



# The IBI/Conference Board Health & Productivity FORUM

Restarting America: The business value of health

VIRTUAL EVENT

Sept 14, 16, 22, 24, 29 & Oct 01, 2020

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## About the Conference

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### Restarting America: The business value of health

Employers and their partners have spent decades equating the value of health with the costs of healthcare. We now know, of course, that to both employees and employers alike, the value of health encompasses far more – the ability to attend work, be paid a full wage, perform highly and contribute to the success of the business. The IBI-Conference Board Health & Productivity Forum will address the more holistic value proposition for health and wellbeing, and how all the various program components contribute to it and align the interests of employees and employers in a new framework. Key topics areas:

- **Engaging Senior Leaders in Health as Business Strategy:** How can we better demonstrate the impact of health and wellbeing for our senior leaders so that is integrated into our business strategy? What are the operational measures to which they pay attention and how can they be brought into program evaluation?
- **Health and Wellbeing:** How well are our health and wellbeing programs working beyond their impact on medical costs? How does poor health influence the ability of employees to attend work and do their jobs?
- **Medical and Pharmacy Plan Design and Care:** How are health plans working to influence employee incentives to become better health-care consumers? How well are designs connected to our other programs in a holistic way? How can unintended consequences be brought into the analysis of their impact?
- **Absence, disability and productivity:** Does our health plan strategy effectively address the top drivers of illness-related lost productivity? What are strategies to help employees return to work and be productive?
- **Data, metrics and reporting:** What are the data and metrics that are critical for employers to understand the total cost of health? What are effective strategies for vendor partnerships?

## Conference Agenda

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### Monday, September 14, 2020

Session 1: 12:45 – 1:30 pm ET

#### **The Impact of Health Activation on Business Performance**

This session will highlight the advantages of using employers' existing key performance indicators (KPIs) when making a business case for health and productivity. This session will focus on the impact of employee health engagement on operational outcomes identified as important to businesses. You will learn that health engagement has a robust, positive association with business performance, gain insights from firsthand, practical efforts to identify and measure senior business leaders' KPIs and how to use your own leaders' KPIs to demonstrate how their health benefit strategy impacts the achievement of your business goals.

**Craig Kurtzweil**, National Vice President, Data Analytics and Innovation, **UnitedHealthcare**

**Erin Peterson**, Researcher, **IBI**

**Lauren Piacentini**, Advanced Analytics Scientist, **UnitedHealthcare**

Session 2: 1:30 – 2:20 pm ET

#### **Let's Talk Shop: Using Data & Metrics to Help CFOs Recognize the Business Value of their Health Benefits Strategy**

Finance executives are playing a bigger role than ever in benefits decisions — and are looking beyond cost management to health strategy as a driver of business performance. Findings from IBI's 2020 CFO survey give benefits professionals an insider's guide to the data and metrics that make an effective business case, and a panel of CFOs will discuss their perspectives on how they've incorporated benefits strategy into their financial decisions.

**Tom Carter**, Vice President, Workforce Health Consulting Group & Kaiser-on-the-Job, **Kaiser Foundation Health Plan**

**Brian Gifford, PhD**, Director, Research and Analytics, **Integrated Benefits Institute**

**Vickie Strickland**, Director, Health Strategy & Resources, **Delta Air Lines**

Session 3: 3:00 – 3:50 pm ET

#### **Impacts of COVID-19 on Patient-Facing Employers**

COVID-19 has had an impact on all employers, but those in patient-facing facilities face unique challenges to their workplace. In addition to testing supply, PPE and hospital capacity threats, employers are faced with the challenge of supporting their staff personally and

professionally during the pandemic while maintaining adequate staffing levels on-site. Forum participants will hear how the employer is leveraging job-sharing and cross-training to support demand, technology and telemedicine to help mitigate exposure to the virus and limit absence, and how the employer is maintaining productivity and supporting the well-being of its employees during the pandemic.

