



## Agenda at a Glance

The 15<sup>th</sup> Annual

# Employee Health Care Conference

High-Performance Health Care: Defining, Achieving, Sustaining

March 19 – 20, 2015 | Hilton San Diego Bayfront | San Diego, CA

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Sponsored by: **TOWERS WATSON** 

Presented with assistance from:

**aetna**

**AMERICAN WELL**

**Anthem**  
National Accounts



**HealthEquity**  
Building Health Savings

## Thursday, March 19, 2015

Registration: 7:15 – 8:00 am  
Indigo Foyer

Continental Breakfast: 7:15 – 8:00 am  
Indigo Foyer

Breakfast sponsored by:  **fitbit wellness**

### High-Performance Health Care: Defining, Achieving, Sustaining

General Session A: 8:00 – 8:15 am  
Indigo Ballroom BCF&G

**TOWERS WATSON** 

The high-performance health care challenge still holds a top slot on business agendas nationwide. All aspects of health care are in flux. Rising costs pose a significant business risk now — and the excise tax is imminent. Investments in health care must have demonstrable value, fulfill varying roles in total rewards for different workforce groups — and, ultimately, support both business performance and a consumer grade employee experience. This session introduces new definitions of performance and strategies for sustainable success.

Mark Maselli  
Managing Director, Health and Group Benefits North America  
**Towers Watson**

### Building and Sustaining a High-Performance Health Plan: Strategies for Success

General Session B: 8:15 – 9:10 am  
Indigo Ballroom BCF&G

**TOWERS WATSON** 

A leading company discusses the evolving business context for employer-sponsored health care investments — the disciplines, processes and tools that deliver success, and how a clear strategy can be both a guide and a dynamic process, providing a framework for decision-making combined with full flexibility for ongoing modification and improved execution.

Jeanne Denz  
Director, Global Benefits  
**General Mills, Inc.**

Networking Refreshment Break: 9:10 – 9:40 am  
Indigo Foyer

Sponsored by:



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Concurrent Sessions C1, C2, C3, C4, C5, C6 or C7:  
9:40 – 10:30 am (choose one)

### **Exchanges in the Spotlight: The Build/Buy/Exit Decision**

Concurrent Session C1: 9:40 – 10:30 am  
Indigo Ballroom BCF&G

**TOWERS WATSON** 

Hear from employers who have chosen exchange-based “buy” strategies alongside those who have decided to maintain a self-managed “build” approach — how these organizations assessed the options, the issues for key workforce segments (including actives, retirees, pre-65 retirees, part-timers), the financials, the implementation challenges, key decision points and performance analytics.

Eric P. Bishop  
Vice President Finance, Administration  
**Fresenius Medical Care NA**

Donald King  
Vice President, Compensation & Benefits  
**Envision Healthcare Corporation**

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### **Delivering High Performance Through Shared Resource Models**

Concurrent Session C2: 9:40 – 10:30 am  
Indigo E

**TOWERS WATSON** 

Employers who want to improve performance by exerting influence on vendors can increase their purchasing power and market clout by partnering with other employers who have shared interests. This session explores some new concepts, as well as live examples of successful collaborations in care management, pharmacy management and other key program management components, along with results achieved.

Cara Horton, CEBS  
Manager, Total Rewards  
**Barrick Gold Corporation**

Dennis Salentine  
US Benefits, Vice President, Human Resources  
**BMO Financial Group**

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### **Wellness: Does It Work?**

Concurrent Session C3: 9:40 – 10:30 am  
Indigo A

 **REDBRICK HEALTH**

With noise in the popular press, some are questioning the value of wellness programs. This session will review engagement and behavior-change best practices, present original research on the outcomes of a model that meets people where they are, and reveal surprising findings on the link between design and outcomes.

Colin Baigel, MD  
VP and Corporate Medical Director (Ret.)

**Bristol-Myers Squibb**

Jeff Dobro, M.D.  
Chief Medical Officer  
**RedBrick Health Corporation**

Eric Zimmerman  
Chief Marketing Officer  
**RedBrick Health Corporation**

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### **The Doctor Is In! Five Steps to a Successful Telemedicine Program**

Concurrent Session C4/F4: 9:40 – 10:30 am  
Indigo D



Telemedicine is a must-have benefit for 2015 and employers need to do their homework before launch. Who are the doctors? What's the experience like? Is it compliant with medical regulations? What's the ROI? What's the best benefit structure? Learn best practices from top employers and health plans that have implemented telemedicine.

