



Health Care Industry Access Initiative

AGENDA LAUNCH MEETING

Tuesday, February 10, 2009
Washington, DC
10:00 a.m. – 3:00 p.m.

10 a.m. – 11 a.m.

Welcome and Introduction

- Who are we and what is our connection to health care access?

11 a.m. – 12:15 p.m.

The Business Case for the Health Care Industry Access Initiative

- Why Access Matters Despite the Health Reform Debate
- Myth-Busters – Who are the Uninsured?
- The Enforcers are Coming!
(protect your assets, polish your image)
- Follow the (Existing) Money – Financing Health Care Access Projects
- Out of the ER and into the Strip Mall?
New paradigms for health care access.

12:30 p.m. – 1:30 p.m.

Lessons from Local Health Care Access Sign-Up Initiatives

Debbie Witchey, Healthcare Leadership Council

1:30 p.m. – 3:00 p.m.

Planning the Health Care Industry Access Initiative

- Market research, Structure, Mission, Products/ Deliverables
- Recap and Next Steps



Additional Information:

For more information about the Health Care Industry Access Initiative, please contact Carrie Valiant CValiant@ebglaw.com

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