

Optum Life Sciences Leaders Forum invite-only event

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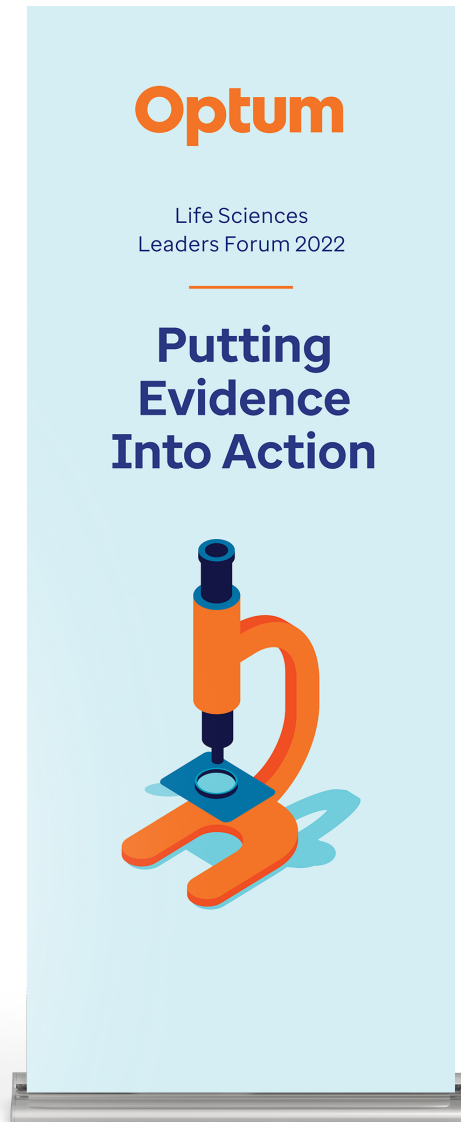
Objective: Host meetings, speakers, expert panels and conversations with clients to build relationships and grow pipeline.

Main Message: Partner with Optum to solve your needs for real-world evidence to address challenges and grow your business.

Jargon-free elevator pitch: Optum Life Sciences Leaders Forum is a TED Talk style event featuring experts who will discuss ways we can use data and evidence to ask smarter questions, tackle big challenges and work toward finding real solutions that truly improve health care for all.



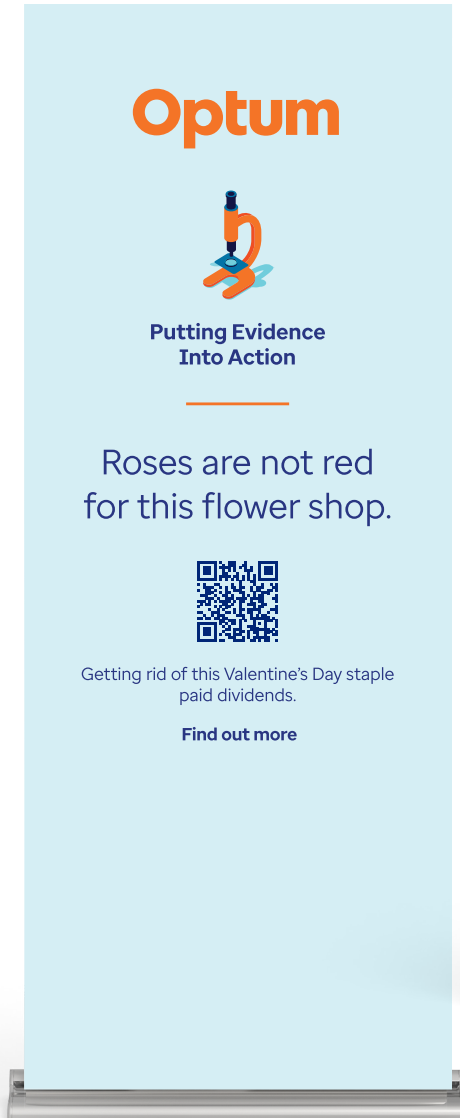
Life Sciences Leaders Forum
Banners: Event and session way-finding




Life Sciences Leaders Forum

Banners with QR code leading to mobile website

Attendees see a curious headline and scan the QR code to reveal the answer and some interesting stats




