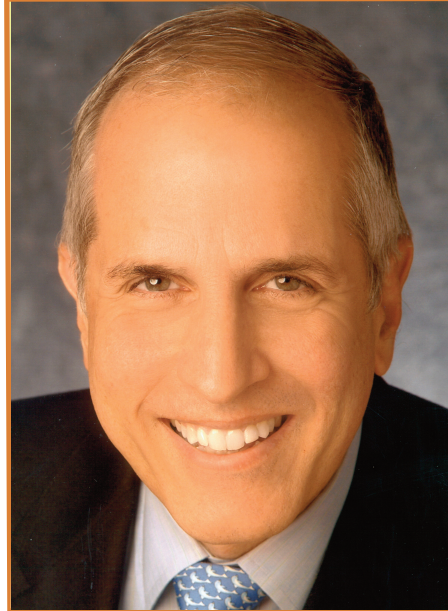


# Creating a Culture of Health

to Improve Your Bottom Line

**Friday, October 26, 2007**  
**Knoxville Convention Center**  
**7:30 a.m. Registration**  
**7:45 a.m. Breakfast/Program**



Presented by  
**Michael J. Critelli**

Executive Chairman of Pitney Bowes  
Recipient of the Boling Distinguished  
Visiting Professorship in Health Policy

## Forum Overview

The Boling Distinguished Visiting Professorship in Health Policy Forum brings together industry experts and business leaders to discuss innovative new approaches to healthcare policy and the impact they can have in the workplace, particularly on employee productivity.

This year, the three-hour forum, *Creating a Culture of Health to Improve Your Bottom Line*, will provide expert advice to enable employers to create an environment of health in their businesses that not only helps to hold down health costs, but also promotes a healthy lifestyle for their employees.

### Who should attend?

Chief Executive Officers, Chief Financial Officers, Business Owners, and Human Resource professionals

### Participants will learn how to:

- develop a “culture of health” that supports positive changes that lead to healthier, more productive lifestyles for employees
- increase employees’ awareness of their own health status as well as create a culture of accountability that supports a healthy lifestyle
- assess the return on investment resulting from the creation of a “culture of health”

Sponsored by:  
The University of Tennessee Medical Center  
The University of Tennessee Graduate School of Medicine  
College of Business Administration, The University of Tennessee, Knoxville  
Knoxville Chamber

**Registration Fee:** \$30 and includes breakfast  
**Registration Deadline:** October 18, 2007  
See inside for registration details.

# Forum Agenda

# Breakout Overview

# Forum Registration

## Creating a Culture of Health to Improve Your Bottom Line

**7:30 a.m. Registration**

**7:45 a.m. Breakfast/Program**

### Welcome and Opening Remarks

**Scott L. Stevens, MD**

University Vascular Surgeons

### Featured Speaker

**Michael J. Critelli**

Executive Chairman, Pitney Bowes

2007 Recipient of the Boling Distinguished Visiting Professorship in Health Policy. Mr. Critelli has committed himself to developing and promoting a “culture of health” at Pitney Bowes. He views employee health as an investment rather than an expense, which has been a win-win for both the employer and employees.

**9:30 a.m. Breakout Sessions A & B**

**10:30 a.m. Adjourn**



## Session A

### “How to Provide Health Coverage in a Cost Effective Manner”

#### Moderator:

Mark Field, Vice President of Membership, Knoxville Chamber

#### Panel Members:

William Cecil, Director, Health Policy Research  
Blue Cross and Blue Shield of Tennessee

H.W. Bud Sherrod, Jr, Chartered Life Underwriters  
Chartered Financial Consultant  
Allison, Sherrod, Ownes & Siddons

Frank Slagle, Owner, The Tool Crib, Health Savings Accounts

## Session B

### “Do Healthy Employees Really Make Healthy Business?... The Real Story.”

#### Moderators:

Thomas M. Fisher, Chief Financial Officer, University Health System, Inc.

Jenny Moshak, Assistant Athletics Director for Sports Medicine  
UT Lady Vols

#### Panel Members:

Kevin Clayton, Chief Executive Officer, Clayton Homes, Inc.

Matt Cowan, President, Cowan Benefit Services, Inc.

Margie Kidd, Senior Health and Wellness Director, Clayton Homes, Inc.

Pam Lawhorn, Benefits Specialist, BB&T Insurance Services, Inc.

Lee T. Murphy, Community Nutritionist  
Knox County Health Department

Dave Parmly, Employee Services Manager  
Pilot Travel Centers, LLC

## Three Easy Ways to Register

**Phone:** Call 865-544-6970 to register by phone

**Fax:** Complete the form below and fax to 865-544-6619

**Mail:** Complete the form below and mail to:

University of Tennessee Medical Center  
Office of Development  
1520 Cherokee Trail, Suite 110  
Knoxville, TN 37920-2205

Complete one registration for each registrant. Photo copies are acceptable.

### Registration Form

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Options: \$30 Per Person

CHECK

I am enclosing

\$ \_\_\_\_\_

made payable to the

University of Tennessee

Medical Center

CREDIT CARD

Please charge \$ \_\_\_\_\_ to my credit card

Card Number: \_\_\_\_\_

Card Type: \_\_\_\_\_ Exp. \_\_\_\_\_

Print Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

### Breakout Sessions

Please indicate the Breakout session you would like to attend.

**A** “How to Provide Health Coverage in a Cost Effective Manner”

**B** “Do Healthy Employees Really Make Healthy Business?...  
The Real Story.”

I will not be attending a breakout session

**Please respond by October 18.**