



The 2014

## Employee Health Care Conference

The New Imperative: Driving Performance, Connecting to Value

March 11-12, 2014 | Marriott Marquis Hotel | New York, NY

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 **EXPRESS SCRIPTS**

**HealthEquity**  
Building Health Savings

 **HEALTHWAYS**

### Tuesday, March 11, 2014

Registration: 7:15-8:00 am  
Lyceum Complex, 5<sup>th</sup> Floor

Continental Breakfast: 7:15-8:00 am  
Westside Ballroom Foyer, 5<sup>th</sup> Floor

Breakfast sponsored by:  **GRAND ROUNDS**

### The New Imperative: Driving Performance, Connecting to Value

General Session A: 8:00-8:25 am  
Westside Ballroom, 5<sup>th</sup> Floor

**TOWERS WATSON** 

Middle-of-the-pack results no longer guarantee viability for employer health plans. Costs continue to climb. The excise tax looms. And companies that want to maintain high-value programs in today's world must have aggressive, multiyear strategies for high performance. With new exchange-based delivery options, emerging value-driven care systems and exciting new technologies to consider, the opportunities are broad and intriguing.

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

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## Connecting to Value in the New Marketplace: Build, Buy...or Both?

General Session B: 8:25-9:20 am  
Westside Ballroom, 5<sup>th</sup> Floor

TOWERS WATSON 

In today's post-reform world, the simple "play or pay" question has become a much broader discussion. For employers, the pathways to sustainable performance now include new exchange-based "buy" strategies in addition to the traditional self-managed "build" approach. Employer strategies can also include various combinations of build and buy, depending on which solutions deliver the most value to the company and its various employee and retiree groups. A leading company shares the thought process, analytics and decision points.

Ed Mohr  
VP Total Rewards and HR Operations  
**Whirlpool Corp.**

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Networking Refreshment Break: 9:20-9:50 am  
Westside Ballroom Foyer, 5<sup>th</sup> Floor

Sponsored by:



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Concurrent Sessions C1, C2, C3, C4, C5 or C6:  
9:50-10:40 am (choose one)

## Public Exchanges: Reports from the New Marketplace

Concurrent Session C1/F1: 9:50-10:40 am  
Westside Ballroom, 5<sup>th</sup> Floor

TOWERS WATSON 

With the first enrollments well under way, the much-anticipated advent of public exchanges marks just the first step on a long road to a "forever changed" insurance and care delivery environment that will continue to evolve for generations to come. So although attempts at a full "report card" would be premature, a state exchange will share points of view on what we've learned from the experience so far.

Kevin Counihan  
Chief Executive Officer  
**Access Health CT**

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## Metrics for a New Era of High Performance

Concurrent Session C2/F2: 9:50-10:40 am  
Belasco/Broadhurst, 5<sup>th</sup> Floor

TOWERS WATSON 

The new imperative for high performance calls for a deeper understanding of costs and value than ever before. For employers with self-managed plans, integrated delivery models, narrow networks, onsite clinics and other emerging approaches will require performance objectives, metrics and accountabilities — for employees and business units — that go far beyond "best discounts" and average trend.

Rosa A. Sexton  
Director, Benefits Planning & Operations  
**Johnson & Johnson**

Martha M. Willets  
Health & Welfare Benefits Advisor  
**BP**

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## Promoting Patient-Centered Care: Employers' Role and How It Can Save You Money

Concurrent Session C3: 9:50-10:40 am  
Imperial/Julliard, 5<sup>th</sup> Floor



Patient-centered factors and preferences cause the effectiveness of treatments to vary, even among evidence-based treatments, and impact outcomes and costs. Employers who offer employee decision support without understanding patient-centered care are leaving money on the table. During this session, you will learn about the eight patient-centered factors that matter in decision support and how employees can choose treatments that produce better results.

