

# Health Care Benefits Summit

Memphis  
June 19, 2019



Presented by



Validation Institute

A Full Day  
Focused on  
Health Care  
Benefits  
Management

## Join us

and learn about these topics (and more):

- Improving outcomes with data-driven health plan design
- Reducing health care spend with high-performance health services
- Leveraging results-driven health benefits for talent recruitment
- How and why to make value-based health care an organizational priority
- Effective and sustainable population health management design
- Actionable steps for shifting to a value-based care purchasing model

## Learn

from the industry's most distinguished experts:

**Joseph Daniel McCool**  
The McCool Group

**Nelson Griswold**  
Workplace Benefits  
Association

**Lee Lewis**  
A.J. Gallagher's  
Innovation Advisory  
Group

**Al Lewis**  
Validation Institute

**Brian Klepper, PhD**  
Validation Institute

**Fred Goldstein**  
Validation Institute

**Ashley Pace**  
Validation Institute



**Register Now**  
**\$99**

Register for the Health Care Benefits Summit and receive our Certified Outcomes Report Analysis (CORA) Program (a \$595 value) **FREE**.

CORA teaches you to connect health programs to measurable results.

**Space is Limited  
Register Now**

Register: [www.bit.ly/benefitssummitmemphis](http://www.bit.ly/benefitssummitmemphis)

# Agenda

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### Morning

- 8:00 AM Registration**
- 8:30 AM Welcome:** RD Whitney, CEO, Validation Institute and Cristie Upshaw Travis, CEO, Memphis Business Group on Health
- 8:45 AM Creating and Sustaining an Authentic Employee Value Proposition;** Joseph Daniel McCool, Founder, The McCool Group
- 9:30 AM Identifying and Monitoring High Performance Health Care Services** – part of the Certified Health Value Professional Certification Program; Brian Klepper, Executive Vice President, Validation Institute
- 10:15 AM Coffee Break**
- 10:30 AM Lessons Learned from the Frontline of Health Care Benefits:** Nelson Griswold, President, Workplace Benefits Association
- 11:15 AM Solution eXchange:** Case studies and solution opportunities from health value industry pioneers
- 11:45 AM Morning wrap**



Validation Institute is an independent, objective, 3rd party organization on a mission to improve the quality and cost of healthcare. Based in Portsmouth, N.H., the organization is made up of a network of health benefits purchasers, health benefits advisors, and healthcare solution providers focused on delivering better health value and stronger outcomes than conventional healthcare.

### Lunch

- 12:00 PM Lunch Keynote:** Al Lewis, Co-Founder and CEO, QUIZZIFY

### Afternoon

- 1:00 PM Solution eXchange:** Case studies and solution opportunities from health value industry pioneers
- 1:20 PM Utilizing Effective Population Health Management Techniques;** part of the Certified Health Value Professional Certification Program; Fred Goldstein, Senior Advisor, Standards and Compliance, Validation Institute
- 2:10 PM Employer Panel;** Co-Moderators: Joseph Daniel McCool, Founder, The McCool Group and Ashley Pace, Benefits Broker, Alliant Health
- 3:00 PM Solution eXchange:** Case studies and solution opportunities from health value industry pioneers
- 3:15 PM Refreshment Break**
- 3:40 PM Validation Institute Ecosystem;** Lee Lewis, Area Vice President of A.J. Gallagher's Innovation Advisory Group
- 4:20 PM Solution eXchange:** Case studies and solution opportunities from health value industry pioneers
- 4:35 PM Session:** Sally Pace, Connect Healthcare Collaboration
- 5:15 PM Networking Cocktail Reception:** Sponsored by Connect Healthcare Collaboration