Peter Antall, MD  
President & Chief Medical Officer  
**Online Care Group**

Stephanie Masquelier  
Benefits Manager  
**Gap Inc.**

Mary Modahl  
Chief Marketing Officer  
**American Well Systems**

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## Engagement Strategies That Work: Perspectives from a *Fortune* 500 Employer, a Nationally Acclaimed Provider and a Consumer Behavior Expert

Concurrent Session C5: 9:40 – 10:30 am  
Indigo 202A



Learn how a *Fortune* 500 oil field services company and a *Fortune* 1000 skilled nursing facilities company both implemented breakthrough approaches to benefits delivery, which produced dramatically higher member engagement, a better overall consumer experience and sustained savings. Learn what business challenges were faced, approaches taken to solve them, lessons learned and results to date.

Mike Chilen  
Global Director – Benefits  
**Weatherford International**

Harlan Levine, M.D.  
Chief Executive  
**City of Hope Medical Foundation**

Kara Trott  
CEO  
**Quantum Health**

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## When Second Opinions Aren't Enough: Why Comcast Implemented Outcomes Management

Concurrent Session C6: 9:40 – 10:30 am  
Indigo H



Learn how Comcast delivered expert opinions, curated office visits and other key services for employees at critical moments of need. Hear about Comcast's innovative program and how a laser focus on speed, quality and utilization has helped dramatically improve outcomes for employees, while cutting waste.

Tanya Benenson, MD  
Chief Medical Officer, VP, Strategic Health Initiatives  
**Comcast NBCUniversal**

Owen Tripp  
CEO  
**Grand Rounds**

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## Employee Health Activation: The Business Impact

Concurrent Session C7: 9:40 – 10:30 am  
Indigo 204



Senior executives from T-Mobile and Atmos Energy are taking steps to activate their employees in their own health. Hear the challenges they faced getting employees engaged in health improvement and cost savings initiatives, and how by simplifying health care, they are driving engagement with transparency and health navigation, increasing employee satisfaction and lowering health care spend.

Tina M. Corea  
Director, Employee Benefits  
**T-Mobile**

Matt Robbins  
Vice President, Human Resources  
**Atmos Energy**

David Toomey  
Chief Revenue Officer  
**Compass Professional Health Services**

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Concurrent Sessions: D1, D2, D3, D4, D5, D6 or D7:  
10:40 – 11:30 am (choose one)

## A New Era in Health and Productivity Management

Concurrent Session D1/F2: 10:40 – 11:30 am  
Indigo Ballroom BCF&G



Leading employers are moving far beyond basic wellness and care management programs to take on the bigger challenge of improving workforce health and productivity as a business priority. Speakers in this session will focus on both population health and disability/absence management issues — the programs, metrics, organizational accountabilities and results.

James Sheeran  
Director, Corporate Benefits  
**MillerCoors LLC**

Joyce A. Townsend  
Senior Manager, Global Benefits & HR  
**Whirlpool Corporation**

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## Voluntary Benefits: Rationale, Design, Implementation

Concurrent Session D2: 10:40 – 11:30 am  
Indigo E

TOWERS WATSON 

Why offer supplemental benefits? What are the potential costs, and what's the value? What should your decision-making process include? How do voluntary benefits work in an exchange setting? This session explores the issues in the context of several very different applications — from smoothing design transitions in medical plans to engaging key employee groups and sweetening the rewards portfolio overall.

Jackie Lombard  
SVP, Manager Foundational & Career Rewards  
**SunTrust Banks, Inc.**

Don Walter  
Director, Pensions and Benefits, USA  
**The Church of The Nazarene, Inc.**

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## Drivers of Change: Building Trust and Relationships to Impact Employee Engagement in Health

Concurrent Session D3: 10:40 – 11:30 am  
Indigo A



ACCOLADE

Strategies are needed to curb health care spending while maintaining employee satisfaction. Time Warner Cable's adopted engagement approaches that include providing beneficiaries with a personal health ally who has visibility into clinical and contextual issues that impact their health care. With this resource, employees make informed decisions and avoid errors, resulting in improved outcomes and savings for Time Warner Cable.