Steve Eno  
Vice President of Marketing  
**WiserTogether, Inc.**

Joyce Gooden  
Manager, Health Plans and Compliance  
**Corning Incorporated**

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## Best Practices for Maximizing CDHP/HSA Adoption, Minimizing Health Benefit Costs and Avoiding Cadillac Tax Penalties: A Case Study

Concurrent Session C4: 9:50-10:40 am  
Odets, 4<sup>th</sup> Floor



BOK Financial embarked on an ambitious program helping employees compare their PPO to the CDHP/HSA and customizing education based on employee segments. You'll learn to execute these strategies resulting in:

- Increased CDHP/HSA adoption (350% in one year)
- Employees and spouses making the best health benefit choice
- Positioning the organization to avoid "Cadillac tax" penalties
- Saving BOK Financial over \$1M in the first year, a 2000% ROI on its investment in Tango

Steve Grossi  
Executive Vice President, Chief Human Resources Officer  
**BOK Financial Corporation**

Duncan Van Dusen  
Chairman and Co-Founder  
**Tango**

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## It's About Behavior: Shaping Lifestyle and Purchasing Decisions in the Age of the Accountable Consumer

Concurrent Session C5: 9:50-10:40 am  
Wilder, 4<sup>th</sup> Floor



As cost and risk shift from employers and health plans to providers and consumers, the notion of an accountable consumer is taking shape. Discover how innovative approaches to population health and behavior change can more effectively engage consumers around healthy lifestyles, condition management, and making smarter, transparency-driven health care purchasing decisions.

Colin Baigel, MD  
Vice President and Corporate Medical Director  
**Bristol-Myers Squibb**

Jeff Dobro, MD  
Chief Medical Officer  
**RedBrick Health**

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## The Continuing Momentum of Medicare Advantage

Concurrent Session C6: 9:50-10:40 am  
Ziegfeld, 4<sup>th</sup> Floor



As both private and public sector entities evaluate their long term retiree health care needs, Group Sponsored Medicare Advantage and Medicare Multi-Choice remain thriving and robust options. As you consider your go forward strategy for each retiree group, this session will outline alternatives and overview a case study from industry leader Alcatel-Lucent who has saved hundreds of millions of dollars to date.

Joe Altman, FSA  
Chief Actuary  
**UnitedHealthcare Retiree Solutions**

Jane Funk  
Chief Growth Officer  
**UnitedHealthcare Retiree Solutions**

John G. Hickey  
Global Benefits and Mobility & HR M&A Vice President  
**Alcatel-Lucent**

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Concurrent Sessions: D1, D2, D3, D4, D5, D6 or D7:  
10:50-11:40 am (choose one)

## Taking Cost and Waste Out of the System: Shift...or Solve?

Concurrent Session D1/G2: 10:50-11:40 am  
Westside Ballroom, 5<sup>th</sup> Floor



In today's world, the "shift or solve" question is more pointed than ever. Can employers find creative new ways to solve their health care cost problem, without shifting it to employees? Can they take enough waste out of the system as a sustainable strategy for avoiding benefit cuts over the longer term? Hear from companies who answer these questions with a resounding "yes."

Shawn Leavitt  
SVP Global Benefits  
**Comcast**

Harry Spencer  
Vice President, Compensation & Benefits  
**JetBlue Airways**

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## Employee Engagement and Accountability: How Fast, How Far?

Concurrent Session D2/G1: 10:50-11:40 am  
Belasco/Broadhurst, 5<sup>th</sup> Floor

TOWERS WATSON 

One of the biggest challenges to health program performance is first to secure employee engagement and accountability and then maintain high levels of positive involvement year after year. Hear from employers who are pushing the envelope on incentives, health management initiatives, outcomes-based approaches and communication strategies that marry health with the company culture in unexpected ways.

Janay Andrade  
Director, Benefits and Executive/Physician Services  
**Houston Methodist**

Tim Haas  
General Manager, Global Total Rewards  
**Harley-Davidson Motor Company**

Amy Ostop  
Director, Benefits  
**Harley-Davidson Motor Company**

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## Make the Most of Online Medical Care: Build a Winning Game Plan

Concurrent Session D3/F3: 10:50-11:40 am  
Imperial/Julliard, 5<sup>th</sup> Floor



Online medical care is a big deal. But, like any other benefit, telehealth is not a “field of dreams” — you can’t expect great outcomes without a game plan. Join us for an insightful discussion about what’s worked for employers, what you should expect, telehealth kiosks, onsite care to remote beneficiaries and how to engage employees.