Optum



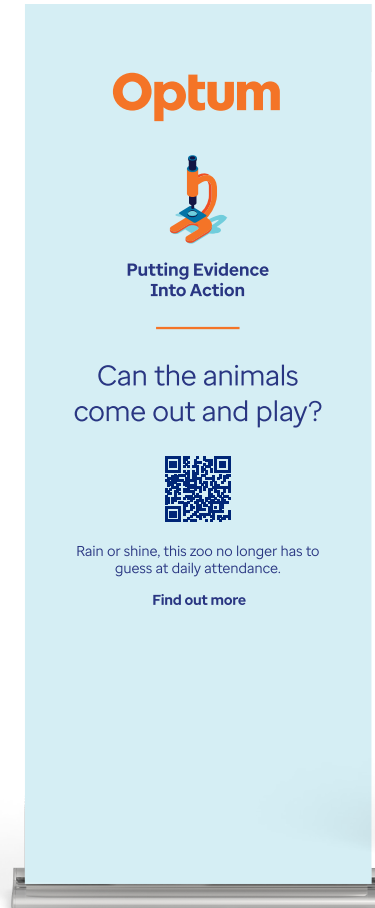
Putting Evidence
Into Action

Roses are not red
for this flower shop.




Getting rid of this Valentine's Day staple
paid dividends.

[Find out more](#)




Optum



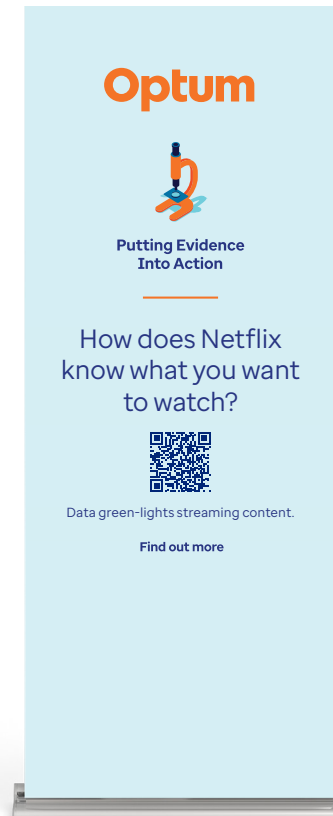
Putting Evidence
Into Action

Can the animals
come out and play?




Rain or shine, this zoo no longer has to
guess at daily attendance.

[Find out more](#)




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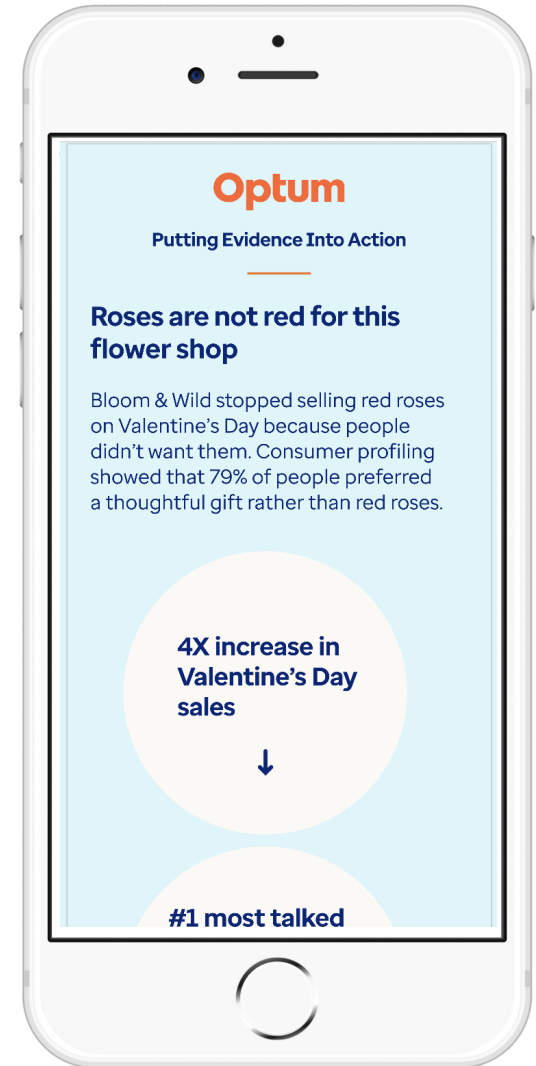
Putting Evidence
Into Action

How does Netflix
know what you want
to watch?



Data green-lights streaming content.

[Find out more](#)



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Putting Evidence Into Action

**Roses are not red for this
flower shop**

Bloom & Wild stopped selling red roses
on Valentine's Day because people
didn't want them. Consumer profiling
showed that 79% of people preferred
a thoughtful gift rather than red roses.

**4X increase in
Valentine's Day
sales**

↓

#1 most talked

Life Sciences Leaders Forum

Room drop: Welcome letter, agenda, "Trailblazer" trail mix snack and charitable donation information card

Optum

Welcome to Minnesota!