Matthew Eurey  
Vice President of Benefits  
**Time Warner Cable**

Alan Spiro, MD, MBA  
Chief Medical Officer and Chief Health Assistant  
**Accolade**

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## Beyond Assessments: How Next-Generation Well-Being Strategies Build High-Performing Businesses

Concurrent Session D4: 10:40 – 11:30 am  
Indigo D



This session explains why wellness 2.0 offers something for every employee and why it starts by meeting people wherever they are on their journey to better well-being. Learn why holistic well-being drives broad business benefits.

Chris Boyce  
CEO  
**Virgin Pulse**

Elizabeth Glenn-Bottari  
Vice President, Chief Operation Officer, Integrative Health  
**St. Joseph Health**

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## Specialized Program Support: Maximizing the Impact of Clinical Programs by Engaging Those Needing Help the Most

Concurrent Session D5/G5: 10:40 – 11:30 am  
Indigo 202A

**aetna**

Complementing population health initiatives, major benefits can be achieved through targeted strategies that support patients with significant unmet needs. We will review the design and effectiveness of two approaches. NeoCare provides support to families with premature infants and long NICU stays. AbilTo helps patients with acute medical events avoid the negative consequences of behavioral health comorbidities.

Richard A. Feifer, MD, MPH, FACP  
Chief Medical Officer, National Accounts  
**Aetna**

Jeffrey Jacques, MD  
Founder and President  
**NeoCare Solutions**

Reena L. Pande, MD, MSc  
Chief Medical Officer  
**AbilTo**

Donna Sexton  
Director, Employee Benefits  
**Costco Wholesale**

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## Ringling Up Health Care Savings Through Timely, Personalized Engagement

Concurrent Session D6/F3: 10:40 — 11:30 am  
Indigo H



Safeway has been progressive in providing their employees and families with tools and information to be better health care consumers. Learn how Safeway accelerated engagement with a high-touch service model that provides timely, relevant decision-making support and connections to resources that enable employees to maximize their health and health care.

Stacey Clanton  
Staff Vice President, Member Experience  
**Anthem Blue Cross Blue Shield**

Lisa Montalvo  
Vice President, Benefits  
**Safeway Inc.**

Amber Pilgrim  
Benefits Director  
**Safeway Inc.**

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## Health Data and Technology to Promote a Healthy Workforce

Concurrent Session D7: 10:40 — 11:30 am  
Indigo 204



Sonia Millsom  
Vice President  
**Best Doctors**

Ken Stuart  
Chief Financial Officer  
**San Diego Electrical Trust**

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Networking Luncheon: 11:30 am – 12:45 pm  
Bayfront Park

Hosted by: 

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## High Performance: New Analytics, New Definitions

General Session E: 12:45 – 1:35 pm  
Indigo Ballroom BCF&G

TOWERS WATSON 

The new “gold standard” for CFOs may be managing health care trend to CPI...but what other factors define high performance for your health program? How does health care performance contribute to business performance? What are the key drivers of sustainability? And what opportunities for improvement underpin the wide differential (averaging \$5,000 per employee per year) between high- and low-performing programs?

Al Ayers  
Director, Health, Wellness and Disability Benefits  
**Electric Boat Corporation**

Bob Restivo  
Director, Benefit Strategy  
**General Dynamics Corporation**

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Concurrent Sessions: F1, F2, F3, F4, F5, F6 or F7:  
1:45 – 2:35 pm (choose one)

## Tackling the Big Issues in Health Care: Is Technology the Answer?

Concurrent Session F1: 1:45 – 2:35 pm  
Indigo Ballroom BCF&G

TOWERS WATSON 

Can rapid advances in health care technology address the big issues — wellness, consumer engagement, health management for individuals and populations, access to providers, the ever-increasing cost of care? How close is the dream to reality? Come and join this lively discussion.

Pamela Grove  
Sr. Director, Benefits  
**Land O'Lakes, Inc.**

Donald Jones  
CEO  
**Trial Fusion**

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## A New Era in Health and Productivity Management

Concurrent Session F2/D1: 1:45 – 2:35 pm  
Indigo E

**TOWERS WATSON** 

Leading employers are moving far beyond basic wellness and care management programs to take on the bigger challenge of improving workforce health and productivity as a business priority. Speakers in this session will focus on both population health and disability/absence management issues — the programs, metrics, organizational accountabilities and results.

