



2023 ANNUAL CONFERENCE

# WINNING STRATEGIES

Impactful • Innovative • Inclusive

APRIL 26 – 28, 2023

JW MARRIOTT  
WASHINGTON, DC



## 2023 Annual Conference Schedule JW Marriott, Washington, DC

### Day 1 Employer-Only Day – Wednesday, April 26 [8:00 am – 8:30 pm]

8:00 am – 2:00 pm

Employer-only Registration Opens

10:30 – 11:15 am

Employer-only Day Welcome and Opening Keynote

**The Data Don't Lie: Insights From Gallup on the Case for Well-being**

Employer well-being strategies are continuously evolving to reflect and align with organizational culture and goals, current events, and employees' changing needs and priorities. In this keynote, Jon Clifton, CEO of Gallup, will illuminate global trends in employee health and happiness that can inform impactful, innovative and inclusive workforce initiatives. Drawing on years of data on subjective well-being from people around the world, Jon will paint a picture of how employees are faring, including areas of thriving, struggle and inequality, and make a compelling case for continued focus on happiness both now and in the future.

**Speakers:**

Ellen Kelsay, *President and CEO, Business Group on Health*

Jon Clifton, *CEO, Gallup*, and Author of *Blind Spot, The Global Rise of Unhappiness and How Leaders Missed It*

11:15 – 11:30 am

Break

11:30 am – 12:10 pm

Benchmarking Session 1

**A. Looking for Scalable, Promising Solutions to Address the Full Spectrum of Metabolic Health**

In the world of new obesity medications, changing guidelines for bariatric surgery and effective lifestyle interventions, how do you ensure your members are accessing the right tools and have the ability and knowledge to take control of their health?

**B. The Alphabet Soup of VBC: HPNs, COEs, APC and ACOs**

Employers are increasingly looking to their partners and others for value-based arrangements and high-quality care options. How are you evolving your approach to seeking value in the delivery system?

**C. Incentives and Lifestyle Spending Accounts – Alternate Avenues to Engage Employees**

One approach has been around for decades, the other is relatively new. Are you leaning in, dialing back or on the fence?

12:10 - 1:10 pm

Lunch

1:10 – 1:55 pm

## Plenary Session

### **The Promise and Complexity of Price Transparency: Turning Massive Amounts of Data into Meaningful, Actionable Benefits Strategy**

The price transparency rules, now in effect for both health plans and hospitals, created unprecedented access to proprietary price information. These data have the potential to transform how employers, payers and providers negotiate and how patients evaluate their health care choices - creating a variety of new strategic opportunities. But the datasets are massive and messy. Their value is contingent upon making transparency data interpretable and actionable. Opportunities are emerging for the health IT sector and employers to collaborate on data consistency and transparency in pursuit of value measurement and elimination of unwarranted price variability.

**1:55 – 2:10 pm**

#### **Break**

**2:00 – 5:00 pm**

#### **Registration Open for All Attendees**

**2:10 – 2:50 pm**

#### **Benchmarking Session 2**

##### **A. Headache? Prescription Complexity for Employers and Patients**

Are Cost Plus Drugs, GoodRx and similar initiatives a fad or the beginning of a trend employers need to consider when explaining their pharmacy benefit to members?

##### **B. What's Trending Globally? Addressing the Needs of Today's Global Workforce and Getting to the Core of your Global Strategy**

Share your strategic priorities and how they anticipate and address emerging trends and global workforce needs.

##### **C. Financial Well-being: Meeting Current Challenges with New Approaches**

How are you addressing financial stress in the face of inflation and rising health costs?

**2:50 – 3:05 pm**

#### **Break**

**3:05– 3:45 pm**

#### **Benchmarking Session 3**

##### **A. Looking Beyond ROI and Performance Guarantees: Meaningful Ways to Measure and Demonstrate Solution Effectiveness**

In the world of limited resources and growing number of solution choices, how do you measure effectiveness of your existing programs?

##### **B. Engagement and Navigation Platforms: Key to Integration or Wishful Thinking?**

What's been your experience with engagement and navigation platforms and where do you want to see them evolve?

##### **C. Driving Health Equity Through Inclusive Benefits and Experience**

What changes — from new or expanded benefits to personalized engagement strategies — have been implemented to ensure equitable access and an inclusive experience for all employees? And what's next?

