The 20th Annual
EMPLOYEE HEALTH CARE
CONFERENCE

Health Care 2020: The Future Is Now —
Connecting People, Technology and Science

Preconference Workshops:
March 11, 2020
Conference:
March 12 – 13, 2020
Marriott Marquis
New York, NY

Preconference Workshops:
March 25, 2020
Conference:
March 26 – 27, 2020
Hilton San Diego Bayfront
San Diego, CA

Sponsored by: Willis Towers Watson

Presented with assistance from:

www.conferenceboard.org/employeehealthcare
Preconference Workshops

### Wednesday, March 11: New York

### Wednesday, March 25: San Diego

1:30 – 5:00 pm

**Workshop A: Elevating the Employee Experience: The Convergence of People, Technology and Science**

This year, in both San Diego and New York, you will have the opportunity to attend a preconference workshop focused on giving your employees a superior benefit experience through technology and science. Attendees will hear from thought leaders, clients and Willis Towers Watson experts on topics such as:

- Navigating your way to a better experience for your people
- Delivering on experience through science and innovation
- The merging of technology and the regulatory landscape
  – the return of the “pay-to-play” question

Amy O’Neill, VP, Health & Well-Being Strategy, Liberty Mutual Insurance

**Workshop B: Boosting Employee Satisfaction: Using Data-Driven Insights to Improve Employee Wellbeing**

Nearly half of benefit leaders list improving employee productivity and satisfaction as their top organizational goal. They rely heavily on employee feedback to measure program success — but leaning on employee feedback alone isn’t enough. Employers are frustrated by the limited insights they receive from their benefit data, with 53% saying one of their biggest challenges is accessing the right data. Hear from experts and leaders who are boosting employee satisfaction by leveraging benefit data and learn how to get access to the right insights to help you make better, employee-centric decisions.

Grant Gordon, CEO and Co-Founder, Artemis Health
Emily Munroe, Benefits Manager, Wayfair
Chris Savoie, VP of Product, Artemis Health
New York
Jason Hoyt, Analytic Advisor, Artemis Health

**Workshop C: One Size Doesn’t Fit All: Designing an Inclusive Mental Health Strategy for Your Workforce**

The ROI is clear: Investing in mental health is the right thing to do for both your people and bottom line. But, with a myriad of modern mental health point-solutions apps and programs, it’s hard to determine the best approach to meet the unique needs of an entire employee population. During this workshop, you’ll learn the core components of implementing an effective, comprehensive mental health strategy. In addition, you’ll look at the evidence for new mental health care technologies including behavioral health coaching, virtual care and CBT content. Expert clinical leaders in mental health will work alongside you in small groups with other benefits leaders to develop a winning mental health strategy for your employees to help increase workforce productivity, retention and engagement.

**Workshop D: Medication Adherence: Addressing Challenges to Maximize Outcomes**

For patients to achieve the desired clinical benefits of medications, it’s critical to take them as prescribed. Employers are equally impacted by patient choices to be medication compliant as they face rising costs of $100-300 billion annually in this space. Join 3 employers as they tackle the challenge of medication non-adherence. Whirlpool Corporation, Cummins, and Community Health Network will present strategies for appropriate medication use, share the challenges with medication adherence, exercise the audience members’ thought leadership around adherence, and discuss program ideas for employers to improve medication adherence to maximize the value of their pharmacy benefit. The price of Non-Adherence is too great to not join in this conversation.

Timothy A. Henning, MS, RPh, Pharmacy and Health Care, Managed Markets; Vice President, Strategic Accounts, Walgreen Co.
Cole T. Williams, Director of Global Clinical Operations and Wellness, Cummins

**Conference**

### Day One

**Thursday, March 12: New York**

**Thursday, March 26: San Diego**

Conference Registration: 7:15 AM – 5:00 PM

Networking Continental Breakfast: 7:15 – 8:00 AM

Hosted by:

General Session A: 8:00 – 8:15 AM

**Health Care 2020: The Future Is Now**

Employers face the challenge of delivering affordable benefits that meet employee needs both today and tomorrow. This opening session outlines how employers — your peers — can harness the power of science and technology to offer valued, competitive benefit programs in 2020 and beyond.
General Session B: 8:15 – 9:15 AM

Health Care 2020: Connecting People, Science and Technology

Experts with diverse perspectives discuss the essential elements of health care benefits: science and technology. Attendees will walk away with practical advice on how to build state-of-the-art benefit programs that are delivered with a human touch.