**Frank Alvarez**, Principal, **Jackson Lewis LLP**  
**Kimberly Mashburn**, National Accounts Practice Lead, **The Hartford**  
**Adam Seidner, MD, MPH**, Chief Medical Officer, **The Hartford**

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## Wednesday, September 16, 2020

Session 4: 11:00 – 11:45 am ET

### How Mental Health and Substance Use Issues Harm Workplace Health

During this session, you will learn mental health and substance use issues effect productivity. This discussion will include the state of mental health and substance use in America and provide background on why substance use is rising, background on opioid crisis and what has been done to date. An employer will provide insight on some key issues impacting behavioral health.

**Ryan Bruce**, Director, Vocational Programs, **Cigna**  
**Anthony Jarusinski**, Benefits Manager,  
**American Eagle Outfitters**  
**Aneta Predanic, MD**, Medical Director, **Cigna**

Session 5: 11:45 am – 12:30 pm ET

### Addressing Mental Health to Reduce Disability Leave and Improve Productivity

This session will feature HR representatives from large employers sharing why addressing behavioral health concerns in the workplace is a valuable approach for employers, and how they realized that supporting employees during behavioral health issues is just as important as support for a physical injury or illness.

**Carrie Bibens**, Associate Director, Vocational Rehabilitation Services, **Sun Life U.S.**  
**Nancy Folse**, Manager, Benefits – Leave Management, **Ochsner Health**  
**Lisa Jacobus**, Behavioral Health Consultant, **Sun Life U.S.**

Break: 12:30 – 1:00 pm ET

Session 6: 1:00 – 2:15 pm ET

### How Boeing Uses Technology and Human Connection to Individualize Employee Care

Forum attendees will learn how, after 12 weeks, Boeing employees and their dependents in a cognitive

behavioral therapy program show an average reduction of 44.5% in depression scores and a 45.5% average reduction in anxiety scores. Overweight and obese groups are on track for -2.5% and -3.2% weight loss respectively. After 8 weeks, users show reduction of 4.04 mmHg in average weekly systolic blood pressure, and a significant reduction of 4.03 mmHg in average diastolic blood pressure. Finally, the panel will discuss the improved productivity seen through these improved outcomes in lifestyle, chronic, and mental health programs. The presentation will be followed by a live exhibit hosted by Vida Health.

**Chris Mosunic**, Chief Clinical Officer, **Vida Health**  
**Jason Parrott**, Global Healthcare & Well Being Strategy, **The Boeing Company**

Break: 2:15 – 2:30 pm ET

Session 7: 2:30 – 3:45 pm ET

### Resilience at Work: Creating a Psychologically Healthy Workplace

At a time when stress and employee burnout are at an all-time high, employers are hungry for programs and solutions that help build a culture of wellbeing and ensure the health of employees and their businesses. In this session, Kaiser Permanente and R3 Continuum will provide a brief overview of the characteristics of a psychologically healthy workplace, elements to assess your workplace, and practical ways to overcome challenges to increase employee well-being, crisis hardiness and business productivity. The presentation will be followed by a live exhibit hosted by Kaiser Permanente.

**Jeff Gorter**, MSW, LMSW, Vice President, Crisis Response Clinical Service, **R3 Continuum**  
**Nicole Stelter**, PhD, LMFT, EAS-C, CCTP, Mental Health Customer Engagement Leader, **Kaiser Permanente**  
**Dr. Thomas Wang**, SCAL Regional Chief of Occupational Medicine, **Kaiser Permanente**

## Tuesday, September 22, 2020

Session 8: 11:00 – 11:45 am ET

### Communicating with People and its Impact on Absenteeism

This session describes how a supportive people-focused process with a foundation in open and regular communication can make a significant difference in the lives of our people and the performance of the organization. A people-focused experience supportive and progressive process for informing, educating and offering support to workers regarding their use of sick time was

developed by a large employer with approximately 30,000 health care employees, many of them unionized, working in one of the largest regional health systems in Canada.