Daniel J. Birach  
President, Corporate Health & Wellness  
**Carolinas HealthCare Systems**

Mary Bradley  
Director of Health Care Planning  
**Pitney Bowes**

Paul Heinzelmann, MD, MPH  
Primary Care Physician, Massachusetts General Hospital  
Medical Director, Suffolk University, Office of Health & Wellness  
Clinical Instructor  
**Harvard Medical School**

Noël Obourn  
Senior Vice President  
**American Well Systems**

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## Providing a Soft Landing for Those Leaving the Traditional Health Plan Nest

Concurrent Session D4/F4: 10:50-11:40 am  
Odets, 4<sup>th</sup> Floor

  
Building Health Savings™

This session will provide insight and strategy for employers choosing to offer HSA-powered plans in addition to or replacing traditional health plans. Topics will include plan design, communications strategy, investment opportunities, best practices and technology powering the CDH movement.

Rosemary Arriada-Keiper  
Senior Director, Rewards

**Adobe Systems**

Phil Belcher  
Health and Welfare Plans Manager

**Eastman Chemical**

Stephen D. Neeleman, MD  
Founder and CEO

**HealthEquity**

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## How Our Onsite Health Center is Reducing Our Health Care Spend and Making Our Employees Healthier

Concurrent Session D5: 10:50-11:40 am  
Wilder, 4<sup>th</sup> Floor

  
CHS™  
HEALTH SERVICES, INC.

As employee populations change over time, so does the delivery of onsite clinic services. Discover how one *Fortune* 500 employer, one of the largest financial services firms in the U.S., has analyzed its onsite clinic data to increase the quality and efficiency of its programming and successfully reduce its health care spend.

Jeff Klegon  
Director, Health & Wellness Benefits  
**Ameriprise Financial**

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## Creating the Healthiest Workforce 2.0: Partnerships, Technology and Innovative Incentives

Concurrent Session D6: 10:50-11:40 am  
Ziegfeld, 4<sup>th</sup> Floor



Take a deeper dive into a total employee engagement model that leverages the latest consumer technologies, onsite and telephonic solutions, while utilizing robust analytics targeting high risk populations supported by an exclusive network solution connecting customers, physicians and coaches with innovative incentives that increase productivity and long term savings overall.

Jennifer Fann-Tucker  
Vice President National Accounts  
**Cigna**

Kim Johns  
Director, Employee Benefits  
**Mohawk Industries**

Charlie Smith, MD  
Chief Medical Officer  
**Cigna**

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## Essential Engagement: The Evolution of Health Care Transparency from Idea to Imperative

Concurrent Session D7: 10:50-11:40 am  
O'Neil, 4<sup>th</sup> Floor



Employers and employees face distinct challenges navigating today's benefits landscape — and the way forward seems uncertain. In this session, learn about benefits challenges facing leading U.S. employers, the impact of transparency on benefit design and employee engagement, and the potential for transparency-based initiatives to drive effectiveness across health benefits programs.

Seth Cohen  
Vice President of Strategic Accounts  
**Castlight Health**

Beth Jackman  
Global Benefits Administration Director  
**Cummins Inc.**

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Networking Luncheon: 11:40 am-12:45 pm  
Broadway Lounge & Manhattan Ballroom, 8<sup>th</sup> Floor

Sponsored by: *imagine*  
HEALTH

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## Private Exchanges: A Deep Dive into the Build-or-Buy Decision

General Session E: 12:45-1:30 pm  
Westside Ballroom, 5<sup>th</sup> Floor

TOWERS WATSON 

Employers today face big questions — and big opportunities. How can we control health benefit costs while continuing to deliver value through 2018 and beyond? Are there segments of our active and/or retiree populations that could receive as much or more value from solutions outside our self-managed program? Hear how your peers are approaching the issues, evaluating the options and implementing new solutions.

Kathleen Federico  
Chief Human Resource Officer  
**The MENTOR Network**

Pamela Murray  
Sr. Consultant, Global Rewards  
**DuPont**

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Concurrent Sessions: F1, F2, F3, F4, F5 or F6:  
1:40-2:30 pm (choose one)

## Public Exchanges: Reports from the New Marketplace

Concurrent Session F1/C1: 1:40-2:30 pm  
Westside Ballroom, 5<sup>th</sup> Floor

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Chief Executive Officer  
**Access Health CT**

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## Metrics for a New Era of High Performance

Concurrent Session F2/C2: 1:40-2:30 pm  
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 **AMERICAN WELL**

Online medical care is a big deal. But, like any other benefit, telehealth is not a “field of dreams” — you can’t expect great outcomes without a game plan. Join us for an insightful discussion about what’s worked for employers, what you should expect, telehealth kiosks, onsite care to remote beneficiaries and how to engage employees.

