

# HEALTH BENEFITS NATION

September 26 -28, 2023 • The Royal Sonesta Houston Galleria • Houston, TX

Day One   Tuesday, September 26, 2023	
8:00 AM – 6:30 PM	Registration Open
9:00 AM – 1:00 PM	<p><b>Deep-Dive Workshop: Employer Fiduciary Training (Lunch Included for Participants)</b></p> <p>Several lawsuits have been filed over the past few months against carriers by parties demanding access to their health plan’s claims data, and on February 23, 2023 the Department of Labor (DOL) issues further guidance on the removal of “gag” clauses, meant to facilitate such access, including where and how to file attestations and instructing plans to report carrier noncompliance to its enforcement division. Navigating your Healthcare Plan under the new requirements and transparency has opened the door for huge cost savings for the plan and the participants but ignored, there are significant liabilities.</p> <p>The Consolidated Appropriations Act of 2021 (CAA) is the most significant compliance challenge employers have encountered since the 2009 enactment of the Affordable Care Act, aka Obamacare. Yet not many are talking about it. This course offers a comprehensive educational program consisting of a certification program for CEO, CFOs, business owners, benefits specialists or other employer fiduciaries tasked with oversight of the plan. Classroom session is hands-on, peer to peer interactive and forward thinking, using subject experts to facilitate the discussions. The curriculum is informative and relevant, covering essential areas pertaining to the healthcare plan and the new fiduciary duties and responsibilities plan sponsors now have.</p> <p>The storm is here, and employers, sick of paying more each year in exchange for less, are determined to get healthcare costs under control. The mission of this half day course is to establish a foundation for a prudent process that will reduce organizations liabilities by engaging in conversation of management and oversight of employer sponsored healthcare plan.</p> <p>The prudent employers will be at the table and the imprudent are on the menu as litigation and enforcement ramp up.</p> <p>In this Deep Dive Workshop, you will learn:</p> <ul style="list-style-type: none"> <li>• What employers are required to do under the CAA</li> <li>• How to run a Fiduciary Procurement Process on your healthcare plan</li> <li>• How to reduce your liabilities, implement cost containment and enhance benefits on your healthcare plan</li> </ul> <p><i>Jaime Greenleaf, Co-Founder, <b>My Fiduciary Coach</b></i>  <i>Hugh O’ Toole, Chief Executive Officer, <b>Innovu</b></i>  <i>Jim Arnold, CPA, CFA, CFE, Founder and Chief Executive Officer, <b>finHealth</b></i>  <i>Jeff Greene, Chief Executive Officer and Founder, <b>MedEncentive</b></i>  <i>Jim Dempster, National Director, Business Development, <b>MedEncentive</b></i>  <i>Julie Selesnick, Senior Counsel, Healthcare and Employee Benefits Groups, <b>Berger Montague</b></i>  <i>Mike Miele, FSA, MAAA, Senior Vice President, Insured Services, <b>Capital Rx</b></i>  <i>Josh Spivak, Chief Executive Officer, <b>Highlight Health</b></i></p>
1:00 PM – 2:00 PM	<p><b>BONUS JUMPSTART SESSION: Meeting Employees Where They Are: Solving the Complexities of and Simplifying Health Benefits</b></p> <ul style="list-style-type: none"> <li>• Gain control over rising healthcare costs and take care of employee needs with a benefit plan driven by transparency</li> <li>• Engage employees in their health and well-being by prioritizing and enabling access to quality care</li> <li>• Learn from employer case studies on efficiently implementing novel models to lower high-cost medical claims and improve health outcomes</li> </ul>

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	<ul style="list-style-type: none"> <li>Hear how employers of all sizes can maximize savings with a self-funded health plan while engaging in direct contracting arrangements and captives</li> </ul> <p><i>Chad Voss, Vice President, Dealer Risk Services, <b>BevCap Management</b></i></p>