**Dr. Tyler Amell, CMO/CRO, CoreHealth Technologies / Pacific Coast University for Workplace Health Sciences**

**Dave Keen, Executive Director, Fraser Health**  
**Waqar Mughal, Director, Mughal & Associates Management Consulting Ltd.,** Sessional Faculty,  
**Pacific Coast University for Workplace Health Sciences**

Session 9: 11:45 am – 12:30 pm ET

### **Embracing Accommodations to Drive Productivity and Compliance**

This case study will examine how Woodward Inc, an independent designer, manufacturer, and service provider of energy control and optimization solutions for aerospace and industrial markets with over 7500 employees, improved productivity and compliance through a formal accommodations program. Presenters will share learnings and outcomes from the 18-month pilot, including initial results from the implementation of the program across the organization, adjustments made for COVID-19 impacts and future program considerations. Outcomes that will be discussed include: improvements in creating a culture of accommodations support, decreases in leave durations, reductions in intermittent leaves, improvements in consistent oversight of accommodations and increases in accommodations options beyond leave as an accommodation.

**Annie Eynard, Disability and Productivity Consultant, The Standard**  
**Kristin Williams, Vice President, Human Resources, Woodward Inc.**

Break: 12:30 – 1:00 pm ET

Session 10: 1:00 – 1:45 pm ET

### **Paid Family Leave's (PFL's) version of the Cannon Ball Run**

Just like Cannon Ball Run, there's a race going on and the rules are being written as the race progresses. States seem to be one-upping one another in the paid leave space and employers and carriers are scrambling to keep up, meanwhile does anyone know what the ultimate destination is? Partnering with Facebook to present both the employer and carrier perspective, we will explore the trends we're seeing in statutory disability and paid family leave, with an emphasis on how the evolving state programs are impacting company absences and paid leaves. We will discuss challenges that employees, employers and carriers are facing in

light of the increasing complexity and benefit availability, and we'll share insights and best practices we're learning from the company leaves and data we manage.  
**Amber Pilgrim, SHRM-SCP, Manager Life @ Time Away, Facebook**  
**Kim Rudeen, AVP, Absence & Statutory Products, Lincoln Financial Group**

Session 11: 1:45 – 2:30 pm ET

### **Cost Effectiveness of Biosimilars and Site of Care Issues**

The objective of the session is to address how our health plans are working for and some instances against enrollees' efforts to become better health care consumers. How can plan designs accomplish better co-pays, deductibles, and co-insurance in the biosimilar arena? How do unit costs, prescription drugs, and other factors focus on the total cost of care and resulting outcomes? How do biosimilars fit into the equation? Mike Jansen, Walmart will summarize measures, implementation and outcomes from the Employers view

**Eileen Pincay, Senior Vice President and Senior Pharmacy Consultant, Segal Group**  
**Juliana M. Reed, Vice President, Corporate Affairs Lead, Global I & I and Biosimilars, Pfizer, Inc.**  
**Wayne Winegarden, Ph.D., Director of the Center for Medical Economics and Innovation, Pacific Research Institute, Principal, Capitol Economic Advisors**

Break: 2:30 – 2:45 pm ET

Session 12: 2:45 – 3:30 pm ET

### **Fitness for Duty: Harley Davidson's Successful Process and How You Can Adopt a Program that Works**

Employers are often faced with the challenge of determining whether an employee returning from a leave of absence under FMLA or who requests accommodation(s) under the Americans with Disabilities Act is fit for duty. This session includes a summary of the legal framework of fitness for duty exams under FMLA and the ADA, including some engaging case examples to illustrate employers who got it right and lessons learned from those that did not. You will also learn best practices to consider adopting to ensure you are in compliance with the law when conducting fitness for duty exams in your workplace.

**Gail I. Cohen, JD, Director, Employment Law & Compliance, Matrix Absence Management, Inc.**  
**Beth Mzronsky, Director of Workplace Environment, Harley Davidson**  
**Jeff Nowak, Esq., Shareholder, Littler Mendelson P.C.**

Session 13: 3:30 – 4:30 pm ET

### Helping Employees Detect Cancer Early, When It Can be Cured

Cancer is the leading cause of death in the US. The earlier that cancer can be found, the higher the chance of successful treatment and survival. Yet, too often cancer goes undetected until it has progressed to an advanced stage. Learn how GRAIL's breakthrough multi-cancer early detection technology, Galleri, offers employees a potentially life changing benefit. The presentation will be followed by a live exhibition hosted by Grail, Inc.

