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PRE-EVENT ACTIVITIES

Wednesday, September 23

Special Session

3:30 – 5:00 p.m.

Designing for Value: How the Obesity Challenge Is Forcing a Smarter Approach to Using Benefits Data

Benefits leaders are under significant pressure. Medical trend is running at its highest rate in nearly two decades. Obesity care and GLP-1s particularly are under a microscope – employees want coverage and CFOs want proof, not promises.

What's the Problem?
The problem isn't the drugs. It's that the obesity care market is evolving faster than employers' ability to design a sustainable benefit — and the system was not built to count what matters, measure what actually works, or deliver useful data with the urgency this challenge demands.

Why Attend
What's emerging from the 2026 Employer Market Scan on Obesity Care — a rare collaboration across employers, academia, patient advocacy and technology — will give you something many benefits leaders don't yet have: an objective read on what good obesity care actually looks like, what peers are doing, and a framework for talking to your CFO before the next renewal cycle forces your hand.

3 Takeaways
You'll leave with a fresh perspective on three things:
1. how to design a comprehensive obesity benefit aligned to an evidence-based standard;
2. what employers like you are doing to prepare for the expanding GLP-1 pipeline; and
3. how new approaches to cross-sector collaboration and AI-powered data analysis are making it possible — for the first time — to design benefits that can actually demonstrate value.

This is a working conversation — bring what's keeping you up at night. Your questions, your experience, and your CFO's objections all belong in the room.

Moderator:
Borislava Marcheva, Head of Market Engagement, **Red Cell**

Panelists:

Barbara Flitsch, Founder, Principal, **AMP, LLC**

Christine Gallagher, MPAff, Associate Director for Research and Policy, **George Washington University**

Stacie Hueller, Sr. Director, Americas Benefits, **Medtronic**

Kristine Karnath, Group Vice President, Total Reward, **Moog**

Daniel O'Brien, Vice President, Product, **Trase**

Dr. Tracy Zvenyach, Vice President of Advocacy and Research, **Obesity Action Coalition**

Open to all conference attendees at no additional cost. Advance registration is not required.

4:00 – 6:00 p.m.

Early Registration Hospitality Suite & Cocktail Reception

Join us for cocktails and hors d'oeuvres, pick up your conference materials early and network with fellow attendees and vendors.

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7:30 – 5:00 p.m.

Conference Registration

7:30 – 8:00 a.m.

Continental Breakfast

8:00 – 8:25 a.m.

Welcome and Opening Remarks

Gregg Mauro, Senior Fellow, Human Capital, **The Conference Board**

Kelly McDevitt, Program Director, **The Conference Board**

8:25 – 8:55 a.m. **General Session A**

Priority Paralysis in Modern Benefit Strategy: How Employers Are Solving for a Multitude of Emerging Hurdles, While Old Challenges Linger

The struggles of designing an affordable, well utilized and well-liked benefit strategy are not new. Cost mitigation, effective communication and great health outcomes have been a goal for employers for decades, and many still struggle with reaching sustainable positive results in these areas. Layer in modern complexities like AI, workforce reduction, generational demands and differences and modern world challenges, designing for success becomes a very complicated puzzle with multiple priorities competing for your focus. In this session you will hear from industry leaders who have contemplated the current environment and have been successful in implementing solutions new and old to provide the best the industry has to offer for their employees. Hear from and interact with these leaders to understand best practices in today's complex world of benefit solutions, technology and navigation.

Moderator:

Kelly McDevitt, Program Director, **The Conference Board**

Speakers:

Jae Kullar, Director of Benefits, **American Airlines**

Cindy Perry, Senior Managing Director of National Benefits, **PwC**

9:10 – 9:50 a.m. **General Session B**

Bold Moves: Real-World Success with Non-Conventional Payment and Care Delivery Models

After several years of near double-digit health cost growth, it's time for employers to look beyond traditional levers to deliver better health at a better cost. An engaging panel of forward-thinking employers will share actionable insights into how they are leveraging non-conventional payment models across health care and prescription drugs to enhance transparency, empower employees to access the most cost-effective options, and deliver predictable, high-quality outcomes.