2:00 PM – 2:15 PM	<p><b>Conference Welcome and Chairperson’s Opening Remarks</b></p> <p><i>Josh Berlin, Chief Executive Officer, <b>rule of three, LLC</b></i></p>
2:15 PM – 3:15 PM	<p><b>Navigating the Future of Work</b></p> <ul style="list-style-type: none"> <li>Managing workforce well-being in a post-covid world</li> <li>Examining the impact of hybrid work on health and well-being</li> <li>Exploring innovative ways to meet the needs of the younger generation</li> <li>Creating a culture of health, well-being, and inclusivity</li> </ul> <p><i>Lynn Winstead, PhD, LPC, Associate Director, EY Assist, <b>Ernst &amp; Young (EY)</b></i>  <i>Jessica Brooks-Woods, Chief Executive Officer, <b>National Association of Benefits and Insurance Professionals (NABIP)</b></i>  <i>Kim Kozeny, Vice President, Strategic Partnerships, <b>The Lactation Network</b></i>  <i>Moderator: Josh Berlin, Chief Executive Officer, <b>rule of three, LLC</b></i></p>
3:15 PM – 4:15 PM	<p><b>From Imagination to Reality: A SMART Network Approach to High-Value Health Benefits Purchasing</b></p> <ul style="list-style-type: none"> <li>Creating a consumer friendly, easy-to-use benefit plan with high consumer satisfaction, lower cost, and improved clinical quality</li> <li>Leveraging Population Health Service Organizations (PHSOs) to create a self-funded “Smart Network” EPO benefit structure with limited cost-sharing for employees</li> <li>Assessing the impact of new transparency tools, legislation, and regulations to provide the knowledge, power, and responsibility to act</li> <li>Integrating Advanced Primary Care to reduce cost of care by 25%</li> </ul> <p><i>Ken Janda, Chief Executive Officer, <b>Wild Blue Health Solutions</b></i>  <i>Dan Burke, Vice President, Corporate Benefits, <b>Turner Industries, LLC</b></i>  <i>Sue Prochazka, Independent Consultant (former benefits consultant and HR Director)</i>  <i>Chris Skisak, PhD, Executive Director, <b>Houston Business Coalition Health</b></i>  <i>Moderator: Josh Berlin, Chief Executive Officer, <b>rule of three, LLC</b></i></p>
4:15 PM – 5:15 PM	<p><b>Balancing the Digital Dichotomy: Leverage Virtual Technology to Bring Care Closer to Employees</b></p> <ul style="list-style-type: none"> <li>Navigating digital boom to proactively engage employees in their health and well-being and improve outcomes</li> <li>Transforming the healthcare experience with digital health and virtual care without compromising on the human touch</li> <li>Utilizing real-time patient data to personalize care and better manage chronic conditions</li> <li>Adopting a comprehensive approach to realize the full potential and value of digital health services for employees</li> </ul> <p><i>Dan Shields, Vice President of Corporate Accounts, Digital Medicine, <b>Ochsner Connected Health</b></i>  <i>Monte Masten, MD, Chief Medical Officer, <b>Marsh &amp; McLennan Agency</b></i>  <i>Gemma Wenstrom, Chief Operating Officer, <b>Kaia Health</b></i>  <i>Moderator: Fred Goldstein, President and Founder, <b>Accountable Health, LLC</b></i></p>
5:15 PM – 6:30 PM	<p>Opening Night Reception</p>

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Day Two   Wednesday, September 27, 2023	
7:00 AM – 6:45 PM	Registration Open
7:00 AM – 8:00 AM	Morning Coffee
8:00 AM – 8:30 AM	<p><b>thInC Digital Opening Keynote: More Than Just a Buzz Word: AI's Role in Transforming Healthcare</b>  <i>(Shared Session with Health Benefits Nation and Digital Health Engagement for Health Plans and Hospital Systems)</i></p> <p><i>Tom Lawry, Author, <b>Hacking Healthcare</b>; Managing Director, <b>Second Century Tech</b></i></p>
8:30 AM – 8:35 AM	<p><b>Health Benefits Nation Chairperson Remarks</b></p> <p><i>Josh Berlin, Chief Executive Officer, <b>rule of three, LLC</b></i></p>