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Director, Corporate Benefits  
**MillerCoors LLC**

Joyce A. Townsend  
Senior Manager, Global Benefits & HR  
**Whirlpool Corporation**

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Concurrent Session F3/D6: 1:45 – 2:35 pm  
Indigo A

**Anthem**  
National Accounts 

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## The Doctor Is In! Five Steps to a Successful Telemedicine Program

Concurrent Session F4/C4: 1:45 – 2:35 pm  
Indigo D

**AMERICAN WELL**<sup>®</sup>

Telemedicine is a must-have benefit for 2015 and employers need to do their homework before launch. Who are the doctors? What's the experience like? Is it compliant with medical regulations? What's the ROI? What's the best benefit structure? Learn best practices from top employers and health plans that have implemented telemedicine.

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President & Chief Medical Officer  
**Online Care Group**

Stephanie Masquelier  
Benefits Manager  
**Gap Inc.**

Mary Modahl  
Chief Marketing Officer  
**American Well Systems**

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## Continuum of Care: New Opportunities to Improve Employee Health

Concurrent Session F5: 1:45 – 2:35 pm  
Indigo 202A

**Walgreens**

This session will highlight how Whirlpool Corporation has taken a focused approach to their pharmacy benefit in order to impact population health strategy. This approach is inclusive of strategies that involve onsite pharmacists, specialty, and immunizations with the goals of increasing employee engagement and improving the quality of care while reducing costs.

Debra Brandt  
Senior Manager, Health & Wellness  
**Whirlpool**

Mark Matusik, PharmD  
Clinical Director, Health Outcomes Field Team  
**Walgreens**



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## Improving Engagement and Outcomes with Immediate Musculoskeletal Savings Using a Robust Clinical Decision Support Program: A Case Study

Concurrent Session F6: 1:45 – 2:35 pm

Indigo H



The Cadillac Tax is coming. Join us to learn how a robust clinical support program is lowering overall surgical costs, especially in the area of musculoskeletal procedures, while also transforming employees into informed consumers of health care. We will share results to date including high levels of engagement, high satisfaction, and immediate and measurable savings.

David Hines  
CEO & Founder  
**ConsumerMedical**

Pete Kneedler  
Vice President – Compensation and Benefits  
**Acosta Sales & Marketing**

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## Adjusting the Prescription: CED's Recommendations on Health Care Reform

Concurrent Session F7: 1:45 – 2:35 pm

Indigo 204



Health care cost continues rising unsustainably, but quality and coverage remain deficient. During this session, The Committee for Economic Development (CED) of The Conference Board will provide nonpartisan recommendations to transform the current system into market-based universal health insurance, using cost-conscious consumer choice among competing private plans to motivate higher quality, expanded access and affordability.

Joseph J. Minarik  
Senior Vice President and Director of Research  
**Committee for Economic Development**

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Networking Refreshment Break: 2:35 – 3:05 pm

Indigo Foyer

Sponsored by:  **VSP**  
Vision care for life

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Concurrent Sessions: G1, G2, G3, G4, G5, G6 or G7:  
3:05 – 3:55 pm (choose one)

## Defining, Achieving and Sustaining High Performance: The New Health Care Analytics

Concurrent Session G1/J2: 3:05 – 3:55 pm

Indigo Ballroom BCF&G

**TOWERS WATSON** 

The new imperative for high performance calls for a deeper understanding of cost and value than ever before. What factors define high performance for your health program? How can you use analytics to identify and close key performance gaps? What new forces and factors in the changing environment should be reflected in your metrics and performance measurement process? And how can you turn analytics into actions that make a difference?

Mark Greenway  
Senior Vice President, Human Resources  
**J.B. Hunt Transport, Inc.**

Jeni McGill  
N.A. Senior Health and Welfare Consultant  
**Cargill, Incorporated**

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## A New Wave in Retiree Medical: The Business Implications of Change

Concurrent Session G2: 3:05 – 3:55 pm

Indigo E

**TOWERS WATSON** 

Transformation in the market for retiree health care coverage is fundamentally changing the way employers view their retiree medical investments, value propositions for current and future retirees, funding opportunities — and the financial and business implications of the decisions they now can make along a continuum of sponsorship to “exit.”

