

41ST ANNUAL BROAD EXECUTIVE FORUM

Attacking the Healthcare Crisis

Conference Schedule
Tuesday, December 5, 2006

Michigan State University
Management Education Center
Troy, Michigan

3:30 PM

Faculty workshop
"Organizational Responses to
Changes in the Strategic
Environment: A Health
Care Perspective"

Ranjani Krishnan
The Eli Broad College of Business
Michigan State University

4:30 PM
Reception

5:45 PM
Dinner

7:00 PM
Keynote Presentation
& Panel discussion

Bob Paul
Compuware-Covisint

Jon Pepper
Ford Motor Company
Panel Moderator

Bill Alvin
Care Choices

James Bagian
VA National Center for Patient Safety

Bruce Bradley
General Motors

Elizabeth Dudek
Thomson Medstat

David Merritt
Center for Health Transformation



Keynote Speaker: Bob Paul
President & COO
Compuware-Covisint

When Paul started at Covisint in 2001, he helped focus the company on things it was competitively qualified to do. After taking over as president and CEO – and later managing the acquisition of his company to Compuware – he's finding new ways to bring Covisint's unique services to the market. In August 2005, he announced a partnership with Blue Cross Blue Shield to create a statewide online gateway aiming to cut millions in wasteful healthcare spending. Paul was previously president of SYNAPZ and president and COO of Coherent Networks, Inc. (CNI).



William Alvin
President & CEO
Care Choices

Alvin has been with Care Choices since 2001 and is responsible for providing strategic leadership to the organization.

He has nearly 30 years of healthcare leadership experience, including 10 years as CEO of Henry Ford Wyandotte Hospital, three years as a senior executive at Health Alliance Plan and two years as CEO of Maxicare/Independence Health Plan. He holds a BA from Thiel College and an MA in Public Administration from George Washington University.



James Bagian, MD, PE
Director
Veterans Affairs National Center
for Patient Safety

Bagian is the first director of the VA National Center for Patient Safety, which was established in 1999. He develops, leads and oversees activities and programs concerned with improving patient safety throughout the VA health care system. A NASA astronaut for 15 years, Bagian was a crew member on two Space Shuttle missions. He holds a BS in mechanical engineering from Drexel University and a PhD in medicine from Thomas Jefferson University.



Bruce Bradley
Director, Health Care Initiatives
General Motors

Bradley is responsible for health care strategy and public policy with a focus on quality measurement and improvement, consumer engagement and cost effectiveness for a company that provides coverage for 1.1 million people with an annual expense of \$5.4 billion. He joined GM in 1996 after five years as corporate manager of Managed Care for GTE Corporation. He also spent 20 years in HMO management. Bradley holds a BS from Yale and an MBA from the University of Pennsylvania.



Elizabeth Dudek
Vice President, Practice Leadership
Thomson Medstat

In her role, Dudek owns the development and delivery of consulting solutions for the Employer and Health Plan customer base.

She has over 25 years of experience dealing with employee benefit issues. Dudek recently focused her attention on the auto community, working with the Center for Health Transformation to mobilize regional leaders to implement solutions for better health and more choices at lower cost.



Ranjani Krishnan, PhD
Associate Professor of Accounting
and Information Systems
Eli Broad College of Business

In addition to her teaching and research in managerial accounting, Krishnan has been analyzing contracts between a services provider and its clients for the new Center for Leadership of the Digital Enterprise (CLODE) at Michigan State, with the goal of developing insights about ways services providers should promote collaborative relationships with their clients. She is also an expert on the healthcare sector. She received her MBA and her PhD from the University of Pittsburg.



David Merritt
Project Director
Center for Health Transformation

Merritt leads the Center's projects on health information technology, the uninsured and consumer-driven healthcare. As an advisor to Speaker Newt Gingrich, he works closely with members of the Center on strategic planning and consulting. Previously, Merritt was the director of educational programming with America's Health Insurance Plans (AHIP). He earned his BA from Western Michigan University and his MS from Loyola University Chicago.



Jon Pepper
Director of Global
Corporate Communications
Ford Motor Company

Pepper, who's been with Ford since 2002, was appointed to his current position in 2005. He oversees internal communications, communication services and a number of Web sites. Previously, he was co-founder, president and CEO of Ann Arbor, Mich.-based Small Times Media. He spent 17 years in journalism, including 14 years at *The Detroit News* and three years at the *Detroit Free Press*. Pepper is a graduate of Michigan State University.

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