8:35 AM – 9:25 AM	<p><b>Harnessing the Power of Advanced Primary Care to Sustain Health Improvements and Deliver High-Quality Care</b></p> <ul style="list-style-type: none"> <li>Using advanced primary care to offer evidence-based, equitable, and affordable care to employees</li> <li>Understanding the employer's role in redirecting healthcare spend to primary care and focusing on proactive vs. reactive healthcare</li> <li>Investing in the right data and technology to optimize care delivery</li> </ul> <p><i>Justin Jolls, Compensation and Benefits Manager, <b>McKee Foods</b></i>  <i>Patty Roberts, MD, Regional Medical Director and Vice President, Medical Operations, <b>Premise Health</b></i>  <i>Ryan Donnelly, Senior Vice President, Strategy and Innovation, <b>Premise Health</b></i>  <i>Moderator: Jeffrey Hogan, President, <b>Upside Health Advisors</b></i></p>
9:25 AM – 10:15 AM	<p><b>Weighing the Consequences: Navigating Coverage for GLP-1 Drugs</b></p> <ul style="list-style-type: none"> <li>Making informed decisions about GLP-1s: Key questions to ask</li> <li>Prioritizing education, coaching, and precertification to determine eligibility for GLP-1s</li> <li>Finding the balance between using weight loss medication and focusing on nutrition, diet, and lifestyle changes</li> </ul> <p><i>Deborah Ault (Nurse Deb), Founder and President, <b>Ault International Medical Management (AIMM)</b></i>  <i>Randa Deaton, Vice President, Purchaser Engagement, <b>Purchaser Business Group on Health (PBGH)</b></i>  <i>Chet Pilley, Assistant Vice President, Analytics, <b>Cadence Insurance</b></i>  <i>Moderator: Al Lewis, Founder, <b>Quizzify</b></i></p>
10:15 AM – 10:55 AM	Coffee and Networking Break
11:00 AM - 11:45 AM	<p><b>Cutting Down Medical Expenses with a Value-Driven Health Plan Strategy</b></p> <ul style="list-style-type: none"> <li>Discuss key considerations to implement a value-driven health plan                             <ul style="list-style-type: none"> <li>Learn how a value-driven health plan can help organizations effectively manage rising employee healthcare costs</li> </ul> </li> <li>Gain insight into how KinderCare saved 25% on medical expenses lowering employee out-of-pocket costs, promoting price transparency, and enabling broader total reward investments</li> <li>Review KinderCare's approach to elevating the plan experience                             <ul style="list-style-type: none"> <li>Leverage data, technology, and member centric tools to elevate engagement</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>Optimize total rewards strategy by reinvesting medical spend in other areas such as wages and subsidized childcare</li> </ul> <p><i>Tracy Wittman, Vice President, Total Rewards and People Analytics, <b>KinderCare Learning Companies (KLC)</b></i>  <i>Matt Champa, Senior Vice President, Health Solutions, <b>Aon</b></i></p>
11:45 AM – 3:20 PM	<p><b>CONCURRENT TRACK SESSIONS</b></p>
	<p><b>11:45 AM – 12:30 PM   Whole-Person Health and Well-Being Track</b></p> <p><b>Destigmatize and Personalize: Effective Approaches to Improve Behavioral Health Outcomes</b></p> <ul style="list-style-type: none"> <li>Normalize mental health-related conversations in the workplace: Examine senior leadership’s role in eliminating the stigma around addressing mental health issues</li> <li>Implement a concierge-based program to manage and treat conditions including substance-use disorders, addiction, and depression</li> <li>Leverage digital tech and virtual care apps to equip employees with appropriate resources and offer support in a timely manner</li> </ul> <p><i>Neal Kennington, PhD, Director, Clinical Partnerships, <b>Spring Health</b></i>  <i>Jonathan Markert, Director of Benefits and Well-Being, <b>Tokio Marine HCC</b></i>  <i>Moderator: Randa Deaton, Vice President, Purchaser Engagement, <b>Purchaser Business Group on Health (PBGH)</b></i></p>
	<p><b>11:45 AM – 12:30 PM   Shared Session Between Innovations in Self-Funding Track and Benefits Adviser Strategy Track</b></p> <p><b>Reimagining the Employee Health Experience with AI and Technology</b></p> <ul style="list-style-type: none"> <li>Leverage technology to simplify health benefits experience for employees and bend the cost curve</li> <li>Remove complexities around understanding health and wellness benefits to increase plan utilization, make optimal healthcare decisions, and eliminate unnecessary spend</li> <li>Adopt a data-driven strategy to provide timely support, access to resources, and guidance tailored to an individual’s specific needs</li> <li>Empower employees to take control of their health and well-being by connecting them to quality care at the right time</li> </ul> <p><i>Guy Benjamin, Chief Executive Officer and Co-Founder, <b>Healthee</b></i>  <i>Sheila Krueger, Benefits Leader, Former Head of Global Benefits, <b>Zoom</b></i></p>