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Concurrent Session F4/D4: 1:40-2:30 pm  
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Building Health Savings

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Senior Director, Rewards  
**Adobe Systems**

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

Stephen D. Neeleman, MD  
Founder and CEO  
**HealthEquity**

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## Accelerating Transparency: Empowering Employees on CDH Plans with Intuitive Tools

Concurrent Session F5/G5: 1:40-2:30 pm  
Wilder, 4<sup>th</sup> Floor

 **Anthem**  
National Accounts 

As more of Eaton’s employees enter the world of consumer-driven health plans, Eaton wanted to ensure they had effective tools to shop for cost-efficient and high quality health care. During this session, you will hear about Eaton’s early results of leveraging robust health carrier data and an online interface to transform their employees from passive patients to engaged consumers.

Douglas Grossman-McKee, PhD  
Director, Health and Welfare  
**Eaton**

George Lenko  
Program Director  
**Anthem Blue Cross and Blue Shield**

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## **Bending the Trend Through Consumerism: The Hartford Case Study**

Concurrent Session F6: 1:40-2:30 pm  
Ziegfeld, 4<sup>th</sup> Floor



Learn how a leading global transportation company uses a robust clinical decision support program to assist employees in becoming well-informed consumers of health care, improve quality, and lower employer health care costs.

Harriet Aaronson  
Associate Vice President of Corporate Health and Wellness  
**The Hartford**

David Hines  
President  
**Consumer's Medical Resource**

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Networking Refreshment Break: 2:30-3:00 pm  
Westside Ballroom Foyer, 5<sup>th</sup> Floor

Sponsored by:

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Concurrent Sessions: G1, G2, G3, G4, G5 or G6:  
3:00-3:50 pm (choose one)

## **Employee Engagement and Accountability: How Fast, How Far?**

Concurrent Session G1/D2: 3:00-3:50 pm  
Westside Ballroom, 5<sup>th</sup> Floor

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Director, Benefits and Executive/Physician Services  
**Houston Methodist**

Tim Haas  
General Manager, Global Total Rewards  
**Harley-Davidson Motor Company**

Amy Ostop  
Director, Benefits  
**Harley-Davidson Motor Company**

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## **Taking Cost and Waste Out of the System: Shift...or Solve?**

Concurrent Session G2/D1: 3:00-3:50 pm  
Belasco/Broadhurst, 5<sup>th</sup> Floor

**TOWERS WATSON**

In today's world, the "shift or solve" question is more pointed than ever. Can employers find creative new ways to solve their health care cost problem, without shifting it to employees? Can they take enough waste out of the system as a sustainable strategy for avoiding benefit cuts over the longer term? Hear from companies who answer these questions with a resounding "yes."

Shawn Leavitt  
SVP Global Benefits  
**Comcast**

Harry Spencer  
Vice President, Compensation & Benefits  
**JetBlue Airways**

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## **Re-positioning the Employee Assistance Program to Energize Employee Engagement and Optimize Organizational Performance**

Concurrent Session G3: 3:00-3:50 pm  
Imperial/Julliard, 5<sup>th</sup> Floor



As employers implement major health benefit plan design changes, expand onsite services and increase employee engagement, the Employee Assistance Program (EAP) is often overlooked. Discover how a leading manufacturer has carefully designed their health care strategy and how they leverage the EAP to increase measurable overall engagement, build organizational resilience and support optimal organizational performance.

Dale Rehkamp  
Vice President of Market Development and Consultant Relations  
**ValueOptions**

Jim West  
Manager, Employee Life Services  
**Michelin**

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## Leveraging Innovation to Lead Successful, Quality Clinical Care Coordination

Concurrent Session G4: 3:00-3:50 pm  
Odets, 4<sup>th</sup> Floor



This panel brings together health care thought leaders to discuss a new pilot program that coordinates disease management with telehealth to identify gaps in care and enhance member experience. The panel will discuss how employers utilize telehealth services to complement primary care, and reduce ER and urgent care visits.

Ellen Exum  
Director, Health Benefits & Health Promotion Strategy & Design  
**IBM Corporation**

Jason Gorevic  
CEO  
**Teladoc**

Greg Steinberg, MD  
Head Clinical Innovation  
**Aetna**

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## Accelerating Transparency: Empowering Employees on CDH Plans with Intuitive Tools

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Douglas Grossman-McKee, PhD  
Director, Health and Welfare  
**Eaton**

George Lenko  
Program Director  
**Anthem Blue Cross and Blue Shield**

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## High Value Health Care: Getting There with an HSA, One Company's Experience

Concurrent Session G6: 3:00-3:50 pm  
Ziegfeld, 4<sup>th</sup> Floor



As health care costs continue to rise, many employers recognize that high deductible health plans and HSAs are an excellent way to control costs and impart individual accountability. Hear Gallagher's experience with HSAs and their direction to help employees find health care value today and prepare for the new marketplace of tomorrow.