Nathan Counts, Vice President, Total Rewards, **Amtrak**

Emily Elwood, Senior Benefits Manager, **KinderCare Learning Companies**

Lindsay Hunter, FSA, MAAA, Midwest Large Market Leader, Health Solutions, **Aon**

Serena Robinson, Director of Benefits, **Hyatt**

10:05 – 10:30 a.m.

Refreshment Break

Hosted by:

Lilly

10:30 – 11:10 a.m. **Concurrent Session C1**

Fertility Benefits: Why Design Matters More Than Coverage

As fertility and family-building benefits expand, many employers are asking a harder question: not whether to offer these benefits, but how to design them in ways that improve outcomes, control costs, and support a diverse workforce. Too often, legacy structures introduce unintended inequities, incentivize unnecessary care, and create cost volatility across the workforce. In this session, hear how a large employer's benefit design choices—particularly decisions around coverage, elective preservation, and family building reimbursement—helped shape employee access, geographical equity, and care decisions.

Caitlin Ardrey, Senior Director, Fertility Program, **Maven**

Kellie Keyes, Total Rewards Consultant, **Mars**

Imane Mabrouk, People Operations – Global Mobility and Scale, **Clay**

10:30 – 11:10 a.m. **Concurrent Session C2**

Benefit Leaders Weigh In: Building Sustainable Strategies for Today's GLP-1 World

HR and benefits leaders are feeling the pressure to lower costs, improve outcomes, and support a healthier, more productive workforce—all at once. GLP-1s have become a catalyst for broader conversations about obesity, chronic disease, pharmacy costs, and how employers can improve health while managing long-term spend. In this fireside chat, a benefits and clinical leader will explore how employer thinking is evolving beyond traditional care models—how introducing reversal as an option, expanding choice beyond medication, and addressing the underlying drivers of chronic disease create lasting value for both employees and employers.

Frank Dumont, MD, FACP, Executive Medical Director, **Virta Health**

Jakob Whitted, Global Benefits Manager, **UPS**

10:30 – 11:10 a.m. **Concurrent Session C3**

Keep Calm and Adhere On: Smarter Medication Management for Healthier Hearts

To rein in skyrocketing costs, benefits leaders need to focus on heart health. Cardiovascular disease (CVD) is the leading cause of death, and many employers rank cardiovascular conditions among their top cost drivers. Along with lifestyle changes, ensuring appropriate prescribing and improving medication adherence are among the most reliable ways to lower CVD risk. Yet many adults with hypertension are either not prescribed optimal therapy or don't take medications as directed. Digital health can help. This session will share how AI-driven digital heart health can support members in closing medication gaps and drive other healthy habits to improve clinical outcomes.

Paula Cerqueira, MS, RDN, Sr.Director, Solutions Consulting – Medical Affairs, **Hello Heart**

Bernardo Perez-Villa, MD, MSc, VP, Medical Affairs, **Hello Heart**

Jennifer Young, Director, Employee Benefits, **Phillips 66**

10:30 – 11:10 a.m. **Concurrent Session C4**

Why Workforce Agility Depends on Mental Health Infrastructure

Organizations are under pressure to adapt quickly—to economic shifts, AI, workforce change, and global disruption. Yet adaptability breaks down when employees are overwhelmed, disengaged, or unsupported. This session connects mental health care to organizational resilience, showing how scalable, adaptive mental health infrastructure enables leaders to sustain performance, navigate change, and reduce risk during periods of volatility. Attendees will leave with practical guidance on how to evaluate and strengthen their mental health infrastructure to support workforce agility and long-term resilience.