**Eric Klein, MD**, Andrew C. Novick Distinguished Professor and Chair, Glickman Urological and Kidney Institute, **Cleveland Clinic Lerner College of Medicine**

**Joshua Ofman, MD**, Chief Medical Officer and External Affairs, **GRAIL, Inc.**

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## Thursday, September 24, 2020

Session 14: 11:00 am – 12:15 pm ET

### Paylocity's Innovative Approach to MSK Benefits: Co-Creating a Virtual Health Care Strategy with Employees

With 60% of Paylocity's workforce remote before COVID-19, Paylocity is a virtual healthcare early adopter. New research reveals remote work is increasing back and joint pain. Paylocity's benefits leader will share how they innovated and "co-created" their virtual healthcare benefits strategy together with their employees to address musculoskeletal conditions. The presentation will be followed by a live exhibit hosted by Hinge Health.

**Jeff Krauss, MD**, Chief Medical Officer, **Hinge Health**  
**Jill Santercier**, Manager of Employee Benefits and Wellness, **Paylocity**

Session 15: 1:00 pm – 2:15 pm ET

### How Employers Can Run their Benefits Like a Business and Cut MSK Costs by over 30%

Join Brian Marcotte, former President/CEO of Business Group on Health, and Ashley Ortega, VP of Partnerships and Alliances at SWORD Health, to discover a proven budgeting strategy that can give you the freedom to implement clinical-grade solutions on your own timeline and take control of your MSK costs.

**Brian Marcotte**, former President/CEO, **Business Group on Health**  
**Ashley Ortega**, VP of Partnerships and Alliances, **SWORD Health**

Session 16: 2:45 am – 3:15 pm ET

### Food As Medicine: How Covenant HealthCare Achieved A Path to Diabetes Remission

Employees with diabetes and other metabolic diseases (diabetes, prediabetes, clinical obesity and NASH) have had limited success with traditional interventions such as the ADA Guidelines, Rx, generic nutrition recommendations such as the DPP and surgery. After 10 years of research, DayTwo's precision nutrition solution now offers employees a path to diabetes remission using gut microbiome sequencing and machine learning algorithms, matching the right food to the right person. Join this session and learn how Covenant HealthCare was able to achieve outstanding clinical and business outcomes and achieved a path to diabetes remission. The presentation will be followed by a live exhibit hosted by Day Two.

**Erik Fielbrandt**, Human Resources Manager, Total Rewards, **Covenant Healthcare**  
**Josh Stevens**, President, **DayTwo**

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## Tuesday, September 29, 2020

Session 17: 12:45 – 2:00 pm ET

### Bring Out Your Inner Scientist: Leverage the Power of Data to Test Your Hypotheses About Employee Benefits Needs for 2021

It is likely or almost expected that that your plans for the next benefits' year are based on some solid hypotheses, assumptions or projected models derived from current patterns of health care consumption. How will your hypotheses pan out with the evolving times? Armed with robust and holistic data analytics you can confidently make the decisions in the best interest of your employees and your business. In this session, the speakers will explore a few hypotheses of their own, including:

- Increasing overall telehealth adoption can help improve productivity among staff members
- You will need to "prioritize" who gets vaccine first based on position/title/role
- Stress, anxiety, and fatigue experienced by our essential workforce is driving an increase in EAP services (or other) specifically set up for this purpose
- Mental/ behavioral health-related claims have increased dramatically in the pediatric population

The presentation will be followed by a live exhibit hosted by Health Data & Management Solutions (HDMS).

**Rani Aravamudhan**, Senior Clinical Consultant, **Health Data & Management Solutions (HDMS)**  
**Marilyn Schlein Kramer**, Principal, **Strategic Benefit Advisors**

Break: 2:00 – 2:15 pm ET

Session 18A: 2:15 – 3:30 pm ET

### **Pre-Data Interventions: How Human Dialogue Impacts Outcomes**

Analyzing claims numbers is only one element of a successful navigation program. Without proactive, relational dialogue between consumers and care coordination teams, intervention can arrive too late to affect outcomes. In this session, you learn about Mister Car Wash's navigation experience, as well as results from a recent Cogitativo study on the impact of early intervention, personal outreach and persistent engagement when deployed before claims data arrives. The presentation will be followed by a live exhibit hosted by Quantum Health.