**3:45 – 4:00 pm**

#### **Break**

**4:00 – 4:50 pm**

#### **Plenary Session**

##### **Applying a Preventive Approach to Mental Health**

Research shows that mindfulness is a powerful tool to reduce anxiety. The food we eat can demonstrably help or hurt our mental health, and the quantity and quality of our sleep impacts our working memory, creativity and even perceived charisma. So, why isn't there more emphasis on these elements, alongside clinical care, in a comprehensive strategy to prevent and treat mental health disorders? We'll discuss the advantages of bundling mental health resources and benefits to address the continuum of mental health needs, and how employers can elevate integrated approaches to mental health care.

**4:50 – 5:00 pm**  
**Break**

**5:00 – 6:30 pm**  
**Best Employers Award Recognition & Celebration (Employers Only)**

**5:45 – 6:15 pm**  
**Best Employers Pictures**

**6:30 – 8:30 pm**  
**Welcome Party (Open to all Attendees)**  
**Vue Rooftop, Hotel Washington, 515 15<sup>th</sup> Street, NW, Washington, DC 20004**

**Day 2, Thursday, April 27 [6:30 am – 7:30 pm]**

**6:30 – 7:30 am**  
**Fitness Activity**  
**5k Walk/Run**

**7:00 am – 5:30 pm**  
**Registration Open**

**8:00 – 8:45 am**  
**Breakfast**

**8:45 – 9:00 am**  
**Welcome Remarks**

**9:00 – 9:30 am**  
**Opening Keynote**

**The Senior Leaders Driving Health and Well-being as a Workforce Strategy**

Companies are recognizing health as business critical and taking the next bold step in making employee well-being a part of their workforce strategy. During this keynote panel, senior leaders will discuss their new and evolving roles in supporting workforce health, well-being and business performance. We'll explore their priorities and responsibilities, and why their role is imperative to organizational success.

**Speakers:**

Frank Giampietro, *Americas Chief Wellbeing Officer*, **Ernst & Young LLP**

David Stark, MD, *Chief Medical Officer*, **Morgan Stanley**

Sharon Smith, MD, *Corporate Medical Director*, **The Estee Lauder Companies, Inc**

**9:30 – 9:45 am**  
**Break**

**9:45 – 10:25 am**  
**Breakout Session 1**

**A. Cracking the Cultural Code on Global Well-being Programs**

Employees bring their family and cultural norms and values into work every day. Understanding diverse populations across the globe is critical to activate employee participation in well-being and promote workforce resilience. We'll explore a framework to help employers understand the key cultural dimensions critical to engagement, and the impact of these dimensions on the language, content and imagery used in global well-being initiatives. Employers will share how they've used this framework to promote an enterprise-wide well-being and resilience strategy by taking a global approach and a local mindset.

**B. Avoiding the High Cost of Low-Quality Care**

With unnecessary or inappropriate care accounting for 30% of health care waste each year, we need to arm

employees with actionable data to ensure they choose doctors who consistently deliver high-quality, appropriate care. Join this session to learn about leveraging data and analytics to better understand the impact of health care quality on your employee's experience and your bottom line.

**Speakers:**

Matthew Resnick, MD, *Chief Medical Officer, Embold Health*

Linda King, *Senior Director of Risk Management & Employee Benefits, Polk County School Board*

**C. Driving Health Equity Through Digital Therapeutics**

According to a recent Business Group on Health survey, three in four employers share concern about inequities in their company's health and well-being initiatives. Join this session to hear from experts on market trends, with real world examples of how digital therapeutics can help drive health equity and support high risk individuals.

**Speaker:**

Patrick Dunn, PhD, *Program Director, Center for Health Technology & Innovation, American Heart Association*

**D. Keys to Engaging Employees and Improving Workforce Health and Well-being**

Hear from a company that's intentionally developed a best-in-class culture of health, framed around educating, supporting and engaging their employees, in partnership with senior leadership. A comprehensive dashboard system yields insight into behaviors that influence population health and provides an opportunity to adjust programs and policies to improve workforce health.

**Speaker:**

Karen Personnet, *Manager of Wellness & Health Promotion, DTE Energy*

**E. Innovation Session**

During this session, you will learn from two separate innovators. The first speaker will share insights and learnings on how to evaluate, identify, and contract with the right health solution for your unique demographics and the second speaker will provide an overview of their new program helping females improve pelvic health.