Steven Lester, M.D., Cardiologist and Professor of Medicine, Mayo Clinic College of Medicine & Science, Associate Medical Director for the Department of Business Development and Associate Medical Director for Contracting and Payor Relations, Mayo Clinic

New York
Marco Diaz, SVP, Global Head of Benefits, News Corporation
Steven Tolle, Partner, HLM Venture Partners
San Diego
Bob Kocher, MD, Partner, Venrock
Michael Labianca, Global Head of Human Resources, SVP, Sony Interactive Entertainment LLC

Concurrent C1: 9:30 – 10:15 AM

Using Benefit Programs to Enhance the Employee Experience (Repeats as L1)

Employers are continually looking for new and unique ways to delight employees in delivery of their Total Rewards programs. Hear from high-performing companies successfully exceeding employees’ expectations by delivering value and impact during the meaningful moments in their lives.

Concurrent C2: 9:30 – 10:15 AM

The Power of Data: Tapping into Data to Create Powerful Benefits

Employers need robust and tailored health benefit offerings to attract and retain employees while competing for talent. Learn how your peers mine data to deliver high-impact, valued benefits through deep dives and thought-provoking analyses.

Tammy Fennessy, Director of Benefits, American Eagle Outfitters, Inc.

Concurrent C3: 9:30 – 10:15 AM

Navigation is Essential to the Future of Health Care

A panel of employers will share the results they achieved through health care navigation including how navigation is crucial to their cost savings, higher employee engagement, early intervention and preventable health care utilization.

New York
Dennis Branch, VP of HR-North America, AGCO
Amy Holliday, Director of Global HR Benefits, Tangoe
Steven Knight, Chief Operating Officer, Quantum Health
Stacey Magness, Director of Global Benefits, Ellucian
Amanda VonderHaar, Director of Benefits, Cincinnati Children’s Hospital Medical Center

San Diego
Veronica Cossette, Director, Benefits, Lennox
Ron Lafrican, Director, Benefits and Compensation, Cottage Health
Laura Schneider, Chief Human Resources Officer, Core and Main
Shannon Skaggss, President, Quantum Health
Anna Zappia, Vice President, Human Resources, Mister Car Wash

Concurrent C4: 9:30 – 10:15 AM

What’s Possible When You Move Beyond a Traditional Health Plan Partner?

Health benefits is a critical part of your company culture, people strategy, and business finances, but too often legacy health plan options limit your strategy and your impact. Learn how benefits leaders are using a workforce health management system to rewrite the health benefits playbook and leave their mark on their organization.

Marianne Holt, Director of Benefits Innovation, Collective Health

New York
Nicole Pruess, Director, Rewards & People Operations, RH
San Diego
Lauren Casterson, Global Benefits Lead, Palantir Technologies

Concurrent C5: 9:30 – 10:15 AM

The Emergence of Genomic Medicine

Genomic medicine is rapidly changing the clinical and economic face of medicine. This session will focus on trends in genomic medicine and strategies to drive value in this emerging field using case examples from the Teacher Retirement System of Texas.

Joanne Armstrong, MD, MPH, Clinical Head of Women’s Health and Genomics, Senior Director of Medical Policy and Operations, Aetna, a CVS Health Company
Katrina Daniel, Chief Medical Officer, Teacher Retirement System of Texas (TRS)

Concurrent C6: 9:30 – 10:15 AM

Closing the Access Gap: Delivering High-Touch, High-Quality Experiences with Virtual Care

This session will explore how virtual care transforms the patient experience — empowering employees with a better way to access a spectrum of quality, affordable care. Hear a leading employer discuss the important role that virtual care plays as employees face more chronic conditions and best practices for making virtual care a key component of your benefit strategy.

Joanne Abate, AVP Global Benefits and Insurance Programs, Unum

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Managing Chronic Musculoskeletal Pain: How Employers Are Cracking the Code for Behavioral Change

Employees that are stressed, sedentary and eating poorly develop costly chronic diseases, including musculoskeletal conditions like back and joint pain. New research shows lifestyle interventions can treat and reverse chronic conditions. Learn how leading employers cracked the code for behavioral change to reduce medical spend, chronic pain, and improve outcomes.