**William Lahrmann**, Senior Vice President of Key Account Relationships, **Quantum Health**

**Anna Zappia**, Vice President of Human Resources, **Mister Car Wash**

Session 18B: 2:15 – 3:30 pm ET

### **Making the Case for Eliminating Low-value Care while Incentivizing High-value Care**

Self-insured employers are increasingly challenged with providing competitive, yet cost-effective benefits to maximize the health and productivity of their workforce. This includes balancing the costs to the organization with the costs to the member. However, recent studies have demonstrated that cost neutral designs are feasible; in fact, coverage may be enhanced for high-value drugs and services, without raising premiums and deductibles. This cost neutrality is particularly attainable by identifying and decreasing use of low-value care and using the savings to increase spending on high-value care. By furthering these efforts, we may achieve a healthier and more productive workforce. The presentation will be followed by a live exhibit hosted by AbbVie.

**Beth Bortz**, President/CEO, **Virginia Center for Health Innovation**

**A. Mark Fendrick, MD**, Director, **University of Michigan Center for Value-Based Insurance Design**

**Suzanne Goot**, National Employer Account Executive, **AbbVie**

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## **Thursday, October 1, 2020**

Session 19: 11:00 – 11:45 pm ET

### **Connecting the Dots: How Is Value Assessment Serving Employer Needs?**

Like any other business investment, employers rightly expect employer-sponsored health care benefits to deliver value. Discerning the most valuable benefit package is not a simple profit-loss analysis and employers often have little insight into value when

making these investments. With health care costs continuing to rise, more attention is being paid to the actual value of health care. Existing methods for estimating value are lacking, though. Learn insights on how coverage policies will impact your employees and their families and, as a result, how they will impact the performance of your business.

**Jennifer L. Bright**, Executive Director, **The Innovation and Value Initiative Foundation**

**Mohannad Kusti, MD**, Regional Medical Director, Pivot Onsite-Innovations, President & Chief Medical Officer, **Optimal Workplace & Environmental Wellness Corporation**

**Margaret Rehayem**, Vice President, **National Alliance of Healthcare Purchaser Coalitions**

Session 20: 11:45 am – 12:30 pm ET

### **How to Put the Affordability Puzzle Together**

The unprecedented experience due to COVID-19 has generated a heightened focus on the true meaning of emotional wellbeing. Emotional Wellbeing concerns exist across all employees and their families, and can adversely impact physical, social and financial aspects of wellbeing as well. Willis Towers Watson experts will facilitate a discussion with benefits leaders of a few jumbo employers around strategies and approaches to improving emotional and other aspects of wellbeing both in the short term and longer term.

**Kristin Bajorat**, Director of Wellbeing, **Zurich North America**

**Lisa Thompson**, Director of Benefits, **W.W. Grainger, Inc.**

Break: 12:30 – 1:00 pm ET

Session 21: 1:45 – 2:30 pm ET

### **Breaking Down Financial Barriers to Care**

Quality, transparency and affordability are key components of a successful health program strategy. However, it's tough to drive utilization of high-quality services when a significant affordability gap exists. On average, 70% of employees, even those with insurance, have trouble paying and may avoid necessary care. This can lead to higher future costs, creating a cycle of benefit reductions followed by more cost increases. We'll discuss new approaches to integrating health and financial wellness that can positively impact outcomes for employers and employees.

**Mark Berry**, **SHRM-SCP**, Vice President, Human Resources, **Indiana Packers Corporation**

**Sharon Cunningham**, ASA, Chief Development Officer, **Lane Health**

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Session 22: 1:45 – 2:30 pm ET

## Go Where the Money Is: Can We Make Health Care Costs Sustainable for Employers?

This panel will debate different perspectives of what is contributing to the rising costs of health care and how the US can make health care costs sustainable for employers. The panelists will discuss broader indirect costs of health – particularly as they pertain to employers – such as the impact of lost worktime and reduced performance at work among members.