Janet Hoggay  
Vice President Employee Benefits  
**Arthur J. Gallagher & Co.**

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## What's Up in Washington...and the States

General Session H: 4:00-4:45 pm  
Westside Ballroom, 5<sup>th</sup> Floor



An insider's view of the latest legal and regulatory developments as reform unfolds, including an update on state-based activity — plus a look down the road at the longer term implications for employer health plans.

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

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Networking Cocktail Reception: 4:45-5:45 pm

Westside Ballroom Foyer, 5<sup>th</sup> Floor

Sponsored by:





## Wednesday, March 12, 2014

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Fitness Event, Yoga: 6:15-7:00 am

O'Neil, 4<sup>th</sup> Floor

Hosted By:

  
National Accounts



Registration: 7:15-8:00 am

Lyceum Complex, 5<sup>th</sup> Floor

Breakfast: 7:15-8:00 am

Westside Ballroom Foyer, 5<sup>th</sup> Floor

Breakfast sponsored by:



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### Health Care Delivery Post-Reform: New Strategies, New Partnerships

General Session I: 8:00-8:45 am

Westside Ballroom, 5<sup>th</sup> Floor

TOWERS WATSON



Key stakeholders are quickly responding to demand for value-based health care delivery, exploring new ways to organize and configure their businesses through vertical integration, mergers/acquisitions and new approaches to staffing, processes and practices. MissionPoint Health Partners, part of the large family of Ascension organizations, takes stock of the changing landscape — including the implications for employers.

Jason Dinger, PhD

Chief Executive Officer

**MissionPoint Health Partners**

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Concurrent Sessions: J1, J2, J3, J4, J5 or J6:

8:55-9:45 am (choose one)

### High Performance Post-Reform: Glide Paths to Sustainability

Concurrent Session J1: 8:55-9:45 am

Westside Ballroom, 5<sup>th</sup> Floor

TOWERS WATSON



With 2018 too close for comfort and rising costs adding pressure, all employers must think differently about their health programs — focusing on sustainability for the long term rather than year-to-year strategies, and on high performance rather than simply managing to a benchmark average. Hear how two companies with impressive results are developing a glide path strategy designed to:

- Optimize benefit structures and delivery channels
- Mitigate cost trends
- Improve population health through high-value care delivery and provider partnerships
- Sustain employee accountability and engagement

Al Ayers

Director, Health, Wellness and Disability Benefits

**Electric Boat Corporation**

Jennifer Fosburgh

Vice President of Global Benefits

**inVentiv Health, Inc.**

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### Global Health: The Next Frontier

Concurrent Session J2: 8:55-9:45 am

Belasco/Broadhurst, 5<sup>th</sup> Floor

TOWERS WATSON



Multinational companies recognize the business power of a healthy workforce, and some have taken practical steps to implement health and productivity initiatives in markets around the world. For these companies, the new performance imperative is a global issue requiring global strategies. And as the reform landscape in the U.S. begins to stabilize, many more will take strides into this new frontier.

Janis Davis-Street, MS, EdD, CHES

Associate Manager, Health and Productivity

**Chevron, Corp Health and Medical**

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## Transformation in Care Delivery: New Models, New Partnerships

Concurrent Session J3/K3: 8:55-9:45 am  
Imperial/Julliard, 5<sup>th</sup> Floor



As care delivery models are changing from a health care system that focuses on volume to one that is focused on quality of care and affordability, learn how an accountable care collaboration was designed to offer: a more coordinated, personalized experience for patients; cost savings to employees; and better health care outcomes.

Catherine Gaffigan, MD  
Senior Vice President, Strategy and Operations, Accountable Care Solutions  
**Aetna**

Christopher Lloyd  
Chief Executive Officer  
**MMMD-Memorial Hermann Physician Network**

Kirk Rosin  
Vice President, Sales  
**Aetna**

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## Media Giant Saves 11% in Health Care: Clear Channel's Unique Approach

Concurrent Session J4: 8:55-9:45 am  
Odets, 4<sup>th</sup> Floor



Changes in health care costs can determine if an employer achieves its profitability targets. Come hear how Clear Channel took a different approach to health benefits that resulted in 11% health care savings. You'll learn about Clear Channel's health care strategy, their unique, multi-faceted approach to engagement, overall results and what they learned.