**Speakers:**

Frank Cheung, *Co-Founder & CEO, Accorded*

Jennesa Atherton, *Head of Clinical Affairs, Bloom*

Shawn McGinnis, *National Director-Employer Markets, Sera Prognostics*

**10:25 – 10:40 am**

**Break**

**10:40 – 11:25 am**

**Plenary Session 1**

**Women's Health Care at a Crossroads**

Women comprise nearly half the workforce spanning five generations. This panel will address the full continuum of working women's health, from access to family building and reproductive care to overlooked differences in female physiology affecting health risks and prevention strategies. With the average female retirement age at 62, the importance of attracting and retaining talent at all career stages is more important than ever. Join us for an impactful conversation on policies and benefits to better support the overall health of working women.

**11:25 am – 11:40 am**

**Break**

**11:40 – 12:20 pm**

**Breakout Session 2**

**A. Engaging the Unengaged to Close the Health Equity Gap**

Creating greater inclusivity in well-being programs and providing employees with more personalized support has the potential to reduce health disparities. This session will couple insights from published research with tangible, real-life employer examples on how to remove barriers to health engagement, particularly for those who are at risk or who are experiencing co-morbidities. Speakers will also share what works (and what doesn't) when it comes to improving the physical and mental health of the workforce, leaving the audience with calls-to-action to implement in their own organizations.

**Speakers:**

Jeannie Gray, *Benefits Program Manager*, **McKesson Corporation**  
Tanya Little, *Chief Commercial Officer*, **Vitality Group**

**B.**

**C. Next Generation Workforce Well-being through Personalized Benefits**

Join this session to hear how one leader implemented a transformational strategy that improves attraction and retention through an innovative, flexible benefits strategy. A single hub for lifestyle, HSA, 401k and employee-funded accounts with an employer-specific ecosystem of reimbursement options across the spectrum of well-being creates a differentiated value proposition by enabling participants to customize a portfolio of benefit offerings tailored to their individual needs.

**Speakers:**

Brian Duclos, *Sr. Director, Benefits and Workforce Insights*, **Amedisys Inc.**  
Frank Easley, *Senior Vice President*, **Aon**

**D. Level Up Your Leave**

New workforce dynamics are motivating leading employers to evolve their benefit strategies. At the top of that list and increasingly valuable to employee health and well-being are leave and time away. Leveraging data from a new, large employer survey, this session will explore leave trends, approaches for integrating benefits holistically and innovative ways to improve the employee experience with an emphasis on equity and inclusion.

**E. Innovation Session**

During this innovation session, you will hear from two separate innovators on their approach to integrating virtual primary care. They will each describe the problem their solution intends to solve, innovation to care delivery or program design, and outcomes to date.

**Speakers:**

Fay Rotenberg, *President & CEO*, **Firefly Health**  
Tom Lee, MD, *Founder & CEO*, **Galileo**

**12:20 – 1:35 pm**

**Lunch and Community Service Activity**

**1:35 – 2:20 pm**

**Plenary Session 2**

**Creating Paths for Innovation in Cancer Care to Reach Patients**

Rapid clinical developments, combined with the many challenges community oncologists face in adopting innovation, have made cancer one of the few areas where the gap between the optimal care and care delivered is widening. To capitalize on the promise of innovation in care and to close detection gaps, employers and their partners look to precision medicine, community care and centers of excellence programs. Meanwhile, patients struggle with affordability, making cancer one of the most inequitable diseases. Panelists will highlight the role employers and their partners can play in closing gaps.

**Speakers:**

Harlan Levine, MD, *Chair of the Board, AccessHope and President of Health Innovation*, **AccessHope/City of Hope**  
Dickon Waterfield, *Chief Commercial Officer*, **Employer Direct Healthcare**  
Josh Ofman, MD, *President*, **GRAIL**  
Amy O'Neill, JD, *Vice President & Director of Health and Well-being Strategy*, **Liberty Mutual Insurance Group**

**2:20 – 2:35 pm**

**Break**

**2:35 – 3:15 pm**

**Breakout Session 3**

**A. A Future of Work Strategy Starts with Mental Health**

The pandemic thrust mental health to the forefront, but what's next? Virtual health helped solve some access issues, but there are still key mental health gaps that organizations must address to support workforce well-being. Based on new proprietary research, this session will highlight mental health benefits gaps in the workplace and illustrate how a leading employer is building a mentally healthy workforce to enhance employee engagement, well-being, productivity and retention in the new world of work.

