

# Make this your easiest open season yet



## 2008 Kaiser Permanente federal health benefits officer breakfast

### Agenda—October 24, 2008

- 8:00** Breakfast and registration
- 9:00** **Welcome and agenda preview**  
Ruben J. Burnett, vice president of marketing, sales, and business development
- 9:15** **"Are you overworked or just overwhelmed?"**  
Jeff Davidson, MBA, CMC, keynote speaker
- 9:55** **How Kaiser Permanente promotes total health and productivity**  
Doug Van Zoeren, MD, physician director, District of Columbia medical centers  
Beth Jaeger, vice-president of human resources
- 10:15** **Testimonial**  
Leonard Phillips, sales manager, federal accounts  
Laura M. Toomey, HR specialist and project manager
- 10:20** **What's new for 2009**  
Larry Gross, director, segment strategy and market analysis
- 10:30** **Video—*The Future of Health Care***  
Marilyn Kawamura, president, Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc.
- 10:45** **Q+A**



Jeff Davidson, MBA, CMC