

BUSINESS AND LABOR – FINDING COMMON GROUND

◆ **PLAN DESIGN** ◆ **PAYMENT AND FUNDING**
 ◆ **IMPLEMENTATION**

Thursday, May 5, 2005
8:30 am – 12:00 pm

Four Points Sheraton
8110 Aero Drive (by Montgomery Field)

Breakfast will be provided
Parking is free

RSVP to: adanella@sdbhc.org or call (619)231-0333

Moderator: Crystal Hayling, President and CEO
 Blue Shield of California Foundation

Panelists	Overview
Richard Barrera, Regional Director, United Domestic Workers of America Irma Cota, MPH, Chief Executive Officer, North County Health Services Dr. Robert Hertzka, Physician and Immediate Past President, California Medical Association Gregory E. Knoll, esq., Executive Director, Consumer Center for Health Education and Advocacy and the Legal Aid Society Richard S. Ledford, President and CEO, Ledford Enterprises Vince Mudd, President and CEO, sdoi Michael W. Murphy, President and CEO, Sharp HealthCare Victoria M. Penland, CEO, Council of Community Clinics of San Diego and Imperial Counties Peter Zschiesche, President, Machinist Union Local 389 and Director, Employee Rights Center	<ul style="list-style-type: none"> ◆ 3rd in a series of Roundtable discussions to identify trade-offs & reach consensus on expanding coverage for the working uninsured ◆ Audience participation in identifying priorities & solutions (audience response system) ◆ Results to shape solutions & advocacy <p style="text-align: center;">Key Questions for this Roundtable:</p> <ul style="list-style-type: none"> ◆ How should the plan be designed? ◆ What incentives toward healthy behavior should be included? ◆ Who pays and how much? ◆ Do we use new or existing coverage vehicles?

Please join this interactive discussion. Your input is vital to our success.

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The California Endowment ◆ Blue Shield of California Foundation
 Sharp Health Plan ◆ Consumer Center for Health Education & Advocacy
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 San Diego Business Healthcare Connection
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