**Matt Harmon**, VP, Compensation Benefits and HR Systems, AutoZone

**Carolyn Gordon**, Director of Benefits, Fujifilm Holdings America Corporation

**Greta Gentile**, Sr. Manager, Benefits, Fujifilm Holdings America Corporation

Networking Refreshment Break: 10:15 – 10:40 AM

Change is the one constant all organizations can count on. Learn how two organizations experiencing significant change in their business models modernized their benefit programs to propel their organizations forward and meet the needs of a changing workforce.

**Mike Prutting**, Chief Human Resources Officer, Vice President, IT & Travel, FUJIFILM Holdings America Corporation

**Doug Riley**, Benefits Director, J.C. Penney Company, Inc.

**Kate Hyatt**, EVP, Human Resources, Chief People Officer, Healthgrades

Delivering Integrated Wellbeing Through Creative Technology (Repeats as K1)

Learn how to deliver integrated wellbeing in new and clever ways by connecting technology platforms and applications with people and programs. The result? A top-notch employee wellbeing experience, lower medical cost trend, and other valued outcomes.

**Toby Todd**, Head of Total Rewards, North America, Ericsson Inc.

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San Diego
Laronne Faulkner, Program Manager, University of California Office of the President
Gabby Jung, Director of Operations and Financial Management, University of California Office of the President
Mandy Lau, Director, Global Benefits, Adobe Inc.

Concurrent E1: 11:40 am – 12:25 pm
Improving the Employee Experience Through Innovative Communication
Hear how listening to employees’ voices yields highly valued benefit programs and more engaged employees. Also, learn how a leading employer used new technology to make information accessible and customizable to meet the diverse needs of its employees.

Carole Mendoza, Leader, Global Health Benefits and Well-being Strategy, IBM

Concurrent E2: 11:40 am – 12:25 pm
Mitigating Future Costs for Chronic and Complex Conditions
Best-performing employers recognize ever-rising health costs place an enormous burden on employees with chronic conditions. Hear how two leading organizations use risk avoidance approaches to curb cost trends for diabetes and other costly chronic conditions by putting their employees first and giving them the right tools to get well — and stay well.

New York
Diana Morgan, Director, Benefits, Pilot Company
San Diego
Marilyn Fontaine, Sr. Director, Total Rewards, Pilot Company

Concurrent E3: 11:40 am – 12:25 pm
Driving Engagement and Quality Care Through Clinical Concierge
Physician quality transparency and navigation can help improve quality, diagnostic and treatment accuracy, and avoid unnecessary or inappropriate care. To improve outcomes and curb health care costs, employers are activating employees using medical decision support and expert opinion programs. Learn how clinical concierge and winning engagement strategies have resulted in desired outcomes.

New York
Alan Lubeck, Head of US Benefits, Sanofi
David Hines, CEO & Founder, ConsumerMedical
San Diego
Randy K. Hawkins, MD, FACHE, Chief Medical Officer, ConsumerMedical
Vito Rubino, AVP of Benefits, MassMutual

Concurrent E4: 11:40 AM – 12:25 PM
New York: Where to Start When Building an Accurate ROI Model for Behavioral Health Programs
When showing the ROI of behavioral health programs, it can be challenging to know where to start — but it doesn’t have to be. Gain insight into evidence-based strategies you can use to build a rock-solid ROI model that proves the cost-effectiveness of your behavioral health programs.

Gen Barron, Sr. Manager of Global Well-Being, Medtronic
Tim Church, MD, MPH, PhD, Chief Medical Officer, Naturally Slim
Sara Correnti, Manager of Health and Wellness, Concordia Plan Services
Rich Krutsch, Vice President, People Services, ArcBest

San Diego: SAP Sees ROI and Engagement ASAP with an Rx Benefit Solution
Join two Total Rewards and benefit leaders from SAP who will share why SAP decided to implement an enhanced pharmacy benefit solution, what keys to success drove them to a 1:1 ROI in under 12 months, and how it has impacted engagement across a diverse member population.