Mark Hasler  
Vice President, Total Rewards and Organizational Effectiveness  
**Clear Channel Communications**

Kara Trott  
CEO  
**Quantum Health, Incorporated**

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## Maximizing the Role of Onsite Health Centers: How One Major Employer is Leveraging Strong Results to Drive Expansion and Innovation

Concurrent Session J5: 8:55-9:45 am  
Wilder, 4<sup>th</sup> Floor



Learn how Capital One has transitioned their onsite health center from a recruiting and employee retention tool to the lynchpin of their overall benefit design initiative and a core component of their "Be Well" program. The strategy incorporates a range of health care services from full onsite Patient Centered Medical Home to full access at non-traditional site of care models.

Meredith Touchstone  
Senior Manager, Health & Welfare Strategy  
**Capital One**

James M. Thiel, MD, MPH  
Regional Medical Director  
**Take Care Health Systems**

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## Improving Quality and Financial Outcomes Through Accountability Initiatives

Concurrent Session J6: 8:55-9:45 am  
Ziegfeld, 4<sup>th</sup> Floor



Join this session and learn how PepsiCo has put in place financial incentives, targeted and tailored messaging and programs that align with their goal of improving health care quality and reducing costs. PepsiCo will discuss their overall health care strategy including clinical expert decision support. Highlights of successes and the challenges PepsiCo has encountered will also be shared.

Janet Calhoun  
VP, Client Strategy  
**Best Doctors**

Megan Broderick  
Senior Director of Health & Welfare Benefits  
**PepsiCo**

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Networking Refreshment Break: 9:45-10:10 am  
Westside Ballroom Foyer, 5<sup>th</sup> Floor

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

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

### **New Technologies: A Pragmatic Look**

Concurrent Session K1: 10:10-11:00 am  
Westside Ballroom, 5<sup>th</sup> Floor

TOWERS WATSON 

Health care is a hotbed of innovation, with fascinating new technologies aimed at supporting patient engagement, diagnostics and care delivery making headlines every day. But not all apps, devices, game-ified tools and web-enabled solutions are created equal. Which ones actually improve the consumer experience and add value for employers? Get insights and pragmatic advice from an industry expert – and from a leading employer who is exploring the possibilities.

Katelyn Johnson  
Sr. Manager, Integrated Health and LifeConnections  
**Cisco Systems, Inc.**

Josh Stevens  
CEO  
**Keas, Inc.**

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### **How a Culture of Health Can Impact Employee Well-Being and Medical Cost Savings**

Concurrent Session K2: 10:10-11:00 am  
Belasco/Broadhurst, 5<sup>th</sup> Floor



Learn how a culture of health moves employees to own their health and well-being. Increase health ownership and provide advocacy to your employees with:

- Informed and personalized emails, incentives, mailings, onsite campaigns
- Advocates who connect employees to health, benefits and claims resources
- Service model that enables employees to engage and take action

Kristin Bajorat  
Human Resources — Benefits  
**Zurich**

Seth Serxner, PhD, MPH  
Chief Health Officer and Senior Vice President, Population Health  
**Optum**

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### **Transformation in Care Delivery: New Models, New Partnerships**

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Kirk Rosin  
Vice President, Sales  
**Aetna**

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### **The Advancement of Employee Well-Being Improvement: Opportunities and Implementation**

Concurrent Session K4/L4: 10:10-11:00 am  
Odets, 4<sup>th</sup> Floor



During this session you'll learn how Averitt, among the nation's leading freight transportation and supply chain management providers, has reduced the prevalence of tobacco usage in their population and is proactively driving member engagement in an effort to optimize its associates' health and to reduce the rate of increase in health care, disability, and absenteeism.

Marsha Brock  
Benefits Administrator  
**Averitt Express, Inc.**

Brad Kirkpatrick  
Vice President, Employer and Government Market  
**Healthways, Inc**

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## How Health Care Reform Has Created New Opportunities to Engage Employees in Their Pharmacy Benefit

Concurrent Session K5/L5: 10:10-11:00 am  
Wilder, 4<sup>th</sup> Floor



We were surprised at what 1,000 consumers with employer-sponsored health insurance would do if given the choice of one type of pharmacy plan over another. This session will explore these insights and provide perspectives of employers who are using various approaches to lower Rx costs and get employees engaged.