**Speakers:**

Tam Brownlee, MD, *Chief Health Officer, Accenture*  
Chris Mosunic, PhD, *Chief Clinical Officer, Calm*

**B. Choosing Meaningful Benefits that Boost Employee Retention and Align with Organizational Culture**

As health care costs continue to rise, employers are critically evaluating plan benefits and partners to ensure their programs drive value and impact. In this session we will look beyond activity metrics and learn how to use meaningful quantitative and qualitative measures to assess how condition-specific virtual programs impact the lives, health and well-being of people.

**Speakers:**

Julian Flannery, *Founder & CEO, Summus*  
Denise Murphy, *Assistant Vice President, Total Rewards, University of Notre Dame*

**C. Effective Value-Based Care Starts with a Deeper Understanding of Individual Preferences**

Existing practices and processes for value-based care assume that patients should be managed the same way. Approaches designed for an “average” patient lack clinical nuance and fail to address the individual needs of members. In this session, we discuss how value-based care can be made more effective through health care hyper-personalization using small data machine intelligence that enables predictive modeling of individual members preferences and behaviors.

**Speakers:**

Zeeshan Syed, PhD, *CEO, Health at Scale*  
Adam Stavisky, *SVP, Benefits, Walmart Inc.*

**D. Primary Care Reimagined: Advance Your Virtual Health Strategy**

Primary care is the foundation of the care continuum. To offer new ways to access quality primary care, many employers have turned to virtual solutions. Learn how virtual primary care can help employers promote health equity, achieve cost savings, and drive success with an approach to virtual health that integrates with the full health care experience.

**Speaker:** Darcy Sementi, *Health Care Benefits Manager, State Farm Insurance Companies*

**E. Innovation Session**

During this session, two separate organizations will share insights from their latest research. The first speaker will present their newly published insights on predicting risk of musculoskeletal conditions and improving care and the second speaker will present their latest research on adopting mental health solutions to specific patient segment needs.

**Speakers:**

Urvashi Patel, PhD, *Vice President Data and Analytics, Evernorth Research Institute*  
Mark Homer, *COE Leader, Advanced Analytics/AI, Fidelity Investments*  
Benjamin Isgur, *Vice President, Thought Leadership, Fidelity Investments*

**3:15 – 3:30 pm**

**Break**

**3:30 – 4:00 pm**

**Mind Stretch**

**Combating the Mental Health Crisis with Psychedelic-Assisted Therapy**

A Navy SEAL veteran and his spouse describe their shared struggle to overcome his mental health challenges and its impact on their family.

**4:00 – 4:15 pm**

**Break**

**4:15 – 5:00 pm**

**Plenary Session 3**

**Affordability – The Real Disruptor**

The health care affordability crisis is growing. Inflation has exacerbated already acute cost issues for employers, forcing difficult strategic decisions and creating an urgent need to reimagine a better system of health. Panelists will address health equity and disparities as it relates to access and affordability of care. Employers and partners will walk away with a clear call to action on how they can drive real disruption, get comfortable with steerage in local markets and incentivize change.

**Speakers:**

Sean Robbins, *Executive Vice President, External Affairs, Blue Cross Blue Shield Association*

Ashok Subramanian, *Founder and CEO, Centivo*

Prachi Nagda, MD, *Partner and Clinical Services Leader, Mercer*

**5:00 – 5:30 pm**

**Break**

**5:30 – 6:00 pm**

**Transportation to Networking Reception**

**6:00 – 7:30 pm**

**Networking Reception**

**La Vie, 88 District Square SW, 4.6<sup>th</sup> Floor, Washington, DC 20024**

**7:30 - 8:00 pm**

**Transportation to JW Marriott Available**

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**Day 3, Friday, April 28 [7:00 am – 12:30 pm]**

**7:00 am – 11:00 am**

**Registration Open**

**7:15 – 8:15 am**

**Breakfast**

**8:15 – 8:45 am**

**Mind Stretch**

**#Dr. Lisa on The Street**

Lisa Fitzpatrick, MD, uses storytelling, videos, social media and person-to-person conversations to increase health literacy in low-income communities and improve health outcomes.