Katie Allen, Senior Vice President of Marketing, Rx Savings Solutions
Jeff Bergin, Benefits Consultant, Total Rewards, SAP
Jason Russel, Head of North America Total Rewards, SAP

Concurrent E5: 11:40 AM – 12:25 PM
Combating the Silent Killer: Delivering 2x Clinical Outcomes than Industry Standard in Blood Pressure Management Without Leaving Patients Behind
This session will review the key insights from industry-leading employers as they discuss implementing a smartphone solution, pros and cons of different technologies available in the market, enrollment methods that got the highest engagement rates, and, most importantly, clinical outcomes achieved.

New York
Douglas Stein, Manager, Payroll & Benefits, Parker LORD
San Diego
Todd Smasal, Vice President of Total Rewards, Northwestern Mutual

Concurrent E6: 11:40 AM – 12:25 PM
Steering Employees to High-Value Care: Learn How Using Provider Quality and Cost Data, Consumer Tech and Financial Incentives Changes Your Employees’ Relationship with the Health Care System
Learn how two organizations are curbing the upward cost trend by teaching employees across multiple locations to become smarter health care consumers. Learn how a strong partnership and design plan provides members with information they can use to make more informed decisions and helps the organization decrease their annual medical spend.

New York
Katie Kirkland, Director of Benefits, Southern Company
San Diego
Charles White, Vice President - Compensation & Benefits, HD Supply

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PlayStation Changes the Game: Entertainment Leader Uses Data to Enhance Employee Experience and Boost Engagement
It’s no secret benefits play a major role in recruitment and retention, but what’s the key to giving employers that edge? PlayStation found it. Learn how PlayStation gives employees seamless access to their benefits while using data analytics to boost engagement and awareness, helping the company stand out in the competition for top tech talent.

Mike La Bianca, SVP and Global Head of Human Resources, Sony Interactive Entertainment - PlayStation

Jeff Lietz, Chief Strategy Officer, Evive

Networking Luncheon: 12:25 – 1:40 PM

Hosted by: VSP

General Session F: 1:40 – 2:35 PM
Stories from the HR Frontlines: Tackling Tough Issues
How can HR professionals respond to wide-ranging employee preferences and, at the same time, provide affordable, accessible, modern and competitive benefits? Learn about unconventional tactics that can take your benefit programs to the next level.

Melinda Morimoto, Principal Benefits Manager, Genentech, Inc.
Paul T. Moskowitz, Executive Vice President, Human Resources, Sysco Corporation
Erin Packwood, Vice President, Total Rewards & HR Transformation, Sysco Corporation

New York
Laura J. Esserman, MD, MBA, Professor, Departments of Surgery and Radiology; Director, Carol Franc Buck Breast Care Center; Co-Leader, Breast Oncology Program; UCSF Helen Diller Family Comprehensive Cancer Center; and Alfred A.de Lorimier Endowed Chair in General Surgery, UCSF, University of California, San Francisco

San Diego
Barbara A. Parker, MD, Professor of Medicine, Breast Medical Oncologist, University of California, San Diego

Concurrent G1: 2:50 – 3:35 PM
Removing Barriers to Care: A Multifaceted Approach to Behavioral Health
Behavioral health care requires a tailored and multi-pronged approach designed for today’s workforce. In this session, hear from companies that have taken a proactive role in promoting behavioral health and implementing comprehensive solutions to reduce old stigmas, address costs and ensure access to care options.

Katie Kirkland, Director of Benefits, Southern Company
Shawna M. Oliver, Head of US Benefits, Manulife

A Global View: Driving Opportunities Through Coordination
Today’s employers are breaking down global barriers to evolve and grow their business, serve clients and explore new opportunities. This session will demonstrate how implementation of a solid global benefit framework with centralized benefit management, financing, communication and design strategies can increase efficiencies, while also improving quality, compliance and value to employees.

New York
Victoria Pavlov, Vice President, Global Benefits, Nielsen
San Diego
Kerrie Rowland-Tew, International Pension & Benefits COE Leader, General Electric

Concurrent G2: 2:50 – 3:35 pm
New York: Drilling into Lowe’s Data to Identify Members At-risk for Opioid Abuse
Learn how Lowe’s reviewed enrollment, medical and pharmacy claims to develop relative risk scores for members of the population and evaluated population for major organizational breaks such as retail, distribution, corporate and total. Based on this information, learn how Lowe’s managed the problem, what steps they took to resolve it and how things are looking today.