Rich Goldstein  
Vice President - Benefits  
**MassMutual**

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## Linking Health Care Costs to Human Capital Value: Developing a Strategy to Quantify the Impact

Concurrent Session K6: 10:10-11:00 am  
Ziegfeld, 4<sup>th</sup> Floor



For most organizations health care costs represent a significant portion of the cost of human capital in the U.S. Tyco has created an innovative framework to measure the impact of these costs and identify other contributing factors. In this session, you will learn about Tyco's path to assess Human Capital Value, framing it from an employee benefits perspective.

Melinda Grosskopf  
Senior Director, Global Health and Welfare Benefits  
**Tyco**  
  
Phyllis Ruez  
Director, Employer Solutions  
**Verisk Health**

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

## High-Value Health Care: Defining It, Delivering It

Concurrent Session L1: 11:10 am-12:00 pm  
Westside Ballroom, 5<sup>th</sup> Floor



One of the most promising aspects of change in the health care system today is the move toward integrated, value-based care with a focus on outcomes. Some employers are already stepping into this new territory, piloting ACOs, PCMHs and other new delivery models and related contracting approaches. Employer case studies explore the challenges, opportunities and expected results.

Jill Berger  
VP, Health and Welfare  
**Marriott International**

Ann Hollingsworth  
Vice President, KBR Global Benefits and Compensation  
**KBR**

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## Achieving Financial Wellness: Helping Employees Transition to Full Ownership and Achieve a Long Range View of Their Financial Wellness

Concurrent Session L2: 11:10 am-12:00 pm  
Belasco/Broadhurst, 5<sup>th</sup> Floor



This session will cover solutions and strategies to help equip and educate employees about their health care benefits, promote healthier lifestyles in the workplace and motivate and empower employees with financial wellness strategies that combine both health care and retirement planning. We will also highlight tools and resources available to create retirement transparency and explore the costs of various medical services.

Bob Kaiser  
Senior Vice President, Health Benefit Solutions  
**Bank of America Merrill Lynch**

Katie Nedl  
Head of Global Benefits, Total Rewards  
**BlackRock**

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

Concurrent Session L3: 11:10 am-12:00 pm  
Imperial/Julliard, 5<sup>th</sup> Floor



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  
Department Leader – HR Benefits  
**Edward Jones**

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

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## The Advancement of Employee Well-Being Improvement: Opportunities and Implementation

Concurrent Session L4/K4: 11:10 am-12:00 pm  
Odets, 4<sup>th</sup> Floor



During this session you'll learn how Averitt, among the nation's leading freight transportation and supply chain management providers, has reduced the prevalence of tobacco usage in their population and is proactively driving member engagement in an effort to optimize its associates' health and to reduce the rate of increase in health care, disability, and absenteeism.

Marsha Brock  
Benefits Administrator  
**Averitt Express, Inc.**

Brad Kirkpatrick  
Vice President, Employer and Government Market  
**Healthways, Inc**

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## How Health Care Reform Has Created New Opportunities to Engage Employees in Their Pharmacy Benefit

Concurrent Session L5/K5: 11:10 am-12:00 pm  
Wilder, 4<sup>th</sup> Floor



We were surprised at what 1,000 consumers with employer-sponsored health insurance would do if given the choice of one type of pharmacy plan over another. This session will explore these insights and provide perspectives of employers who are using various approaches to lower Rx costs and get employees engaged.

Rich Goldstein  
Vice President - Benefits  
**MassMutual**

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## The New Imperative: Conference Take-Aways

General Session M: 12:10-12:30 pm  
Westside Ballroom, 5<sup>th</sup> Floor



A lively session that will engage you in taking on the challenges of the new imperative: What we've learned about building and sustaining high performing health programs in an era of unprecedented change. Join the experts and your colleagues for high-value conference take-aways — as well as a few surprises.

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**Representing The Conference Board:**

**Gregg Mauro**, Conference Program Director

**Ashley Nelson**, Senior Meeting Planner

**Anika Thompson**, Senior Meeting Planner

**Alice Wang**, Meeting Administrator

**Marriott Marquis Hotel**

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**New York, NY 10036**

**Tel: (212) 398-1900**

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