Ira Altman  
Executive Director, Benefits  
**Time Warner Inc.**

Theresa Dodson  
Director, HR Operations  
**Westar Energy, Inc.**

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## The Benefits Fragmentation Solution: Creating an Integrated Health Benefits and Well-Being Program

Concurrent Session G3: 3:05 – 3:55 pm  
Indigo A



Land O'Lakes faced the challenge of benefits and well-being program fragmentation: multiple vendors and limited integration. Learn how they integrated their benefits offerings, making it easy for employees to engage with their benefits and easy for HR leaders to manage those benefits, focused on realizing long-term value and optimized employee health.

Pamela Grove  
Senior Director, Benefits  
**Land O'Lakes, Inc.**

Josh Stevens  
CEO  
**Keas**

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## Easy, Affordable Ways to Fire Up Your Wellness Program and Create a Culture of Health

Concurrent Session G4: 3:05 – 3:55 pm  
Indigo D



It's not always easy to keep your wellness program fresh – coming up with new ideas is a challenge! Join our session to learn over 75 wellness program ideas to create a culture of health; and as a bonus, you'll get a copy of WebMD's new Wellness Culture Ideas Handbook.

K. Andrew Crighton, MD  
Vice President & Chief Medical Officer  
**Prudential**

Kathleen Wiggins  
Strategic Account Executive  
**WebMD Health Services**

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## Specialized Program Support: Maximizing the Impact of Clinical Programs by Engaging Those Needing Help the Most

Concurrent Session G5/D5: 3:05 – 3:55 pm  
Indigo 202A



Complementing population health initiatives, major benefits can be achieved through targeted strategies that support patients with significant unmet needs. We will review the design and effectiveness of two approaches. NeoCare provides support to families with premature infants and long NICU stays. AbilTo helps patients with acute medical events avoid the negative consequences of behavioral health comorbidities.

Richard A. Feifer, MD, MPH, FACP  
Chief Medical Officer, National Accounts  
**Aetna**

Jeffrey Jacques, MD  
Founder and President  
**NeoCare Solutions**

Reena L. Pande, MD, MSc  
Chief Medical Officer  
**AbilTo**

Donna Sexton  
Director, Employee Benefits  
**Costco Wholesale**

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## From Big Picture to Practical Empowerment: How Starbucks Embraces Health Care as a Vital Part of Culture

Concurrent Session G6: 3:05 – 3:55 pm  
Indigo H



For over 20 years, Starbucks has put employee health care at the center of its culture, values and guiding principles. Learn how the Starbucks benefits team translates this vision into practice by partnering with industry innovators to keep the Starbucks medical plan aligned with their values in a post-ACA marketplace.

Mark Agnew  
Chief Marketing Officer  
**ClearCost Health**

Ron Crawford  
vice president — Benefits, Partner Resources  
**Starbucks**



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## Beyond Transparency: Benefit Strategies that Change Employee Behavior and Maximize Health Care Investments

Concurrent Session G7: 3:05 – 3:55 pm  
Indigo 204



Advances in technology are enabling employers to move beyond transparency solutions to effectively control health care spending, optimize their benefits programs, and promote employee health and productivity. This session will explore how innovative employers are driving high employee engagement through personalized education and a true one-stop shop experience across medical, pharmacy and dental.

Tina M. Anastasiow, SPHR  
Director, Health and Productivity

**First American**

Eric Record  
Benefits Leader  
**Steel Dynamics, Inc.**

Kristin Torres-Mowat  
Vice President, Strategic Alliances  
**Castlight Health**

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## Washington Outlook: What's Ahead for Employer-Sponsored Health Care?

General Session H: 4:05 – 4:50 pm  
Indigo Ballroom BCF&G

TOWERS WATSON 

The PPACA continues to create strategic challenges for employers, driven in large part by uncertainty about what might transpire in Washington during the months ahead. Will the focus be on improving PPACA, or will the battle continue to be waged on the law's fundamental framework? Will a system shift emerge? Will budget issues and the tax law debate herald a new role for employers?

James A. Klein  
President  
**American Benefits Council**

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Networking Cocktail Reception: 4:50 – 6:00 pm

Indigo Foyer

Sponsored by: TOWERS WATSON 



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## Friday, March 20, 2015

Run/Walk: 6:15 – 7:00 am  
Meet in Indigo Foyer at the registration desk

Hosted By: 

Registration: 7:15 – 8:00 am  
Indigo Foyer

Continental Breakfast: 7:15 – 8:00 am  
Indigo Foyer

Breakfast sponsored by: 

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## Views from the Health Care Industry: High Performance and System Transformation

General Session I: 8:00 – 8:45 am  
Indigo Ballroom BCF&G

TOWERS WATSON 

One of the biggest challenges for employer-sponsored health care today is how to deliver high-value, high-performance health care through a system undergoing a sea change. Consolidation and integration among provider organizations and health systems, newly integrated care delivery models, new payment arrangements and the impact of technology are just a few of the shifting factors employers need to consider, along with the implications for access, risk management, pricing and costs. Industry leaders address the issues.

