstart your Rev Up experience:

- **Sunrise Yoga** led by a certified yoga instructor at the Hewing Hotel's calming in-house yoga studio (yoga mats provided)
- **Sunrise Bike Ride** led by Revel CEO Jeff Fritz will offer great views of Minneapolis as you ride along the Mississippi River through the North Loop neighborhood (bikes provided & weather permitting)



7:30-8:30AM

BREAKFAST + INNOVATION LAB

We're excited to offer locally sourced healthy options to get your day started.

Then, join us in the Innovation Lab to connect with the Revel health action experts that shape the Revel Connect platform. Meet Revelers working in human-centered design, behavioral research, and data science and spend some time learning about the innovative projects we are working on to create an even better member experience.



8:30-8:45AM

WELCOME TO REV UP!

Jeff Fritz, CEO, Revel



8:45-9:45AM

KEYNOTE: "HEALTHCARE DIGITAL TRANSFORMATION ISN'T DIGITAL AFTER ALL"

Leading healthcare organizations want to do more than just keep up — they want to innovate and optimize. They want to be creative and efficient, they want to create more with less. They want digital transformation. But leveraging the immense changes and the vast opportunities that the digital era ushered in doesn't start with digital at all. It's about people: changing outdated mindsets, behaviors, and processes.

In this forward-thinking keynote, you'll learn how your healthcare organization can tackle these changes. Nancy will explore how to build a case for a people-first approach and drive real transformation to achieve a digital culture.



Nancy Lyons

CEO & Founder, Clockwork Interactive



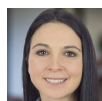
**9:45-10AM
BREAK**



10-10:45AM

"MOVING HEALTHCARE CX FROM ENGAGEMENT TO ACTION"

With the rise in importance of outcomes in healthcare, the CX conversation needs to change from clicks and views to real action. Discover the 3 keys to moving from engagement to action from Forrester's top industry analyst in Healthcare CX.



Faith Adams

Senior Analyst, Forrester



**10:45-11AM
BREAK**

11AM-12PM

"HOW NEXT GENERATION ENGAGEMENT GETS PERSONAL TO DRIVE HEALTH ACTION"

If you've ever been served an ad on Amazon or have been recommended a show on Netflix you understand this truth: personalization is the key to real action. When a person feels unique and understood, they're more likely to engage. Discover insights from top healthcare experts and their perspective on how personalization can create the spark that moves people to better health.



Dr. Archelle Georgiou

Physician, Advocate, Advisor, and Author



Bruce Thompson

Senior Vice President, Medicare and Retirement Claims Services and Solutions, UnitedHealthcare



Marie Zimmerman

Assistant Commissioner of Health Care & State Medicaid Director, Minnesota Department of Human Services



MODERATOR

Faith Adams

Senior Analyst, Forrester



12-1PM

LUNCH + INNOVATION LAB

Join us for a healthy, fresh, locally sourced lunch.

If you missed the morning session, check-in with the Revel health action experts working in human-centered design, behavioral research, and data science. Learn about the innovative projects we are working on to create an even better member experience.



1-1:55PM

KEYNOTE: "THE GLOBAL IMPACT OF BEHAVIOR CHANGE AND HEALTH ACTION"

Driving health action often requires changing behaviors that may be firmly entrenched. Behavioral science involves the study of human actions and reactions, and is a powerful tool for driving desired behavior of both individuals and entire populations. Understanding the principles of behavioral science, specifically concepts regarding the use of defaults, can help provide a longitudinal view of populations that is an important perspective when creating change.

In this keynote you'll learn specifically how behavioral science has been used to drive public policy around obesity and other major health issues today, and how those lessons can be used to make an impact within healthcare programs in the private sector.



Kelly D. Brownell

Ph.D., Director of the World Food Policy Center, Duke University

2-3PM

"HOW DATA SCIENCE ACTUALLY HUMANIZES HEALTH ENGAGEMENT"

As the healthcare industry continues its evolution toward personalization, it's important to understand that critical components — like data — need to be viewed from a different perspective. Healthcare organizations that continue to treat members like a number will fall far behind as others pursue engagement strategies based on personalization. Learn how data is the key to transform your health engagement strategy to drive meaningful action.



Dawn Owens

President, TripleTree Holdings



Lisiane Pruinelli, PhD, MS, RN

Assistant Professor, School of Nursing, University of Minnesota



Sarah Jensen

Analytics Director, SVP, Health Catalyst

**3-3:15PM
BREAK**

3:15-4:15PM

"NEW POLICIES AND TRENDS IN SOCIAL DETERMINANTS OF HEALTH"

Social determinants of health (SDoH) complicate engagement and access to care, and more health plans and providers are diving into how to address them. SDoH account for more than 60% of health care expenditures for low-income and elderly patients, and new benefits and services bring new hope of "bending the cost curve". New policies in both Medicare and Medicaid are driving a payer arms race and innovative new approaches to confronting housing, home care, food security, transportation, and social isolation/loneliness for vulnerable patients, to name a few. This session examines the state of play and what to expect.



John Gorman

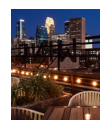
Founder, Gorman Health Group & CEO, Nightingale Partners



4:15-4:30PM

REV UP REACTIONS

Share your thoughts, learnings, and impressions of Rev Up 2019 with us as we recap the conference, talk about the sessions that resonated most, and which topics left you feeling most inspired.



4:30 - 6PM

ROOFTOP HAPPY HOUR

Wrap up the day with us at the Hewing Hotel's rooftop bar for drinks, appetizers, and take in the beautiful downtown views.

Ready. Set. Rev.