12:30 PM – 1:45 PM	<p><b>Founders’ Forum Luncheon</b></p> <ul style="list-style-type: none"> <li>Experience the power of innovation through the lens of the founders themselves. The lived experience of a founder is what ignites the spark of motivation and passion to build a successful company.</li> <li>Join four founders in 15-minute fireside chats where they will share their challenges and triumphs of building a company and give their take on the future of healthcare.</li> </ul> <p><i>Shavini Fernando, Founder and Chief Executive Officer, <b>OxiWear</b></i>  <i>Samantha Alexander, Chief Executive Officer and Co-Founder, <b>bitewell</b></i>  <i>Elan Adler, Co-founder and Chief Executive Officer, <b>Onelmaging</b></i>  <i>Brittany Cassin, MBA, Chief Executive Officer and Founder, <b>DigiCARE Realized</b></i>  <i>Moderator: Mark Stevens, Managing Partner, <b>EnableHealth</b></i></p>



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	<p><b>1:50 PM – 2:35 PM   Whole-Person Health and Well-Being Track</b></p> <p><b>New Pathways for Chronic Care: Improving Management of and Support for Chronic Health Conditions</b></p> <ul style="list-style-type: none"> <li>• Gain strategies to support individuals with chronic conditions throughout their healthcare journey</li> <li>• Understand the impact of chronic conditions on an individual’s mental health and well-being             <ul style="list-style-type: none"> <li>◦ Address chronic issues to see improvements in behavioral health</li> </ul> </li> <li>• Proactively communicate with and engage individuals with digital technology and virtual care</li> <li>• Adopt a comprehensive and evidence-based chronic condition management strategy by providing timely access to resources, health coaches, medication, and health support</li> <li>• Leverage medical and SDoH data to identify specific needs, tailor care, and enhance access</li> </ul> <p><i>Rosa Novo, Executive Benefits Director, <b>Miami-Dade County Public Schools</b></i>  <i>Ryan Grant, MD, Chief Executive Officer and Founder, <b>Vori Health</b></i>  <i>Moderator: Jeffrey Hogan, President, <b>Upside Health Advisors</b></i></p>
	<p><b>1:50 PM – 2:35 PM   Innovations in Self-Funding Track</b></p> <p><b>Strategic PBM Spend: Adopt an Outcomes-Based, Patient-Focused Drug Purchasing Strategy</b></p> <ul style="list-style-type: none"> <li>• Discuss the shifting PBM landscape driven by the converging forces of CAA and new legislation that prioritize transparency</li> <li>• Examine actionable strategies to curb rising drug spend, eliminate waste in prescription medication, and lower out-of-pocket costs</li> <li>• Identify approaches to adopt a value-driven pharmacy strategy</li> <li>• Learn how to effectively choose the right medication that positively impacts an individual's health and well-being, promotes adherence, and significantly improves outcomes</li> </ul> <p><i>Josh Golden, Senior Vice President, Strategy, <b>Capital Rx</b></i></p>
	<p><b>1:50 PM – 2:35 PM   Benefits Adviser Strategy Track</b></p> <p><b>Driving Affordable, High-Quality, and Transparent Healthcare with a Direct Contracting Strategy</b></p> <ul style="list-style-type: none"> <li>• Move away from the current health insurance environment and identify opportunities to control/sustain costs while enhancing benefits</li> <li>• Implement a fair price model to promote transparency in the marketplace and eliminate surprise billing issues</li> <li>• Understand how employers can establish robust provider partnerships for services including primary care and diagnostic medical care to improve outcomes</li> <li>• Hear experiences, challenges, lessons learned, and the value - quantitative and qualitative - received by adopting a direct contracting model</li> </ul> <p><i>Cristin Dickerson, MD, Founding Partner, <b>Green Imaging</b></i>  <i>Christina Snyder, Director, Human Resources, <b>EHRA Engineering</b></i>  <i>Karen Rakers, MD, Vice President, Next Level PRIME, <b>Next Level Medical</b></i></p>