We are so happy to have you as part of the inaugural Optum Life Sciences Leaders Forum in the home state of Optum. But this area is more than just home to 16 Fortune 500 companies and 10,000 lakes.

Throughout history, Minnesotans have been at the forefront of **Putting Evidence Into Action**. In the 19th century, a small family practice on the Minnesota frontier dubbed "the clinic in the cornfield" started. It has since grown into the world-renowned Mayo Clinic, the preferred destination of patients with difficult-to-treat conditions that has been the No. 1 ranked hospital by U.S. News & World Report for six consecutive years.

We can thank Minnesota natives for the reliable reminders we know today as Post-It® Notes; for making "one-trip from the car" a possibility by adding a handle to grocery bags; for introducing the world to the wonders of the Milky Way – the chocolate bar, that is; and for the tasty treats included in this welcome bag. Minnesotans see a need, examine the data, and spring into action to create a solution. They even created the world's lowest continuous indoor network winters more bearable.

During our interactive round of thinking outside the box evidence to ask smarter questions toward more impactful solutions.

Together, we can put **Evidence** work better for everyone.

Optum

Meeting agenda


Tuesday, April 12
Marriott Minneapolis Southwest, Minnetonka, MN
6:30-9:30 p.m. **Welcome reception and dinner in the Lake Minnetonka Ballroom**

Wednesday, April 13
Optum Headquarters, Eden Prairie, MN

You will notice that your badge has a color block at the bottom. The color corresponds with your assigned session. You can easily identify other participants in your session and locate meeting rooms based on this color. Optum staff will all be wearing orange color-blocked badges if you need assistance or have questions.

7:30-8:15 a.m.	Complimentary shuttle service from the Marriott to Optum Headquarters. The first shuttle will depart at 7:30 a.m., running approximately every 15 minutes, with the last shuttle departing at 8:15 a.m.
7:45-8:30 a.m.	Breakfast
8:30-10:30 p.m.	Roundtable welcomes and interactive discussions
10:30-10:45 a.m.	Break
10:45 a.m.-12:00 p.m.	Interactive discussions
12:00-1:00 p.m.	Lunch
1:00-2:45 p.m.	Interactive discussions and roundtable wrap-ups
2:45-3:00 p.m.	Break
3:00-3:30 p.m.	Fireside Chat with UnitedHealth Group executives in the Optum auditorium
3:15, 3:45 & 4:00 p.m.	Complimentary shuttle departures from Optum main entrance to MSP Airport


Putting Evidence
Into Action



Optum... with
donation to build kids' futures by advancing learning in science, math and computers.

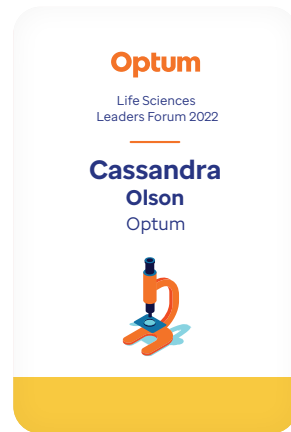
Starbase Minnesota has been putting evidence into action since 1993, inspiring and educating over 70,000 Minnesota youths in the fields of science, math, technology and engineering (STEM).

Learn more about this 501c3 organization at starbasemn.org.

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Life Sciences Leaders Forum

Name badges and speaker name tent



Life Sciences Leaders Forum

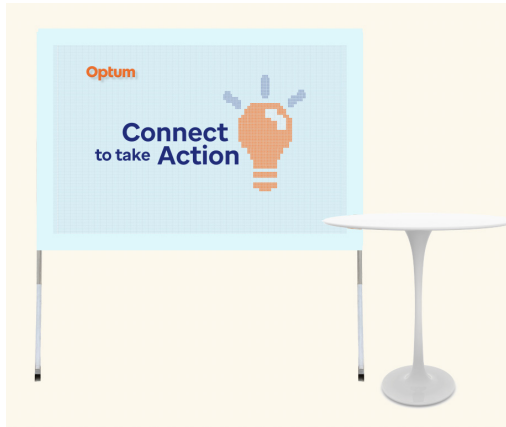
Icebreaker activity: Slider boxes with Lego pieces are on tables throughout the event

Attendees take the box and add pieces to the "Connect to take action" Lego wall for a fun break and to join the group in building something together



Life Sciences Leaders Forum

Lego wall is blank at start of event, with a faint outline to guide placement of pieces
Messaging on wall urges collaboration and partnership to solve challenges



