Health Economic Forum
Business Network Topical Meeting Jointly Organized by the Santa Fe Institute Business Network and Humana Inc.

February 9, 2011
LaPosada de Santa Fe, Montana Ballroom ~

**Time**  | **Agenda Topic**
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7:30 -- 8:00 | Breakfast Montana Ballroom
8:00 -- 8:15 | Introduction to SFI and the Business Network Chris Wood, Vice President, Administration, and Director of the Business Network, SFI
8:15 -- 9:05 | Keynote Presentation--Well-Being: Implications for the Health Care Economy Raja Rajamannar, Senior Vice President and Chief Innovation and Marketing Officer, Humana Inc.
9:05 -- 9:55 | Overview of Healthcare Economics: Robert Topel, University of Chicago School of Business
9:55 -- 10:25 | Break
10:25 -- 11:15 | Behavioral Economics and the Paradox of Incentives: Samuel Bowles, Professor SFI, and Professor of Economics, University of Siena
11:15 -- 12:05 | Modeling Complex Systems with Emphasis on the U.S. Economy: Robert Axtell, Ph.D., SFI Professor
12:05 -- 12:45 | Lunch Break
12:45 – 1:35 | Keynote Address by Christine Cassel, M.D., President, American Board of Internal Medicine, Member of the President's Council of Advisors on Science and Technology
1:35 – 2:25 | Building Sustainable Organizations--The Human Factor: Jeffrey Pfeffer, Stanford Graduate School of Business
2:25 – 3:15 | Organization Well-being: Bonnie C. Hathcock, Senior Vice President and Chief Human Resources Officer Humana Inc., and Alan J. DeMuro, Vice President Human Resources Strategy, Humana Inc.
3:15 -- 3:45  Break
3:45 -- 4:00  Behavior Economics to Improve Lifelong Well-being: Kelly Traver, CEO & Founder, Healthiest You
4:00 -- 4:50  Medicine as Maintenance of the Integrity of a Complex System: David Krakauer, SFI Professor
4:50 -- 6:00  Wrap-up Discussion led by Raja and Chris
6:30 -- 7:30  Reception, The Library--Staab House
7:30 -- 9:30  Dinner, Montana Ballroom

*Mountain time