	<p><b>2:35 PM – 3:20 PM   Shared Session Between Whole-Person Health and Well-Being Track and Benefits Adviser Strategy Track</b></p> <p><b>Outlook on Virtual Primary Care to Contain Costs and Improve Outcomes</b></p>

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	<ul style="list-style-type: none"> <li>• Adopt an integrated virtual primary care strategy to enhance value</li> <li>• Leverage mobile apps to personalize an individual's healthcare journey and offer right support, guidance, and navigation in a timely manner</li> <li>• Learn how a virtual care benefit can save employers up to 45% in unnecessary ER and doctor visits</li> </ul> <p><i>Wayne Orchard, Partner and Executive Vice President, Lyric</i>  <i>Herschel Head, Managing Partner and Executive Vice President, Aplos Health</i>  <i>Dan LaBroad, Chief Executive Officer, Ovation Health &amp; Life Services</i></p>
	<p><b>2:35 PM – 3:20 PM   Innovations in Self-Funding Track</b></p> <p><b>How HR Can Transform into Healthcare Changemakers</b></p> <ul style="list-style-type: none"> <li>• Hear practical tips for HR executives to drive change in their organization by bending the cost curve</li> <li>• Know the right questions to ask brokers and solutions providers to ensure transparency and quality</li> <li>• Understand the importance of HR and CFO collaboration to combat rising healthcare costs             <ul style="list-style-type: none"> <li>◦ Learn how Hendry Marine saved 5.5 million dollars in their claims cost by implementing a RBP model while preventing health plan rate increases for their employees</li> </ul> </li> </ul> <p><i>Stephanie Koch, Director of Human Resources, Hendry Marine Industries, Inc.</i></p>
<p>3:20 PM – 3:50 PM</p>	<p><b>Coffee and Networking Break</b></p>
	<p><b>3:55 PM – 4:40 PM   Shared Session Between Innovations in Self-Funding Track and Benefits Adviser Strategy Track</b></p> <p><b>Transparency in Healthcare: Guiding the Way to Next Generation Health Plans</b></p> <ul style="list-style-type: none"> <li>• Gain insights into adopting a collaborative approach for cost and quality accountability utilizing transparent pricing</li> <li>• Discuss strategies to effectively design and implement a next-generation self-funded health plan that reduces waste in the system and drives shared savings for employees and employers</li> <li>• Streamline plan administration using data analytics and digital tools to enhance the member experience</li> </ul> <p><i>E. Heidi Cottle, Senior Vice President, Cost Containment Strategies, NFP</i>  <i>Lee Lewis, Chief Strategy Officer and General Manager, Medical Solutions, Health Transformation Alliance (HTA)</i></p>
	<p><b>3:55 PM – 4:40 PM   Whole-Person Health and Well-Being Track</b></p> <p><b>The Intersection of Health, Life, and Medical Care</b></p> <p>Why things make sense but don't make science: An interactive discussion.</p> <p>If most of our medical costs are for preventable diseases, then prevention programs should be very cost effective . . . except that they aren't. This session will explore the intersection of health, life, and medical care with Linda Riddell, an epidemiologist who specializes in social economic status. A few things you will learn:</p> <ul style="list-style-type: none"> <li>• How prevention programs pump up their success numbers</li> </ul>

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	<ul style="list-style-type: none"> <li>• Why heart disease is not an important wellness focus for most employers</li> <li>• The myth about delayed care leading to higher costs</li> </ul> <p>We'll use a fictional disease, Lallapalooza Syndrome, to show the dynamics of screening, prevention, and management programs. Come prepared to be active, discuss, and see health in an entirely new way.</p> <p><i>Linda Riddell, Chief Data Scientist, <b>Validation Institute</b></i></p>