Bryan Curran, Account Director, Health Data & Management Solutions, Inc. (HDMS)
Jennifer Moore, Senior Benefits Analyst, Lowe’s Companies, Inc.

San Diego: On Demand Health Insurance Saves Employers Money and Satisfies Employees by Reducing Waste
When health care costs increase, employers often face the hard choice of shifting costs to employees. Medtronic decided against this. They deployed a new design called on demand health insurance that targeted the 30 – 50% of wasteful expenses. Learn more about this new benefit design and the results of reduced premiums, enriched benefit coverage, and satisfied employees.

David R. Dickey, Consultant Relations Lead, Bind
Amy Johnson, Director, U.S. Benefits, Medtronic

Concurrent G3: 2:50 – 3:35 PM
Focusing on the Goal to be the Healthiest Workforce on the Planet
Intel is committed creating the “Healthiest Workforce on the Planet.” To do this, they are consolidating benefit plans and building on the success of the holistic care delivery and accountability model. Learn more about Intel’s journey to find solutions/strategies that are driving real results and moving Intel closer to achieving its goal.

Jonna Kurucz, VP, Clinical Client Development, Anthem, Inc.
New York
Steve DuFrene, Director, HR Global Benefits and Retirement Administration, Intel Corporation

Amber Wiseley, Director, HR Global Benefits Design, Intel Corporation

San Diego
Julee Weller, Global Benefits Design Strategist, Intel Corporation
Heather Wilson, GAM Health & Wellness Program Office Manager, Intel Corporation

Concurrent G5: 2:50 – 3:35 PM
Ready, Set, Launch: How to Create the Well-Being Program Your Employees Want
Launching a new well-being program doesn’t have to be painful. In this session, Kohler will share how they launched a new wellbeing experience that addresses the unique needs of their 15,000 employees. Learn why they are bringing together all of their employee offerings in one place and how it has enabled their employees to play an active role in their health and well-being.

New York
Christine Muldoon, VP Marketing & Strategy, WebMD Health Services
Erin Schad, Benefits Analyst, Kohler Co.

San Diego
Julie Lyons, Manager, Wellness, Kohler Co.
Alex Nguyen, VP of Product and Solutions, WebMD Health Services

Concurrent G6: 2:50 – 3:35 PM
Redefining Fertility and Family Building Benefits with a Smarter Solution
Join this panel discussion to hear from key stakeholders – patients – as they discuss the mental, physical and economic tolls of infertility and the power of a comprehensive and supportive benefit. You will also hear from an employer about how a comprehensive fertility benefit with emotional support has improved clinical outcomes, employee satisfaction and loyalty.

Emily Rich, Progyny Patient
Ian Schwartz, Progyny Patient

New York
Dr. Claudia Coplein, VP, Health & Wellness and Chief Medical Officer, MassMutual
Brent Atkins, GVP, Progyny

Concurrent G7: 2:50 – 3:35 PM
Using Your Holistic Benefit Data to Measure Program Success and Employee Wellness
The average employer is monitoring 10+ benefit programs, and that means 10+ benefit data feeds. In this session, we’ll look closely at how one employer is making connections across data feeds, programs and health measures to track the success of its programs and the wellness of its members.

Networking Refreshment Break: 3:35 – 4:00 PM

Hosted by:

New York
Steve Kraus, Partner, Bessemer Venture Partners
Sue Letang, Sr. Manager, Health & Welfare Plans, US Foods
Daniel Leung, CEO, LivNao
Tryggvi Thorgeirsson, Co-founder and CEO, SidekickHealth
Shaun Rahimi, CEO, Enso

San Diego
Matt Lashey, CEO and Creator of chemoWave, Treatment Technologies & Insights, Inc.
Adam Odessky, Co-founder & CEO, Sensely
Lynne Chou O’Keefe, Founder and Managing Partner, Define Ventures
Celine Tien, Founder and CEO, Flowly
Joseph Toniolo, Sr. Director, Health and Welfare Plans, US Foods

Networking Cocktail Reception: 5:00 – 6:00 pm

Hosted by:

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Day Two
Friday, March 13: New York
Friday, March 27: San Diego

Networking Continental Breakfast: 7:15 – 8:00 AM
Hosted by:

General Session I: 8:00 – 9:00 AM
Politics 2020: The Health Care Debate Heats Up
The one sure bet in the coming national elections is that health care will be front and center throughout. Get the inside scoop, as only Jim Klein can provide, on the likely scenarios and what it all means for your organization and employees.