**Ge Bai, PhD**, Associate Professor of Practice, **Johns Hopkins University**

**Beth Beaudin-Seiler, PhD**, Senior Analyst, Manager, Altarum's Center for Value in Health Care, **Research Consortium for Health Care Value Assessment**

**Paul Fronstin, PhD**, Director, Health Research and Education Programs, **Employee Benefit Research Institute (EBRI)**

**Bruce C. Stuart, PhD**, Professor Emeritus, Department of Pharmaceutical Health Services Research, **University of Maryland School of Pharmacy**

- Tom Carter, Vice President, Workforce Health Consulting Group & Kaiser-on-the-Job, Kaiser Foundation Health Plan
- Gail I. Cohen, JD, Director, Employment Law & Compliance, Matrix Absence Management, Inc.
- Sharon Cunninghis, ASA, Chief Development Officer, Lane Health
- Annie Eynard, Disability and Productivity Consultant, The Standard
- Mark Fendrick, MD, Director, University of Michigan Center for Value-Based Insurance Design
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- Nancy Folsie, Manager, Benefits – Leave Management, Ochsner Health
- Paul Fronstin, PhD, Director, Health Research and Education Programs, Employee Benefit Research Institute (EBRI)
- Brian Gifford, PhD, Director, Research and Analytics, Integrated Benefits Institute
- Suzanne Goot, National Employer Account Executive, AbbVie
- Jeff Gorter, MSW, LMSW, Vice President, Crisis Response Clinical Service, R3 Continuum
- Lisa Jacobus, Behavioral Health Consultant, Sun Life U.S.
- Anthony Jarusinski, Benefits Manager, American Eagle Outfitters
- Robin J. Kahn, Director, Health and Benefits, Willis Towers Watson
- Dave Keen, Executive Director, Fraser Health
- Eric Klein, MD, Andrew C. Novick Distinguished Professor and Chair, Glickman Urological and Kidney Institute, Cleveland Clinic Lerner College of Medicine
- Marilyn Schlein Kramer, Principal, Strategic Benefit Advisors
- Jeff Krauss, MD, Chief Medical Officer, Hinge Health
- Craig Kurtzweil, National Vice President, Data Analytics and Innovation, UnitedHealthcare

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## Speaker List

- Frank Alvarez, Principal, Jackson Lewis LLP
- Dr. Tyler Amell, CMO/CRO, CoreHealth Technologies / Pacific Coast University for Workplace Health Sciences
- Rani Aravamudhan, Senior Clinical Consultant, Health Data & Management Solutions (HDMS)
- Ge Bai, PhD, Associate Professor of Practice, Johns Hopkins University
- Kristin Bajorat, Director of Wellbeing, Zurich North America
- Beth Beaudin-Seiler, PhD, Senior Analyst, Manager, Altarum's Center for Value in Health Care, Research Consortium for Health Care Value Assessment
- Mark Berry, SHRM-SCP, Vice President, Human Resources, Indiana Packers Corporation
- Carrie Bibens, Associate Director, Vocational Rehabilitation Services, Sun Life U.S.
- Beth Bortz, President/CEO, Virginia Center for Health Innovation
- Jennifer L. Bright, Executive Director, The Innovation and Value Initiative Foundation
- Ryan Bruce, Director, Vocational Programs, Cigna

- Mohannad Kusti, MD, Regional Medical Director, Pivot Onsite-Innovations, President & Chief Medical Officer, Optimal Workplace & Environmental Wellness Corporation
- William Lahrmann, Senior Vice President of Key Account Relationships, Quantum Health
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- Kristin Williams, Director, Human Resources, Woodward Inc.
- Wayne Winegarden, Ph.D., Director of the Center for Medical Economics and Innovation, Pacific Research Institute, Principal, Capitol Economic Advisors
- Anna Zappia, Vice President of Human Resources, Mister Car Wash

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# REGISTRATION INFORMATION

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## **Cancellation Policy**

Full refund until August 25th. \$50 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.