Jerry Guerrero, Director, Global Diversity, Equity, and Inclusion, **Roku**

Dr. Mary Odafe, Clinical & Scientific Affairs Liaison, **Modern Health**

Sarah Thomas Wyman, Director of Total Rewards, **CoxHealth**

11:25 – 12:05 p.m. **Concurrent Session D1**

The Clinical Front Door: Transforming Cardiometabolic Outcomes

Traditional lifestyle programs are falling short as obesity and chronic disease costs climb. Attend and discover how a clinical-first obesity strategy serves as the "front door" to treating high-cost cardiometabolic conditions including obesity and type 2 diabetes. Hear directly from benefits leaders on how they're approaching moving beyond lifestyle-only support to a comprehensive medical solution to reduce point solution fatigue, better manage GLP-1 utilization and Rx spend, and deliver a total return on care through measurable health outcomes and long-term cost savings.

Alyssa Alsheimer, VP of Marketing, **Form Health**

Kimberly Csan, CEBS, Corporate Director, Benefits Strategy & Engagement, **HII**

11:25 – 12:05 p.m. **Concurrent Session D2**

Neurodiversity in the Workplace: Unmet Needs, Untapped Potential

Over a billion people worldwide live with ADHD, autism, dyslexia, and other neurodivergent conditions, yet most workplaces offer only basic accommodations. The Workforce Mental Health Trends Report finds that 91% of benefits leaders are concerned about supporting neurodiverse needs, yet 83% aren't sure where to start. Without the right support, neurodivergent employees often face burnout, anxiety, and disengagement, while their unique strengths go untapped.

This session will explore how leading organizations are moving beyond compliance to create workplaces where neurodivergent employees can truly thrive. From equipping managers to recognize and support diverse thinking styles to providing employees with skills coaching and timely, evidence-based care – you'll gain practical strategies to strengthen support for neurodiversity in the workplace and increase engagement, retention, and innovation.

Rachel Davidson, Sr. Director, Neurobehavioral Health Service, **Lyra Health**

Kate Fisher, Sr. Director, Total Rewards and Wellness, **Cummins**

11:25 – 12:05 p.m. **Concurrent Session D3**

How Phillips 66 Is Building the Next Generation of Women's Health Benefits

Women's health isn't a single benefit. It's a workforce strategy. Join Phillips 66 for a conversation on how they built a modern women's health strategy designed to support employees through every stage of life. Hear how Phillips 66 identified an unmet need, built leadership alignment, leveraged AI-powered care to deliver a more personalized experience, and drove meaningful engagement across a diverse workforce. From making the business case to measuring impact, this session will explore the strategies employers can use to expand access, increase utilization, and create women's health benefits that improve outcomes for employees and the organization.

Amanda Conway, Head of Enterprise Sales, **Sword**

Candace Jodice, Head of Benefits Strategy, **Sword**

Jennifer Young, Director of Benefits, **Phillips 66**

11:25 – 12:05 p.m. **Concurrent Session D4**

Building Mental Health Support into Frontline Operations

Frontline, retail, and distribution work carries real pressure. Long or irregular hours, demanding customers, and the pace of the job add up over time, and that strain can surface as fatigue, anxiety, and stress. However much a company does to protect its people, these stressors come with the environment, which makes mental health support a core part of how employers care for a frontline workforce. In this session, learn how a large employer built a support structure that meets people early, provides the right care at the right time, and builds ongoing resilience. The session also covers how timely follow-up after difficult events supports both team members and leaders across the organization.

David Pawlowski, Chief Operating Officer, **CuraLinc Healthcare**

Jane Riehl, Senior Director of Client Relationships, **CuraLinc Healthcare**

Cheryl Weber, Senior Manager, Benefits, **Walgreens**

12:05p.m. – 1:05 p.m.

Luncheon

Hosted by:

Ovia Health by labcorp

1:05 p.m. – 1:45 p.m. **General Session E**

Future-Proofing Benefits: Why the New Majority Requires a New Model of Care

It's expected that Millennials and Gen Z combined will make up more than 58% of the total workforce by 2030. As with all generational shifts, expectations change. What does this mean for health care? Join this candid conversation with Mercedes-Benz to gain insights into how health care must change to support this new generation of digital-first consumers and learn how much they want to be a part of their care journey.

