



Presents . . .



In Sickness and In Health: Enhancing Health Engagement and Population Health Management

Join the Greater Detroit Area Health Council (GDAH C), Health Management Systems of America (HMSA), Detroit Regional Chamber, and Automotive Industry Action Group (AIAG) as we explore the health care experience from both the payer and provider vantage point. How can both groups evolve to engage consumers from multiple generations to help participation and adherence by supporting individuals and families in both sickness and health?

GUEST SPEAKERS:

Robin DiMatteo, Ph.D.

Professor of Psychology
University of California

Scott Foster

President
Wellco

Jonathan So

Senior Director, Health Care Initiatives
Detroit Regional Chamber

Event Topics:

- Understand how an organization focusing on health literacy can improve the health care consumer experience with practical approaches designed to simplify communications and reduce complexity.
- Become energized through a straightforward and skilled program providing a systematic approach to build and improve employee health engagement. Gain an insider's grasp of the latest hot topics and realities while helping to avoid the most common mistakes.
- Develop a plan to dramatically improve engagement leveraging new opportunities from value-based health care and reform.
- Review millennial's healthcare sentiments and purchasing habits and learn insights into how to communicate and strategize to boost engagement.

WHEN:

Thursday, September 21, 2017

7:30 AM – 8:30 AM Registration, Networking,
& Continental Breakfast

8:30 AM – 10:45 AM Presentation

10:45 AM—11:15 AM Networking

11:15 AM – 12:00 PM Lunch

**Online live presentation is available.

Registration is required.

Two Continuing Education Credits Available (HR and LAP)

REGISTRATION: (Click [HERE](#) to register)

GDAH C Member: \$35

Future GDAH C Member: \$40

Online Presentation: \$40

WHERE:

Health Management Systems of America

601 Washington Boulevard

Detroit, MI 48226

Please note parking validation is not available for this event.

