

**TUESDAY | JUNE 15**

11:30 – 5:30	Registration Open	
12:15 – 1:30	Young Opening Keynote	
1:30 – 2:30	Motivational Speaker Josh Sundquist	
<b>Education Tracks</b>	<b>BUSINESS DEVELOPMENT SESSIONS</b>	<b>PRODUCT SESSIONS</b>
2:45 – 3:30	<i>Going Green to Save Green</i>	<i>** Tips and Tricks</i>
3:45 – 4:30	<i>Putting the Consumer Back in CDH</i>	<i>Design and Mobility</i>
4:45 – 5:45	What Employers are Buying	
6:30 – 7:00	Networking: Cocktail Reception	
7:00 – 9:00	Networking: Lighthouse1 Partner Awards Banquet	

**WEDNESDAY | JUNE 16**

8:00– 9:30	Lighthouse1 Roadmap	
<b>Education Tracks</b>	<b>BUSINESS DEVELOPMENT SESSIONS</b>	<b>PRODUCT SESSIONS</b>
9:30 – 10:15	<i>Successful Trade Show Marketing Strategies</i>	<i>Lighthouse1 HSA Enhancements</i>
10:30 – 11:30	<i>**Take Marketing to the Next Level</i>	<i>Payment Solutions</i>
11:30-1:00	Table Topics Lunch	
1:00 – 2:00	<i>Building a Successful Sales Team</i>	<i>** Tips and Tricks</i>
2:15 – 3:15	<i>Maximize Your Business with Partner Growth</i>	<i>Business Intelligence and Professional Data Exchange Case Study</i>
3:30 – 4:30	Lighthouse1 Benchmark Key Findings	
5:30 – 10:00	Networking Event	

**THURSDAY | JUNE 17**

8:30 – 9:30	Legislative Update	
<b>Education Tracks</b>	<b>BUSINESS DEVELOPMENT SESSIONS</b>	<b>PRODUCT SESSIONS</b>
9:45 – 10:45	<i>Lighthouse1 HSA Enhancements and Selling the Lighthouse1 HSA</i>	<i>Extending the Lighthouse1 OnDemand Solution</i>
11:00 – 12:30	<i>Lighthouse1 Benchmark Report</i>	<i>Hands on Lab</i>
12:30 – 1:00	Closing	

\*\*Repeat Session

Session Title and Time	Description	Speaker
Opening Keynote 6/15 @ 12:15-1:30	Together with our partners, Lighthouse1 is simplifying the business of healthcare. Come listen to Jeff Young, Lighthouse1 CEO highlight recent customer and partner successes, product enhancements and demos, industry highlights and hear the vision on how partnering with Lighthouse1 will continue to change the face of consumer driven healthcare in the next year.	Jeff Young
Motivational Keynote 6/15 @1:30-2:30	Motivational speaker and Paralympic ski racer Josh Sundquist has been featured on CNN and in USA TODAY and has spoken to groups ranging from Fortune 500 companies to inner city public schools to the White House. At the age of 9 Josh was given a 50% chance of surviving bone cancer and lost his left leg. At the age of 16 Josh took up ski racing and competed in the 2006 Paralympic Games. The founder of <a href="http://LessThanFour.org">LessThanFour.org</a> , the world's largest social networking website for amputees. Josh shares his story in an engaging style that combines entertainment and inspiration.	Josh Sundquist
Going Green to Save Green 6/15 @ 2:45-3:30	Save the planet, and save money. Your organization can reap the many financial and social benefits of becoming a paperless partner. Learn how to motivate your employees to become paperless workers, and how to show your consumers the plus side of paperless benefits administration. A real world case study will be presented on how one partner became a paperless organization.	Heather Andrews
Your Tips and Tricks 6/15 @2:45-3:30	Back by popular demand, Matt and Kristianne will take your business challenges and show you tips and tricks to solve them!	Matt Gustafson and Kristianne Meyers
15 minute break		
Putting the Consumer Back in CDH 6/15 @3:45-4:30	Consumer driven healthcare has one major critical success factor – consumer engagement. Find out how Lighthouse1 OnDemand has created new functionality, educational resources and strategies to promote consumer self-service and dramatically increase engagement.	Nitra LaGrander and Jackie Dornfeld
Design and Mobility 6/15 @3:45-4:30	Administrators can tap into the power of mobile applications by attending this eye-opening session on the capabilities of both mobile and portal applications. Consumers, employers and brokers alike can experience remarkable increases in efficiency and usability by incorporating mobile and portal applications into their daily processes. Learn how you can make this a part of your 2010 initiatives.	Eric Parsons
15 minute break		
What Employers are Buying 6/15 @4:45-5:45	This fascinating panel of brokers will reveal the secrets behind buying behaviors of employers in our current economy. Moderated by an industry expert, the panel will discuss how CDH influencers can tap into this behavior to improve their performance in 2010 and beyond.	Broker Panel (M): Jeff Brunsberg
Cocktail Reception – 6:30-7:00		
Awards Banquet – 7:00-9:00		
Lighthouse1 Roadmap 6/16 @8:00-9:30	Attend this engaging product session to see “what’s new” and a look at the product roadmap from the product management team. You will see demos, future looking features and highlights of what has been released in the recent months.	Matt Gustafson and the Lighthouse1 Product Team
Successful Trade Show Marketing Strategies 6/16 @9:30-10:15	Now, more than ever, your trade show marketing program must generate sales and profits. Whether you attend a number of tradeshow a year or are just getting started, this session will help you get results by revealing the essential aspects of a successful trade show program and lead generation.	Mike Mraz, Exhibiting Excellence
Lighthouse1 HSA Enhancements 6/16 @9:30-10:15	This session takes you through a full tour of the Lighthouse1 system including the funding model, work processes and complete functionality of this powerful solution. In addition, presenters will show you how to differentiate your service including tips on pricing, incorporating eco-friendly benefits in your sales messages and how to capture the individual market.	Laine Brantner
15 minute break		
Take Marketing to the Next Level 6/16 @10:30-11:30	As your business continues to grow or mature, marketing is key. Come to this session to hear a 20 year marketing veteran in the software industry on hand to discuss the keys to taking marketing execution to the next level. We will also have some exciting announcements regarding marketing support and programs from Lighthouse1 planned and detailed in this session.	Tiffany Wirth Featuring: Andy Schroeffer from Rackspace
Payment Solutions 6/16 @ 10:30-11:30	Not sure which payment solution fits your clients best? Real-world examples will help you gain a stronger understanding of each of the Lighthouse1 payment solution’s unique benefits and capabilities including, Relay Health, Benefits Card,	Jeff Bakke

