Event Title: Metrics that Matter, Messages that Motivate
Event Theme: Making the Right Case for Sustainability in Healthcare

Date: Wednesday, December 4, 2013
Location: The Wharton School, Jon M. Huntsman Hall, 8th Floor Colloquium Hall, 3730 Walnut St. Philadelphia, PA 19104
Time: 8:30am – 2:00pm; includes two panel sessions, lunch and closing keynote

Abstract: While sustainability is gaining traction in the world of healthcare, many healthcare organizations struggle with making the business case to their CFO, providers and even to their suppliers. This one-day conference hosted by the Wharton Business School will focus on the key drivers of sustainability and explore what benefits/outcomes are most compelling to the different players. We’ll hear how companies in healthcare and other industries have succeeded at getting their CFOs and Commercial leaders to become fans of sustainability, how they have communicated the importance of sustainability to suppliers, and how they have made sustainability a differentiator in the marketplace.

Register today: [http://jnigjelconferencedec4.eventbrite.com](http://jnigjelconferencedec4.eventbrite.com) Twitter: #metricsmatter

Kick-off: Rob Bazemore, President Janssen Pharmaceuticals: A business leader’s experience with the challenge of integrating sustainability into an organization

Panel One: Metrics that Matter
- Bennett Thomas, Vice President of Finance and Sustainability at Hersha Hospitality Trust: Non-healthcare leader sharing key metrics and insights on EarthView®, the sustainability program launched across 115 hotel properties
- Joe Wolk, VP of Finance at Johnson & Johnson: Showcase a Valuation Model tool used to inform sustainability investment decisions within the company’s Medical Device and Diagnostics sector
- Libby Bernick, Sr. Vice President at Trucost: Share new quantitative research insights on the most meaningful material sustainability impacts, in financial terms, across the entire health care system, looking specifically at suppliers, distributors, providers and payers.

Panel Two: Messages that Motivate
- Anne Papageorge, VP of Penn Facilities: Highlight how Penn is using “green” as a differentiator in the marketplace, including the newly opened $22M Penn Medicine Washington Square (PMWS) facility
- Mike Lawrence, Executive Vice President and Chief Reputation Officer of CONE Communications: Best practices when communicating a company’s performance and commitment to sustainability
- Cathy Rowan, Director of Socially Responsible Investments for the Trinity Health Division of CHE-Trinity Health: How a Socially Responsible Investment (SRI) shareholder advocacy group uses sustainability messages to evaluate investment opportunities

Keynote Topic: Healthcare costs are rising at an unsustainable rate and putting significant strains on patients and the healthcare system. What does the future of healthcare economics look like? How can more sustainable solutions help create a more efficient healthcare system, while also achieving better health outcomes for patients?