Dorcas Attah, Senior Analyst, Benefits Data & Market Analytics, **Mercedes-Benz USA**

Christynne Helfrich, PT, DPT, OCS, Doctor of Physical Therapy, **Hinge Health**

2:15 p.m. – 2:55 p.m. **Concurrent F1**

Designing Cancer Care for a Distributed Workforce: How Genuine McCarthy and Panera Built Scalable, Tiered Cancer Strategies

Cancer is a leading cost driver — and for employers with mixed workforces spanning field workers, hourly staff, and corporate employees, effective cancer care requires more than a one-size-fits-all solution. This session explores how two employers built workforce-aligned cancer strategies that meet employees where they are. Genuine McCarthy, one of the nation's oldest construction firms, engaged a distributed workforce — including craft workers with limited computer access — through onsite activation, targeted outreach, and an always-on, oncologist-led care team. Within 70 days: >7% enrollment, 54% increase in screening adherence, and 24% of participants identified as high risk. Panera, with 8,000 eligible employees across corporate offices, distribution centers, and 2,000+ café locations, designed a tiered approach: cancer screenings for part-time staff and a full program — detection through survivorship — for full-time employees. Attend this fireside chat to learn how you can close screening gaps, engage hard-to-reach populations, and scale cancer benefits that drive lasting savings — regardless of workforce complexity.

Misi Holmberg, CEBS, CPSP, Director, Benefits, **Panera**

Stephanie Mester, Benefits Technology & Compliance Supervisor, **Genuine McCarthy Enterprises**

Josh Sturm, Chief Revenue Officer, **Color**

2:15 p.m. – 2:55 p.m. **Concurrent F2**

Beyond the Leave: Rewrite the Mental Health LOA Playbook

A recent study found that 74% of respondents reported an increase in employee requests for leaves of absence or accommodations for mental health-related issues over the last year. But what if we flipped the script and reduced the number of mental health-related leaves? In this session, leaders will challenge the traditional leave model and share how they're reframing their approach, shifting from reactive leave administration to proactive, clinically informed support. We'll explore how to reduce avoidable leaves, deliver meaningful care while employees are out, and design sustainable returns that prevent relapse and repeat cycles. Along the way, we'll unpack what the "leave surge" is really telling us about burnout, access barriers, and workplace culture, and how employers can intervene earlier with the right pathways and guardrails.

Pieter Brauwers, Head of Global Health & Welfare, **Abbott**

Kelsey Witmer, VP, Total Rewards and People Operations, **Spring Health**

2:15 p.m. – 2:55 p.m. **Concurrent F3**

The Shift to Flexibility: Reimagining Employee Benefits for Impact, Value, and Efficiency

Today's workforce expects personalized benefits but delivering that impact can feel overwhelming with fixed budgets and fragmented systems. This session will show how flexible strategies, like Lifestyle Spending Accounts (LSAs), can significantly elevate the perceived value of your benefits offering and drive results without massive overhauls. We will explore how to audit and optimize your current programs, identify underperforming investments, and design benefits that align with company goals. You'll leave with practical tools, peer insights, and a clear roadmap for a more strategic, efficient, and engaging benefits strategy.

Desiree Cadle, Senior Global Benefits Analyst, **Sprout Social**

Jennifer Finn, Senior Benefits Manager, **Everest Global**

Jennifer Long, Vice President, Global Benefits, **Everest Global**

Aileen Palmer, Head of Customer Operations, **Benepass**

2:15 p.m. – 2:55 p.m. **Concurrent F4**

Bending the Cost Curve Ins't Enough

In 2025, Koch Industries piloted a health plan in Georgia that flipped the traditional model of how health care is paid for and accessed. The plan paid the average cost of care—no networks, no copays, no prior authorizations. Members who chose lower-cost care kept half the savings; those who spent more paid the difference. Families saved about $4,000 per year between lower premiums and money earned by shopping, with an average of $500 cash back for those choosing lower-cost care. After a successful first-year pilot, Koch is expanding the offering to cover another 15,000 eligible employees across Texas and Kansas. Attend this session and explore their approach.