Lego wall concept render



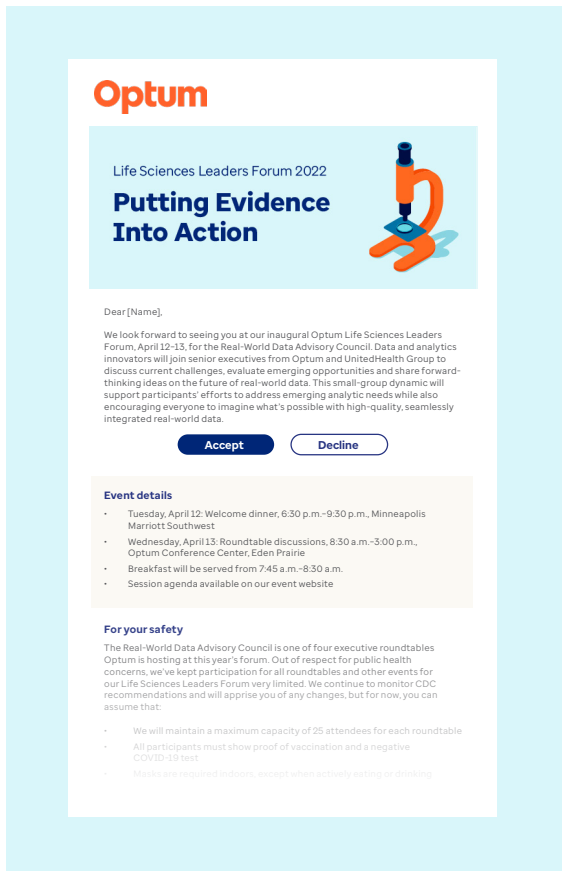
Lego wall build mid-day



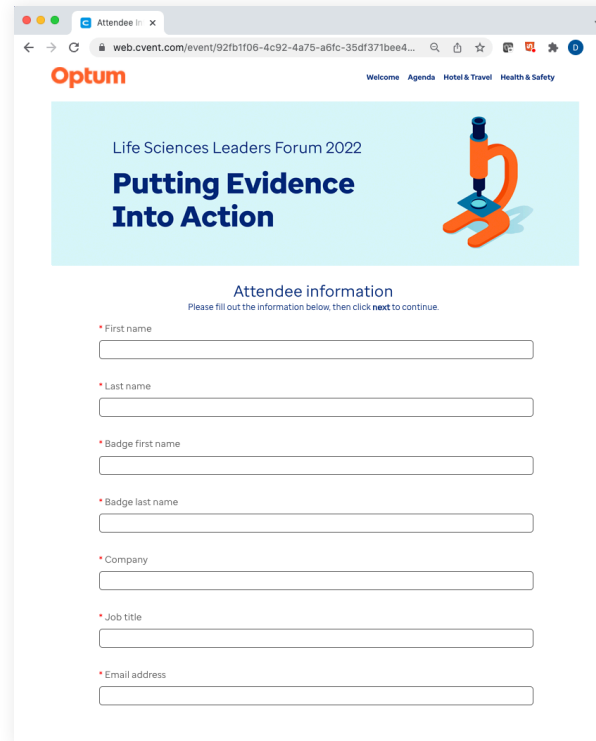
Lego wall build at conference close

Life Sciences Leaders Forum

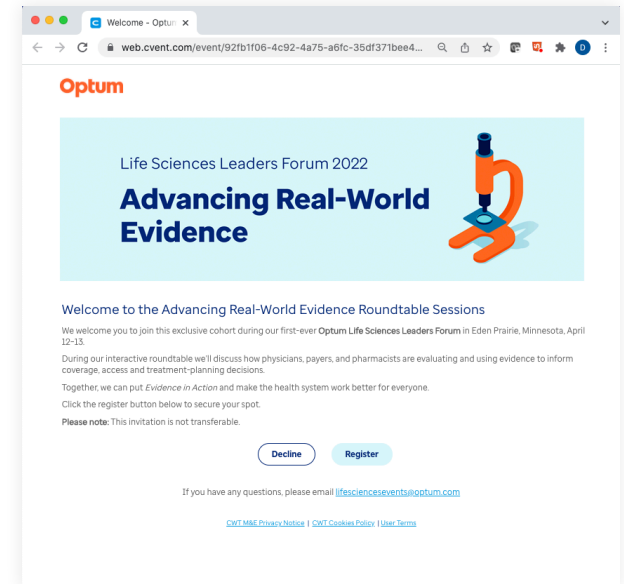
Digital marketing campaign: Email and registration pages



Email invite



Main registration web page



Track web page

Thank you

