



Taking the Public's Pulse on Health Care Affordability
Boston Harbor Hotel, Wharf Room
Friday, October 21, 2011
8:00 a.m. – 10:00 a.m.

7:45 a.m. *Registration and Breakfast*

8:00 a.m. *Welcome and Introduction*

Philip W. Johnston, President, Philip W. Johnston Associates

Chair, Blue Cross Blue Shield of Massachusetts Foundation Board of Directors

Poll Presentation: "Public Perceptions of Health Care Costs in Massachusetts"

Robert J. Blendon, Associate Dean and Professor, Harvard School of Public Health
and the John F. Kennedy School of Government

Introduction of the Panel

Sarah Iselin, President, Blue Cross Blue Shield of Massachusetts Foundation

Panel Discussion and Q&A

Moderator, Nancy Turnbull, Associate Dean, Harvard School of Public Health

Martha Bebinger, Reporter, WBUR

Susan Connolly, Partner, Mercer

John Marttila, President, Marttila Strategies

Amy Whitcomb Slemmer, Executive Director, Health Care For All

Closing Remarks

Philip W. Johnston, President, Philip W. Johnston Associates

Chair, Blue Cross Blue Shield of Massachusetts Foundation Board of Directors