

**Preparing the New Jersey Public for Implementation of the
Affordable Care Act
Expert Panel
June 21, 2011**

Hosted by the Center for State Health Policy, Institute for Health, HealthCare Policy & Aging Research,
Rutgers, The State University of New Jersey
Support for this Expert Panel provided by the Robert Wood Johnson Foundation and the Fannie E. Rippel Foundation

Agenda

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| 9:00 a.m. | <i>Registration/Continental Breakfast</i> |
| 9:30 a.m. - 9:45 a.m. | Welcome and Charge for the Day

Joel C. Cantor, Director, Center for State Health Policy
Robert G. Hughes, Visiting Professor, Center for State Health Policy |
| 9:45 a.m. - 10:30 a.m. | The Changing Face of NJ's Insurance Buying Public
Joel C. Cantor

Q&A |
| 10:30 a.m. - 10:45 a.m. | Break |
| 10:45 a.m. - 12:00 p.m. | Implementation of the Affordable Care Act: Communication Challenges & Opportunities

Moderator: Robert G. Hughes

Perspectives

Deborah Howlett, President, NJ Policy Perspective
Lee Keough, Managing Editor, NJ Spotlight
Henry L. Miller, Chief Operating Officer, Goodman Media International, Inc. |

Christine Stearns, Vice President, Health & Legal Affairs, NJ Business & Industry Association

Full Panel Discussion

12:00 p.m. - 1:30 p.m.

Luncheon & Keynote Address

Mass Appeal: How One State Spread the Word on Health Care Reform

Paul Wingle
Director, Creative Media
Massachusetts Health Connector Authority

1:30 p.m. – 1:45 p.m.

Break

1:45 p.m. - 3:15 p.m.

Strategies to Engage Hard to Reach Populations

Moderator: Joel C. Cantor

Perspectives

Mary Coogan, Assistant Director, Advocates for Children of New Jersey
Daniel Santo Pietro, Chair Public Policy, Latino Action Network
Crystal Snedden, Health Care Campaign Coordinator, NJ Citizen Action

Full Panel Discussion

3:15 p.m. - 3:45 p.m.

Closing & Next Steps

Joel C. Cantor
Robert G. Hughes