	Lighthouse1 OneCard and Claims Exchange.	
Table Topic Lunch - 11:30-1:00		
Building a Successful Sales Team 6/16 @ 1:00-2:00	Hiring, training and motivating a sales team can be a huge challenge for any organization. Lighthouse1 CMO Jeff Brunsberg provides insight, strategies and tips for building and maintaining a high performance sales team for your company.	Jeff Brunsberg
Your Tips and Tricks 6/16 @1:00-2:00	Back by popular demand, Matt and Kristianne will take your business challenges and show you tips and tricks to solve them!	Matt Gustafson and Kristianne Meyers
15 minute break		
BI and PDA Case Study 6/16 @ 2:15-3:15	We are taking real business problems and creating solutions with the Lighthouse1 Business Intelligence and Professional Data Access. You will leave this session with tools you can implement as soon as you get back to the office.	Nitra LaGrander
Maximize Your Business with Partner Growth 6/16 @ 2:15-3:15	Lighthouse1's Partner Growth and Thru-Partner Marketing Programs helped partners achieve <b>38% growth</b> last year. This session will help you understand how to most effectively work with your Partner Growth Manager to achieve maximum results and scale your business. We will also explore future looking thru-partner marketing pieces and ask for your feedback.	Tiffany Wirth and Laine Brantner featuring Partner Growth Managers
15 minute break		
Lighthouse1 Benchmark Key Findings 6/16 @ 3:30-4:30	Lighthouse1 has added even more measurements to this groundbreaking report – the only one of its kind in the CDH industry! Plus, learn about the new ROI calculator that helps you determine the best programs for your organization. Find out about important benchmark trends and how Lighthouse1 is using these statistics to drive the industry forward.	Jeff Bakke
Networking Event - 5:30-10:00		
Legislative Update 6/17 @8:30 -9:30	Amid the healthcare uproar, what can administrators expect in the upcoming year? This session addresses the future outlook for administrators, and potential legislative changes that may affect your organization. Join David Randall, Executive Director of the Consumer Driven Health Care Institute, and Steve Parente, Professor and Principal investigator for several projects evaluating the impact of consumer-directed health plans.	David Randall and Steve Parente
15 minute break		
Lighthouse1 HSA Enhancements 6/17 @9:45-10:45	This session takes you through a full tour of the Lighthouse1 system including the funding model, work processes and complete functionality of this powerful solution. In addition, presenters will show you how to differentiate your service including tips on pricing, incorporating eco-friendly benefits in your sales messages and how to capture the individual market.	Laine Brantner
Extending the Lighthouse1 OnDemand Solution 6/17 @ 9:45-10:45	Going beyond functionality, learn how Lighthouse1 OnDemand has been built to integrate with your other business applications to create additional efficiencies and optimize your performance for both your team and your clients.	Todd Reynolds and Cindy Neis
15 minute break		
Lighthouse1 Benchmark Reports 6/17 @11:00-12:30	Join Jeff Bakke and the Lighthouse1 Executive team as they review the additions to the Lighthouse1 Benchmark Reporting tool and pick up a complimentary copy of your Benchmark report. Plus, a meeting with a Lighthouse1 Benchmark Specialist to review your top areas of success, and opportunities for improvement.	Jeff Bakke and Lighthouse1 Executive Staff
Hands on Lab 6/17 @11:00-12:30	Do you spend your day within Lighthouse1 OnDemand? This is your chance to provide feedback on the usability of the administrator portal. Participate in this interactive session with Lighthouse1 architects and designers to provide feedback on enhancements for the next generation of the administrative portal. Here's a chance to give us your direct comments on what works for you, and how we can help you become even more efficient!	Kristianne Meyers and Eric Parsons
Closing Keynote 6/17 @12:30-1:00	CEO Jeff Young will wrap up the conference with his thoughts on the future of the CDH industry, the power of Lighthouse1's partner network, and our commitment to you, our partners.	Jeff Young