**Speaker:** Lisa Fitzpatrick, MD, *Founder and CEO, Grapevine Health*

**8:45 – 9:00 am**

**Break**

**9:00 – 9:40 am**

**Breakout Session 4**

**A. A Data-Driven Approach to Early Mental Health Intervention**

Only 1 in 12 employees with a mental health condition asks for help. To prevent countless individuals from unnecessary suffering and make a meaningful impact on lives and total cost of care, it's imperative to identify "the other 11" and provide them with personalized, evidence-based mental health care. This session will explore a large employer's strategy to identify employees in need of assistance and intervene before their condition worsens.

**Speakers:**

Jaclyn Wainwright, *CEO, AiRCare Health*

Mike Jansen, *Sr. Director, U.S. Health & Wellbeing Benefits, Walmart Inc.*

**B. Leveraging Pharmacy Transparency to Improve Health and Reduce Costs**

Pharmacy trends are consistently reported as a top employer concern. Formulary changes and utilization management have not done enough to curb the rising cost. Learn how benefit leaders are looking for opportunities to optimize pharmacy costs via transparency and navigation.

**Speaker:**

Dan Dentzer, *Manager, Health & Wellness Design, United Airlines*

**C. Cancer Care is Becoming HR's Latest Challenge**

With delays in preventive screenings during the pandemic, later stage cancer cases are emerging, creating a challenge for benefits leaders. Learn how virtual primary care and expert medical opinions can help employees better understand their diagnosis and offer motivation to pursue timely treatment.

#### **D. Innovation Session**

During this session, you will learn from two leading health care delivery systems about their new solutions supporting patients. The first speaker will present their clinical review program which helps patients understand their diagnosis and treatment options and a second innovator will present their program designed for complex patients.

##### **Speakers:**

Robert Lorenz, MD, *Executive Medical Director, Market and Network Services, Cleveland Clinic*

Lyell K. Jones, Jr., MD, *Neurologist and Medical Director, Contracting and Payer Relations, Mayo Clinic*

**9:40 – 10:00 am**

**Refreshment Break**

**10:00 – 10:40 am**

**Breakout Session 5**

#### **A. Supporting Employees with Providing End-to-End Family and Caregiver Support**

Many employees and their families struggle with caregiving challenges that can lead to high rates of anxiety and depression, poor health outcomes, attrition, and lower rates of diversity, equity, and inclusion in the workforce. Hear how a comprehensive parenting and caregiving benefit can positively impact employees, productivity and engagement, and affinity towards their employer. The needs of working families are diverse across each stage of family life - planning for parenthood and pregnancy, parenting for kids of any age and navigating adult caregiving. Supporting employees across these needs and stages is more critical than ever.

**Speaker:** Heather Tuttle, *Senior Benefits Manager, Americas, Juniper Networks*

#### **B. Improving Outcomes by Integrating Mental Health with Primary Care**

While increasing access to mental health resources has long been a priority, many care gaps remain. In this session, we will share how integrating mental health and primary care enhances health outcomes and discuss strategies employers can leverage to remove barriers like cost and access to connect employees to fully integrated care that helps improve their health.

##### **Speakers:**

Megan Lankford, *Senior Director, Human Resources, Capital One*

Lauren Collins, *Director, DEIB, Premise Health*

#### **C. Building the Ideal Approach to Employee and Community Well-being**

The pandemic highlighted how longstanding underinvestment in sociological and economic conditions impacts the overall health of employees and their communities. It became painfully clear that marginalized communities experienced negative impacts disproportionately. Leveraging a key source of community well-being data, this session demonstrates how employers are uniquely positioned to help employees understand their health, reduce barriers to care and advance health equity. The conversation will focus on learnings over the past two years, review social risk impact, and detail successes, hurdles and surprises along the way.

##### **Speaker:**

Melissa Kelly, *Director of Benefits, Lennar Homes*

#### **D. Innovation Session**

During this session, two separate organizations will share insights from their latest research. First speaker will share the results of a recent study in genomics and pharmacogenomic testing and second speaker will share new insights on how employers can develop strategies to lower their cancer risk.

##### **Speakers:**

Kristine Ashcraft, *Medical Affairs Director, Pharmacogenomics, Invitae*

Tommy Axford, *Managing Director, Business Development and Partnerships, PHM*

**10:40 – 10:55 am**

**Break**

**10:55 – 11:40 am**

**Plenary Session 4**



**11:40 – 11:45 am**  
**Break**

**11:45 am – 12:25 pm**  
**Closing Keynote**

**12:25 pm – 12:30 pm**  
**Closing Remarks**

**12:30 pm**  
**Grab-n-go Lunch**