Kimberly Jones, Director, Benefits & Leave Operations, **Koch**

Kevin Knight, Chief Marketing Officer, **Sidecar Health**

2:55 – 3:25 p.m.

Refreshment Break

Hosted by:

Lilly

3:25 p.m. – 4:05 p.m. **Concurrent G1**

Lower Cost, Better Care: The New Model for Specialty Infusion

Specialty conditions like Crohn's, MS, and rheumatoid arthritis impact less than 2% of employees but can drive over 20% of total plan costs—largely due to delayed starts, fragmented care, and unnecessary hospital-based treatment. This session will explore how forward-looking employers are redefining Centers of Excellence (COE) not as destinations, but as

delivery models to improve patient experience, accelerate time to treatment, and reduce costs—all while delivering claims-validated savings with zero upfront costs. No PEPM. No implementation fees. Just proven ROI—clinically rigorous and financially risk-free.

Matthew Hall, Benefits Strategy Manager, **Koch**

Rob LaHayne, Co-Founder & Chief Commercial Officer, **Leap Health**

3:25 p.m. – 4:05 p.m. **Concurrent G2**

Designing a Seamless Benefits Experience: Lessons from GE Appliances

Join GE Appliances for a fireside chat on what it really takes to deliver a benefits experience employees can rely on. We'll explore how to make benefits feel simple and intuitive on the surface, while executing consistently behind the scenes. Designed for HR and benefits leaders, this session will dive into how GE Appliances has intentionally reduced complexity and focuses instead on creating a straightforward, low-friction experience employees can trust. Together, we'll explore how their approach is evolving beyond traditional administration toward a more connected model—one that brings benefits delivery, navigation, and advocacy together across the full ecosystem. Speakers will reflect on how this strategy has taken shape over time—the milestones that mattered, the challenges they've worked through, and what it takes to build trust through consistent delivery. You'll walk away with practical ideas for designing a benefits experience that feels effortless to employees while delivering meaningful support where it matters most.

Donna Church, Director, Health & Leave Benefits and Benefits Delivery, **GE Appliances, a Haier company**

Donna Dorsey, CHRO, **Alight**

3:25 p.m. – 4:05 p.m. **Concurrent G3**

The Role of Financial Care for Employee Health, Wellbeing, and a Thriving Workforce

Employers have long understood the value of a mentally and physically healthy workforce. Now they realize that – as the biggest driver of stress and the biggest barrier to getting the right care early – financial health is foundational to mental and physical health. Most doctor visits are stress-related, and financial worries significantly hurt productivity. Yet financial wellness has often been limited to CFP-driven planning or point solutions that add a veneer of support. Employers like Amazon are adopting solutions relevant to the 70% of Americans who are not financially healthy. This session will explore the next generation of financial health benefits that meaningfully improve wellbeing, retention, safety, and productivity for working families.

Jack Nickel, Global Financial Wellness Program Manager, **Amazon**

Tom Spann, CEO, **Brightside**

3:25 p.m. – 4:05 p.m. **Concurrent G4**

The Science of Personalizing Population Health

Traditional population health models rely on averages. But employees aren't averages—they're individuals with unique biology. This session will explore how employers can bridge the gap between population-level strategy and individual action using lab testing for 100+ biomarkers. You'll learn how biological insights drive employee health ownership, uncover early indicators of thousands of conditions, and support outcomes like retention, energy, and reduced cost of care. You'll learn how employers are seeing early ROI through more engaged teams and smarter intervention—not more intervention.