Debra A. Canales  
Executive VP & Chief People and Experience Officer  
**Providence Health & Services**

Mary Cranstoun  
Vice President, Total Rewards  
**Providence Health & Services**

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Concurrent Sessions: J1, J2, J3, J4, J5, J6 or J7:  
8:55 – 9:45 am (choose one)

### **Private Exchanges for Active Employees: Early Results Are In!**

Concurrent Session J1: 8:55 – 9:45 am  
Indigo Ballroom BCF&G

**TOWERS WATSON** 

Many employers are watching active private exchanges closely to see actual results. Hear from early adopters on their real world experiences — from employee acceptance through enrollment, to ongoing program management and the bottom-line. In this session two employers who have implemented active private exchanges share their insights and results.

Dennis Hicks  
Vice President, Benefits and Compensation  
**Convergys Corporation**

Anji Webb  
Sr. Director – HR Operations  
**GameStop**

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### **Defining, Achieving and Sustaining High Performance: The New Health Care Analytics**

Concurrent Session J2/G1: 8:55 – 9:45 am  
Indigo E

**TOWERS WATSON** 

The new imperative for high performance calls for a deeper understanding of cost and value than ever before. What factors define high performance for your health program? How can you use analytics to identify and close key performance gaps? What new forces and factors in the changing environment should be reflected in your metrics and performance measurement process? And how can you turn analytics into actions that make a difference?

Mark Greenway  
Senior Vice President, Human Resources  
**J.B. Hunt Transport, Inc.**

Jeni McGill  
N.A. Senior Health and Welfare Consultant  
**Cargill, Incorporated**

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### **Smart Health Engagement That Works!**

Concurrent Session J3: 8:55 – 9:45 am  
Indigo A



Create powerful connections with your employees to help them make smart health choices for themselves and their families that will give you cost savings, too. This session reveals the latest insights about our customers' expectations about wellness. Attend and hear how U.S. employers are using coaching, digital health tools and incentives to achieve real results.

Kevin Connell  
Vice President, Customer Health Engagement  
**Cigna**

Kimberly Rotto, PHR  
Director of Benefits  
**CompuCom**

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### **Taking Population Health Management to the Next Level**

Concurrent Session J4: 8:55 – 9:45 am  
Indigo D



Total population health programs help employers reduce medical expenditures and improve health outcomes for their employees. Explore the best-in-class population health management strategies of a large innovative employer. The human resources leader from this company will share how sustainable behavior change leads to measurable impact to trend over time.

Kathleen Herath  
AVP, Wellbeing & Safety  
**Nationwide Insurance**

Beena Thomas, MPH  
Vice President, Client Solutions  
**Optum**

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### **Onsite Health Centers: Lessons Learned for Successful Implementation and Growth**

Concurrent Session J5: 8:55 – 9:45 am  
Indigo 202A



This session will examine the Hewlett-Packard Company's rationale for investing in onsite health centers, how these facilities factor into HP's overall wellness initiative, considerations for integration with health plans, and lessons learned for growth and expansion.

Yvonne Ingram-Rankin  
Director, Global Wellness Strategy  
**Hewlett Packard Company**

Brian Kersh  
AVP  
**Premise Health**

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## HSAs: How to Successfully Move to Full Replacement

Concurrent Session J6: 8:55 – 9:45 am  
Indigo H



After seven years with a successful HSA program, Andersen shifted their entire employee population to one HSA plan. Learn how they positioned the plan as a benefit, increasing employee engagement and improving understanding of their comprehensive health care benefits while lowering their overall health care expenses.

Mike Nelson  
HSA National Relationship Team Manager  
**Wells Fargo**

Tammy Parrucci  
Corporate Benefits Design Manager  
**Anderson Corporation**

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## Find the Best Telemedicine Solution for Your Company: From User Experience to Clinical Quality

Concurrent Session J7: 8:55 – 9:45 am  
Indigo 204



Numerous telemedicine solutions for employers are now available. Understanding the need for telemedicine and finding the best solution for your company should involve the evaluation of several criteria, from user experience to clinical quality. Discover the approach one leading employer took to identify the best fit for its employees.