<p>4:40 PM – 5:30 PM <i>Shared Session with Digital Health and Engagement Summit for Health Plans and Hospital Systems</i></p>	<p><b>Less Talk More Action: Employer's Role in Accelerating Health Equity</b></p> <ul style="list-style-type: none"> <li>• Discuss the value of multi-stakeholder community initiatives that benefit employers, employees and their families, and communities</li> <li>• Leverage partnerships to address the root causes and contributing factors of poor health outcomes             <ul style="list-style-type: none"> <li>○ Improve health equity and community health and increase economic growth</li> </ul> </li> <li>• Learn about a current employer-community equity-based initiative pilot that serves as a template for other efforts</li> <li>• Deepen business engagement in evidence-based, community-centered health initiatives to build a healthier workforce and create sustainable and equitable models for addressing non-medical drivers of health</li> </ul> <p><i>Megan Rose, Senior Director, Strategic Initiatives, <b>Center for Houston's Future</b></i>  <i>Ericka Brown, MD, Division Director, <b>Harris County Local Health Authority</b></i>  <i>McClain Sampson, PhD, Associate Professor; Research Fellow, <b>University Houston-Graduate College of Social Work (GCSW); Baker Institute for Public Policy, Rice University</b></i>  <i>Andrea Caracostis, MD, Chief Executive Officer, <b>HOPE Clinic</b></i>  <i>Chris Skisak, PhD, Executive Director, <b>Houston Business Coalition Health</b></i>  <i>Moderator: Brett Perlman, Chief Executive Officer, <b>Center for Houston's Future</b></i></p>
5:30 PM – 6:40 PM	Networking Reception
<b>Day Three   Thursday, September 28, 2023</b>	
7:30 AM – 12:30 PM	Registration Open
8:00 AM – 8:40 AM	Morning Coffee
8:40 AM – 8:45 AM	Chairperson Remarks
<p>8:45 AM – 9:15 AM <i>Shared Session with Digital Health and Engagement Summit for Health Plans and Hospital Systems</i></p>	<p><b>Unlocking Innovations in Pain Management and Care</b></p> <ul style="list-style-type: none"> <li>• Putting an end to the chronic pain epidemic with digital health: Where are we today?</li> <li>• Examine non-opioid medication and therapies for long-term pain management</li> <li>• Personalize treatment based on real-time data to enhance engagement and adherence</li> </ul> <p><i>Dennis McLoughlin, Chief Customer Officer, <b>Pacira BioSciences</b></i>  <i>Jessica Tracy, Chief Executive Officer and Founder, <b>The Sage Collective</b></i>  <i>Moderator: Fred Goldstein, President and Founder, <b>Accountable Health, LLC</b></i></p>
<p>9:15 AM – 9:45 AM <i>Shared Session with Digital Health and Engagement Summit for Health Plans and Hospital Systems</i></p>	<p><b>Case Study: Driving Innovation, Cost Savings, and Pain Relief with Digital MSK Care</b></p> <ul style="list-style-type: none"> <li>• Learn how Q2 is cutting its MSK spend while increasing productivity and improving the mental and physical health of its employees</li> <li>• Move toward a whole-body approach to eliminate pain</li> <li>• Leverage virtual physical therapy to prevent wasteful medical spend and drive outcomes on par with in-clinic care</li> <li>• Understand how patients can avoid opioid addiction and questionable surgery with non-addictive, non-invasive therapy</li> </ul>

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	<ul style="list-style-type: none"> <li>Integrate AI and human-centered care to deliver personalized care with higher engagement and adherence than traditional physical therapy</li> </ul> <p><i>Evelyn Chojnacki, Director, Health Plan Strategy, <b>Sword Health</b></i>  <i>Melanie Jones, CBP, PHR, Senior. Manager, Global Benefits and Immigration, <b>Q2</b></i></p>