Brock Anderson, Head of Population Health Strategy, **Function Health**

Jackie Olliff, Chief Talent & Human Resources Officer, **ApolloMD**

4:20 – 5:00 p.m. **General Session H**

Scaling Personalized Health Engagement to Improve Outcomes and Manage Costs

As health care costs continue to rise, employers need new ways to identify risks and support employees before health challenges become more complex and costly. In this session, Bank of America will share how it has evolved from reactive cost management to a more proactive approach focused on early risk identification, personalized engagement and targeted intervention at scale. Attendees will learn how the organization connects members to the right support at the right time, helping improve health outcomes while addressing key cost drivers such as emergency department utilization, musculoskeletal conditions, care navigation and site-of-care optimization. The discussion will also explore the importance of disciplined execution and how sustained engagement strategies can help drive meaningful results for both employees and the business.

Kate Phillips, Head of Global Benefits, **Bank of America**

Renya Spak, Chief Growth Officer, **Well**

5:00 – 6:00 p.m.

Cocktail Reception

Hosted by:

CARROT eMed Pendant wtw

INNOVATORS SHOWCASE

During the first day of the conference, innovative start-ups will have 3 minutes to pitch their solution. You also have the chance to meet with them throughout the conference in the exhibit hall. You'll hear from:

- Avenir
- Healthpilot
- Livez
- Rovi
- Superpower

DAY TWO

Friday, September 25

8:00 – 8:30 a.m.

Continental Breakfast

8:30 – 9:10 a.m. **General Session I**

The Silent Majority: Designing Benefits for Employees Who Never Ask for Help

The employees who actively use health care benefits are often the easiest to support. But what about everyone else? In this session, an employer shares how they shifted their focus from serving highly engaged employees to reaching those who rarely seek support until a crisis occurs. Together with clinical experts, they'll discuss strategies for reducing barriers, improving awareness, and designing benefits that reach employees earlier. You'll leave with practical ideas for increasing engagement across their entire workforce—not just among those already raising their hands.

Jennifer Courville, Senior VP Business Development, **WIN**

Julie Ann Merkel, Managing Director, Employee Experience, **WTW**

Ami Patel, CCP, CSCP, Vice President, Global Total Rewards, **Fortune Brands Innovations, Inc.**

9:25 – 10:05 a.m. **Concurrent J1**

How 3M Leverages Value-Based Specialty Care to Defy Cost Trends

In this session, learn how 3M has spent the past six years re-engineering its approach to specialty care through value-based care. Explore the innovative strategies used to optimize utilization for 46,000 members, and how this evolving partnership has moved beyond cost containment to deliver high-impact solutions in surgery, cancer care, and substance use treatment—demonstrating that it's possible to bend the cost curve while improving health outcomes.

Shamim Gilliani, SVP of Client Success, **Carrum Health**

Hyun Gon Jung, Director, Global Health, Insurance and Mobility Benefits, **3M**

9:25 – 10:05 a.m. **Concurrent J2**

Replacing Group Health Insurance with ICHRA: The Path to Cost Predictability

Learn how a large company, after facing double-digit renewals and limited employee choice, transitioned from traditional group coverage to an ICHRA model. You'll hear their journey from evaluation to company-wide rollout, including budget impact, employee adoption, and unexpected challenges. You'll learn how this model changed their role from "choosing the plan" to "supporting employee choice" and what that shift required from HR.

Chris Ellis, CEO and Co-founder, **Thatch**

Cathy Kenworthy, CEO, **ConcieveAbilities**

Taryn Petronella, HR Director, **FashionPass**

9:25 – 10:05 a.m. **Concurrent J3**

Financial Health and Your Company's Bottom Line

For global workforces, financial stress is driving costly impact across employee health, productivity, and retention. With 88% of employees reporting financial stress, many organizations are now seeing delayed care and deferred treatment contribute to higher overall health care spend.
Hear how leading organizations are:

- Building the business case for financial wellbeing
- Integrating solutions into existing benefits ecosystems
- Designing global programs that drive real engagement across every level of the workforce

Rebecca Liebman, CEO and Co-founder, **LearnLux**

Julie Paris, Global Wellness Program Sr. Manager, **Akamai Technologies**

9:25 – 10:05 a.m. **Concurrent J4**

Checking Every Box: How the Atlanta Police Department is Redefining Mental Health Support

Like many first responders, the ~1,800 sworn officers of the Atlanta Police Department are exposed to traumatic events on a regular basis. At the same time, stigma, lack of trust, and access challenges often prevent officers from seeking the mental health support they need. Attend this session and learn how the department is breaking down barriers to care and transforming their approach to mental health support in the workplace and beyond.