Tanya Benenson, MD  
Chief Medical Officer, VP Strategic Health Initiatives  
**Comcast NBCUniversal**

Lena Cheng, MD  
Vice President, Medical Affairs  
**Doctor on Demand**

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Networking Refreshment Break: 9:45 – 10:10 am  
Indigo Foyer

Sponsored by:



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Concurrent Sessions: K1, K2, K3, K4, K5, K6 or K7:  
10:10 – 11:00 am (choose one)

## Global Health Programs: Making Business Work Better

Concurrent Session K1: 10:10 – 11:00 am  
Indigo Ballroom BCF&G

TOWERS WATSON 

Beyond reducing insurance spend, global health and well-being strategies can help people work better so that business also works better. This session looks at the practicalities — how to develop a strategy, design programs and manage implementation with or without local expertise.

Bob Florio  
Benefits Director  
**The Coca-Cola Company**

Ilene J. Klein, M.D., F.A.A.F.P.  
Director, Global Employee Health Services  
**Qualcomm Incorporated**

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## Telemedicine at the Forefront of Health Care Delivery

Concurrent Session K2: 10:10 – 11:00 am  
Indigo E



This session highlights the cost savings/ROI T-Mobile achieved by implementing a telemedicine strategy. The 4th largest wireless network in the U. S. market, with over 43,000 employees across the United States, will give us an inside perspective of client and employee experience and how to position an innovative benefit program for maximum utilization and success.

Tina M. Corea  
Director, Employee Benefits  
**T-Mobile**

Paul Kowalski  
VP, Employer Sales  
**Teladoc**

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## Personalized Health Benefits: The Future of Health Care

Concurrent Session K3: 10:10 – 11:00 am  
Indigo A



Through mobile technology and digital health it's possible to move far beyond traditional benefits plans which have been designed for the lowest common denominator and treat every employee within a given population the same. During this session, you will learn how to create personalized, dynamic benefits designs that maximize employee health and minimize health care costs.

Milt Ezzard  
Sr. Director, Global Benefits  
**Activision Blizzard**

Derek Newell  
CEO  
**Jiff**

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## The Future of Health Savings: Full Replacement HSA Plan Strategies and Edward Jones' Innovative Benefits Solutions

Concurrent Session K4: 10:10 – 11:00 am  
Indigo D



What makes a company consistently rank in the top 10 on *Fortune's* 100 Best Companies to Work For list? In this session, we will discuss Edward Jones' innovative benefits design, including its HSA full replacement strategy and how Edward Jones has implemented unique HSA features that empower its associates in the new consumer-driven world.

Jennifer Lamons  
Director – HR Benefits  
**Edward Jones**

Allen Pease  
Senior Vice President, Sales  
**ConnectYourCare**

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## Flipping the Switch: Illuminating a Successful Full-Replacement HSA Strategy

Concurrent Session K5/L5: 10:10 am – 11:00 am  
Indigo 202A



Phil Belcher  
Health and Welfare Manager  
**Eastman Chemical**

Michelle Demetrius  
VP, Total Rewards  
**Sprouts Farmers Market**

Stephen D. Neeleman  
Founder and Vice-Chairman  
**HealthEquity**

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## Employee Benefits that Drive Total Population Well-Being

Concurrent Session K6: 10:10 – 11:00 am  
Indigo H



This session will discuss how Barry-Wehmiller is using data to design and implement more effective health and well-being programs and uncover leading drivers of health care utilization and cost. The integration and deep-dive analysis of key health care analytics, including gaps in care, risk scores, chronic conditions, HRA, wellness, demographics and more will be discussed.

Lara Houseman  
Corporate Benefits Analyst  
**Barry-Wehmiller**

Phyllis Ruez  
Director, Employer Solutions  
**Verisk Health**

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## Developing an Integrated Health Care Transparency Strategy

Concurrent Session K7: 10:10 – 11:00 am  
Indigo 204



Take a workbook-approach to advancing your health care transparency strategy using feedback and data from 32 large employers representing over two million employees. Define your priorities, identify your measures of success and learn how to integrate clinical initiatives into a broader transparency plan.