9:45 AM – 10:30 AM	<p><b>A Hybrid Model for Seamless Chronic Care</b></p> <ul style="list-style-type: none"> <li>Learn about the innovative collaboration between Mayo Clinic and Ayble Health to create seamless patient experience and maximizes savings for employers</li> <li>Analyze and address the challenges around managing large populations of chronic condition patients with heterogeneous needs</li> <li>Discuss how virtual + in-person care models can better manage the needs of low-to-complex patients in a cost-effective manner</li> <li>Gain insights into how employers can build omnichannel experiences for their populations and improve ROI</li> </ul> <p><i>Brent Westra, Director, Complex Care Program, Mayo Clinic</i>  <i>Sam Jactel, Chief Executive Officer and Founder, Ayble Health</i></p>
10:30 AM – 11:00 AM	<b>Networking Break</b>
11:00 AM – 11:45 AM	<p><b>Interactive Roundtables: End your tailored learning with focused, peer discussions to collaborate and take workable strategies back to your organizations.</b></p> <ul style="list-style-type: none"> <li>ROUNDTABLE A: Prioritizing Women’s Health in the Workplace  <i>Kim Kozeny, Vice President, Strategic Partnerships, <b>The Lactation Network</b></i></li> <li>ROUNDTABLE B: Innovative Partnerships to Manage Medical Trend High-Cost Claimants  <i>Tracy Wittman, Vice President, Total Rewards and People Analytics, <b>KinderCare Learning Companies (KLC)</b></i></li> <li>ROUNDTABLE C: Direct-to-Employer Contracting Strategies  <i>Phil Shelato, Chief Strategy Officer, <b>rule of three, LLC</b></i></li> <li>ROUNDTABLE D: Efforts to Promote and Improve Health Literacy Among Employees  <i>Fred Goldstein, President and Founder, <b>Accountable Health, LLC</b></i></li> </ul>
11:45 AM - 12:15 PM	<p><b>Employers Speak Up: Demanding Transparency to Fix the Cost and Quality Problem</b></p> <ul style="list-style-type: none"> <li>Discuss actions employers can take today to fix a broken healthcare delivery system and control costs</li> <li>Gain insights on key partnerships that will empower purchasers to implement innovative models and break away from the status quo</li> </ul> <p><i>Rosa Novo, Executive Benefits Director, Miami-Dade County Public Schools</i>  <i>Stephanie Koch, Director of Human Resources, Hendry Marine Industries, Inc.</i>  <i>Moderator: Brian Klepper, PhD, Principal, Worksite Health Advisors</i></p>
12:15 PM	<b>Health Benefits Nation – Main Event Concludes</b>



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BONUS SESSIONS	
12:15 PM – 1:15 PM	Lunch
12:25 PM – 1:05 PM <i>Shared Session with Digital Health and Engagement Summit for Health Plans and Hospital Systems</i>	<p><b>Luncheon Deep Dive: Discover the Synergy between Search Engine Optimization (SEO) and Artificial Intelligence (AI) to Amplify Customer Reach and Elevate Google Presence</b></p> <ul style="list-style-type: none"><li>• Leverage AI for content creation and generation to improve Google presence and digital prominence</li><li>• Why is content important?</li><li>• Understand strategic benefits of boosting your website's domain authority</li><li>• Assess the importance of creating a mobile-friendly website</li><li>• Discuss how to use AI for interactive customer service</li><li>• Gain insights into proactively avoiding common SEO mistakes by drawing inspiration from cross-industry successes</li><li>• Explore how SEO, AI, and healthcare engagement propels us toward a digitally empowered future</li></ul> <p><i>Bobby Holland, Founder and Chief Executive Officer, <b>Bipper Media</b></i></p>
1:15 PM – 2:00 PM <i>Shared Session with Digital Health and Engagement Summit for Health Plans and Hospital Systems</i>	<p><b>Investors' Panel: What's on the Horizon for Digital Health?</b></p> <ul style="list-style-type: none"><li>• Current trends in digital health innovation</li><li>• Navigating the digital boom: Identifying opportunities that can truly transform care delivery</li><li>• Investing in AI, VR, and NPL: Here to stay?</li><li>• Fixing the prevailing patient trust issues with digital tech</li></ul> <p><i>Farzad Soleimani, Healthcare Partner, <b>1984 Ventures</b></i> <i>Jonathan Carmel, Operating Partner, <b>Impact Venture Capital</b></i> <i>Moderator: Afsana Akhter, Chair, Digital Health Forum, <b>MIT Alumni Association</b></i></p>