



**The National Institute for Health Care Management
(NIHCM) Foundation**

**Encouraging Adolescents' Use of Recommended
Health Care Services**

**FINAL AGENDA
THURSDAY, AUGUST 28, 2008
1:00-2:30 PM EDT**

*A webinar sponsored by the National Institute for Health Care Management
Research and Educational Foundation under a cooperative agreement with the Maternal and Child Health
Bureau of the U.S. Health Resources and Services Administration*

- 1:00 p.m. Call to Order and Welcome: Nancy Chockley and Kathryn Santoro, NIHCM Foundation**
- 1:10 p.m. Current State of Adolescent Well-Child Care**
- **Anthem Blue Cross Adolescent Health Initiatives** – Harvinder Sareen, Ph.D., M.P.H., Director, Clinical Programs, WellPoint Inc.
 - **Quality Initiative for Improving Adolescent Health** – Suzanne Rives, R.N., M.S.W., Quality Improvement Consultant, Blue Cross Blue Shield of Vermont
- 1:40 p.m. New Strategies to Improve Adolescent Well-Child Care**
- **Adolescent Health Care: How Social Marketing Can Help** – W. Douglas Evans, Ph.D., Professor, Departments of Prevention and Community Health & Global Health; Director, Public Health Communication and Marketing, The George Washington University
 - **Mobile Technology Applications to Improve Adolescent Health** – Peter Boland, Ph.D., Director of Business Development, BeWell Technology
- 2:10 p.m. Reactor and General Q & A**
- Charles E. Irwin, Jr., M.D., Professor and Vice Chairman of Pediatrics, Director of the Division of Adolescent Medicine, University of California, San Francisco (UCSF) School of Medicine; Director of the National Adolescent Health Information Center
- 2:30 p.m. Wrap-Up and Adjourn**