Jack Bruner  
Chief Marketing Officer  
**Change Healthcare**

Tammy Halter  
Benefits Consultant  
**Avnet**

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Concurrent Sessions: L1, L2, L3, L4 or L5:  
11:10 am – 12:00 pm (choose one)

### Market-Focused Solutions

Concurrent Session L1: 11:10 am – 12:00 pm  
Indigo Ballroom BCF&G

TOWERS WATSON 

Why, when and how employers can ramp up performance by developing optimal network structures, contracting arrangements and delivery strategies on a market-by-market basis. How to look at what's possible in the evolving health care environment given such local factors as cost variability, quality, access, hospital capacity, physician capacity, ACO activity, health plan competitiveness, network contracting possibilities and opportunities for onsite/near-site clinics.

Jen Fernandez  
Vice President, Human Resources

**Insight Enterprises**

Barbara Wachsman  
Director of Enterprise Benefits Strategy and Engagement  
**Disney Worldwide Services, Inc.**

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### Going Digital: What's Next for Health Care Plan Engagement

Concurrent Session L2: 11:10 am – 12:00 pm  
Indigo E

  
**Bank of America Merrill Lynch**

- Real-time education via social media
- Best practices in social media engagement
- Deployment strategies for developing effective educational messaging
- Tips and advice on how to utilize different social media platforms to achieve your goals
- Strategic insights on how to measure and analyze engagement

Robert Banuelos  
Senior Vice President, Institutional Sales & Client Relations  
**Bank of America Merrill Lynch**

Erika Ross  
Benefits Executive, Senior Vice President  
**Bank of America Merrill Lynch**

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### Beyond Health Outcomes: How to Build a Culture of Well-Being and Performance

Concurrent Session L3: 11:10 am – 12:00 pm  
Indigo A



Research shows that many dimensions of well-being affect your workforce's ability to thrive — from stress management to optimism to feeling financially sound to alignment with your company's values. So why do so many companies place a myopic focus on physical health? In this session Bloodworks Northwest will share how they developed a holistic, culturally-relevant well-being program that has delivered amazing health outcomes — but much more as well.

Henry Albrecht  
CEO

**Limeade**

Karlyn Byham  
Benefits Administrator  
**Bloodworks Northwest**

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### How Two Employers Are Reigning In Benefit Costs: Which Approach Could Work For You?

Concurrent Session L4: 11:10 am – 12:00 pm  
Indigo D

 EXPRESS SCRIPTS®

Two large employers, one in IT and one a utility, will share how they've adapted their medical and pharmacy benefit offering to lower costs and increase employee engagement. One went the wellness route. The other relies on consistent plan management. Gain new insights, ideas, and perspectives from a conversation with your peers. Is there more than one path to success? You decide.

Amanda Elder  
Corporate Health and Wellness Coordinator  
**Louisville Gas and Electric Company and Kentucky Utilities Company**

Joe Gilliam  
Senior Director  
**Express Scripts**

Michael Kriner  
Global Benefits Director  
**Teradata Corporation**

Vaneeca Mottley  
Manager Benefits Services  
**Louisville Gas and Electric Company and Kentucky Utilities Company**

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## Flipping the Switch: Illuminating a Successful Full-Replacement HSA Strategy

Concurrent Session L5/K5: 11:10 am – 12:00 pm  
Indigo 202A



Phil Belcher  
Health and Welfare Manager  
**Eastman Chemical**

Michelle Demetrius  
VP, Total Rewards  
**Sprouts Farmers Market**

Stephen D. Neeleman  
Founder and Vice-Chairman  
**HealthEquity**

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## High-Performance Health Care: Conference Take-Aways

General Session M: 12:10 – 12:30 pm  
Indigo Ballroom BCF&G



Taking on the challenges of high-performance health care — high-value conference take-aways, along with a few surprises.

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## Representing The Conference Board:

**Tess Amberg**, Meeting Administrator  
**Karyn Gerecitano**, Senior Meeting Planner  
**Gregg Mauro**, Conference Program Director  
**Anika Thompson**, Senior Meeting Planner

**Hilton San Diego Bayfront**  
**1 Park Boulevard**  
**San Diego, CA 92101**  
**Tel: (619) 564-3333**

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[www.conferenceboard.org](http://www.conferenceboard.org)

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or visit <https://tcb.gatherdigital.com>

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**Password:** HCSD2015

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