

Philip Micali

Principal
bWell International, Inc.

Phil has been a long time contributor to The Conference Board (TCB) healthcare and wellness events, since 2003. He has shared with TCB his industry knowledge and relationships in developing and managing products and programs with impact. He is a well-rounded health benefits executive in the public and private sectors of healthcare, with lots of experience delivering innovation, new product/program design, client acquisition & retention (success), and leadership development.

Phil has held senior roles with a pioneering behavioral company Value Behavioral Health (now Beacon Health/Anthem/Elevance), as well as with Lumenos CDHP (now Anthem/Elevance). Additionally, he held a senior role in developing, selling and managing Health Saving Account products, at Conduent/Benefit Wallet. For over 10 years, Phil founded and brought to market a SaaS consumer decision support tool, bWell-informed, LLC, designed specifically for consumers in the b2b and b2c space to select health benefits in a personalized shopping experience. Alongside managing bWell-informed, bWell International, Inc. provided specialized benefit consulting services to large employers like Microsoft, Thomson Reuters, and others, to implement consumer driven health plan programs complemented by employee wellness programs

In the advanced illness arena, Phil has led initiatives for large nonprofit hospices to participate in value-based contracts, responding to the demonstrations within the Center for Medicaid and Medicare Innovation at CMS.

Currently, Phil is focused on creating and bringing to market programs and services focused on consumer navigation, health literacy, benefits literacy, and overall beneficiary well-being, including but not limited to family caregiving and oncology care. He sits on the Patient and Family Advisory Board of The MetroHealth System in Cleveland, Ohio,

serving on the Senior Care, LGBTQ+, and Virtual Care Committees. Phil is also a co-founder of Action Cycling Atlanta, a charity dedicated to AIDS Vaccine Research and providing social determinants of health to the LGBTQ+ community. Also he serves as a Stephen Minister, a program designed to provide lay listening to church congregants.