Chris Carey, CEO, **Calm Health**

Patrick Deegan, Major Crimes Detective, **Atlanta Police Department**

10:15a.m. – 10:55 a.m. **Concurrent K1**

The MSK Industry Has Scaled Content. It Still Hasn't Scaled Resolution

Musculoskeletal (MSK) conditions remain the #1 driver of employer health care spend, yet costs continue to rise despite an explosion of digital MSK platforms, point solutions, and utilization controls. Why? Because MSK has been treated as an economic problem to manage rather than a clinical problem to solve. This session focuses on how a statewide public sector benefits organization took a fundamentally different approach through a clinically-led MSK care model designed to deliver clinical resolution across the full episode of care. You'll learn why employers are beginning to move beyond the traditional MSK solution playbook, and why improving clinical resolution may be one of the most important shifts emerging in MSK strategy today to improve outcomes and create predictable cost performance.

Dr. Chris Cato, Chief Population Health Officer, **Reach by Airrosti™**

Sharon Cox, Benefit Services Manager, **Texas Association of Counties**

Wally Gomaa, Partner, **SWFT Health**

10:15a.m. – 10:55 a.m. **Concurrent K2**

Stop Losing Employees at Open Enrollment — AI Is Changing the Game

Open enrollment is often the first and most important touchpoint in an employee's health care journey, where complex decisions set the tone for the year ahead. AI helps simplify this moment by using data like plan details, expected needs, and individual preferences to guide employees toward more informed choices with clear cost insights and relevant recommendations. But the value does not end once enrollment closes. The same AI-driven approach continues to support employees throughout the year, helping them understand coverage, find in-network care, access clear and upfront pricing, and navigate questions as they arise. This creates a more consistent and intuitive experience that reduces confusion, improves benefit utilization, and helps employees make better decisions at every stage of their health care journey.

Nelissa Arriaga, Senior Manager of Global Benefits, **Celonis**

Andrew Frank, Regional Director of Sales, **Healthee**

10:15a.m. – 10:55 a.m. **Concurrent K3**

Integrated Care, Better Engagement: What Happens When Cardiovascular and Metabolic Benefits Work Together

Employers have invested heavily in point solutions for chronic conditions, yet many still struggle with fragmented engagement, overlapping vendors, and employees who disengage after enrollment. The reality is that cardiovascular and metabolic health are deeply connected–but benefits strategies often aren't. Join HR leaders for a candid discussion on how integrating cardiovascular and metabolic care can create a simpler member experience, improve sustained engagement, and help employees take meaningful action before small health risks become costly chronic conditions. Hear firsthand how one employer approached implementation, what drove participation across multiple programs, lessons learned along the way, and why treating the whole person–not individual conditions–may be the future of employer health benefits.

Bianca Altstadt, Benefits Director, **Best-One Tire & Service**

Jay Helmer, Vice President, Employer and Strategic Alliances, **AliveCor**

Chris Tucker, Chief Operating Officer, **Diathrive Health**

10:15a.m. – 10:55 a.m. **Concurrent K4**

PBM Transition Playbook: Leading a Benefits Transformation

Successful pharmacy benefits transitions are about partnership as much as they are processes. Drawing on a large employer's real-world experience, this session explores how deep strategic alignment with a modern PBM partner drives a smooth rollout where transactional relationships often fail. Learn how to minimize member disruption and protect the overall experience by choosing a partner who prioritizes your benefits programs success. We will dive into the transparency, performance metrics, and SLAs that define a collaborative relationship in the critical months before and after go-live. Walk away with a clear roadmap to lead a transition that transforms your PBM into a strategic ally, delivering both financial results and high-quality member care.

Monica Ko, Managing Director, National Rx Solutions Leader, **WTW**

Jane Lyons, Senior Vice President, Customer Success, **SmithRx**

Leandro Tane, VP, Total Rewards, **Swire Coca-Cola**

10:55 – 11:20 a.m.

Refreshment Break

Hosted by:

Lilly

11:20 a.m. – 12:00 p.m. **Concurrent L1**

Reactivating Preventive Care: An Employer Case Study in Access, Engagement, and Early Risk Identification

Despite widespread coverage, preventive care utilization remains low across employer populations. This session presents a case study from The Partners Group on how rethinking access—not incentives—can materially change employee behavior. Learn how an at-home preventive screening model increased participation, surfaced previously unidentified health risks, and enabled timely clinical follow-up without disrupting existing provider relationships. The discussion will focus on measurable outcomes, implementation considerations, and evidence-based lessons you can apply to improve engagement and long-term health outcomes across your workforce.

Jess Beckwith, VP of Client Success, **Reperio Health**

Karla Thommen, MS, SHRM-SCP, Managing Director of People Operations, **The Partners Group**

11:20 a.m. – 12:00 p.m. **Concurrent L2**

How Lyft Is Creating a Front Door to Personalized Employee Care

Discover how Lyft is reimagining the benefits experience using an AI-powered solution that brings benefits together in one intuitive platform. Learn how Lyft leverages integrated benefits partners to automate administration, reduce cost and complexity, and deliver a more personalized, connected experience for employees.

Tanner Brunsdale, Director, Benefits & Mobility, **Lyft**

Aimee Greene, Senior Product Marketing Manager, **Workday**

12:10 – 12:20 p.m. **General Session M**

Conference Wrap-Up & Prizes

Recapping key conference topics and themes, this wrap-up session will bring major conference takeaways to life, providing you with a summary of all key-takeaways and prizes.

Kelly McDevitt, Program Director, **The Conference Board**

EMPLOYER SANCTUARY

This dedicated space for employers is where you'll have access to a quiet space, comfortable seating and refreshments throughout the conference in case you'd like to take a break, do some work or just have some down time.

Hosted by

HGAN

WHOM YOU WILL MEET

Corporate executives from:

- Benefits
- Human Resources
- Organizational Development
- Talent Management
- Total Rewards
- Wellness

CONTINUING EDUCATION UNITS

Attendees will receive continuing education credits. The 2025 conference was approved for:

- 7.75 (General/HR) recertification credit hours toward aPHR, PHR, SPHR, PHRca, GPHR, PHRi, and SPHRi recertification through the HR Certification Institute (HRCI)
- 7.75 PDCs for SHRM-CP or SHRM-SCP

We anticipate the 2026 conference to be approved for approximately the same number of credits. Specific details will be available about a month before the event.

POLICY ON NON-EMPLOYER ATTENDEES

Registration is open only to employers. An employer is a corporate executive in an HR or Benefits role employed by a company that doesn't sell wellness or health-related products or services. Unless a conference sponsor, The Conference Board reserves the right to cancel registrations received from vendors, including Plans, Brokers, Insurance Companies, Health and Benefits Consultants, Wellness Service Providers, Associations, Think Tanks, etc., or anyone in a sales or accounts management role (from any organization). No exceptions will be made. Airline, hotel and any fees incurred will not be reimbursed. All registrants must use an email address supplied by their employer. If you would like details on becoming a sponsor or want to check with us before you sign up, contact us at: *ttodorova@tcb.org*.

HOTEL INFORMATION

Marriott Marquis Chicago
2121 South Prairie Avenue,
Chicago, IL 60616
Reserve your room here.

Additional support provided by:

www.TCB.org/employee-healthcare-chicago