James A. Klein, President, American Benefits Council

Concurrent J1: 9:10 – 9:55 AM
New York: Benefits for a Multi-generational Workforce
With Generations Y and Z predicted to comprise more than half the workforce in 2020, companies are evolving their benefits strategies to retain and engage younger talent. They are also thinking about unique and different strategies to keep the older generations engaged. This session lays out an innovative benefit design process that anticipates and meets the employee needs, and ultimately changes the employee experience for the better.

Amy O’Neill, VP, Health & Well-Being Strategy, Liberty Mutual Insurance

San Diego: Improving the Employee Experience: A Roadmap
Seeking ways to keep the employee at the center of your benefit experience? This session lays out an innovative benefit design process that anticipates and meets employee needs, and ultimately changes the employee experience for the better.

Dre Bullock, Director, Health & Welfare Benefits, AbbVie
Amy O’Neill, VP, Health & Well-Being Strategy, Liberty Mutual Insurance

Concurrent J2: 9:10 – 9:55 AM
HR Change Agents: Harnessing Change to Modernize Business and Benefits (D1 repeated)

Concurrent J3: 9:10 – 9:55 AM
Precision Health for Employers: Genomics to Engage Employees, Advance Risk Stratification and Activate Employees into the Appropriate Employer Point Solutions and Other Care Pathways
The Teamsters Health & Welfare Fund and SAP will share how they have used genetics to engage a high percentage of their members into the program, delivered virtual genetic counseling and clinical pharmacists, as well as personalized non-genetic risk management strategies by activating members in the various care programs.

New York
Maria Scheeler, Administrator/Executive Director, Teamsters Health and Welfare Fund
Jessica Tracy, GBDS, CLCS, Director, Enterprise, Color

San Diego
Jeffrey Bergin, Sr. Benefits Consultant, Total Rewards, SAP
Caroline Savello, VP Commercial, Color

Concurrent J4: 9:10 – 9:55 AM
New York: Building a Culture of Wellness on a Limited Budget
When a company decides to go “all in” on building a culture of wellness, what does that mean, and what’s involved? Learn how AIG identified their current wellness approach using data, surveys and employee results to determine their wellness solution. Hear what they’ve learned after several years in their current program.

Concurrent J5: 9:10 – 9:55 AM
The Power of Certainty in Your Employee’s Health
In this session you will learn how large employers have developed Total Rewards solutions that bend the cost curve, improve outcomes and deliver a concierge member experience that helps their employees and families make the right treatment decision the first time.

Kristin Herrera, Chief Growth Officer, 2nd.MD
Marsha Hyslop, Chief Clinical Officer, 2nd.MD

New York
Jeff Brodsky, Chief Human Resources Officer, Morgan Stanley
Rich Krutsch, Vice President, People Services, ArcBest
Shelley Sinclair, Assistant Director, Health and Welfare Benefits, Ernst & Young
Vickie Strickland, Director, Health Strategy and Resources, Delta Air Lines

San Diego
Samanntha Dubridge, Vice President, Global Benefits and Employee Mobility, Hewlett Packard Enterprise
Ann Reed, Director of Benefits, Republic Services

Networking Refreshment Break: 9:55 – 10:25 AM
Hosted by:

Concurrent K1: 10:25 – 11:10 AM
Delivering Integrated Wellbeing Through Creative Technology (D2 repeated)

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Concurrent K2: 10:25 – 11:10 AM

New York: Food as Medicine: Microbiome-based, Personalized Nutrition to Enable Type 2 Diabetes Remission
Join us and learn how the largest hospital system in Alabama (Huntsville Hospital System) achieved HbA1c reduction, improvement in blood sugar “time-in-range,” weight loss, and strong adherence enabling cost reduction and a path to remission for employees with Type 2 diabetes.

Lynda Donovan, Director of Employee Benefits, Huntsville Hospital Health System
Andrea Rosler, Vice President, Human Resources, Huntsville Hospital Health System

San Diego: Transforming Health Care Delivery: New Provider Payment Models and Using the Latest Technology to Help Members in One of the Most Expensive Counties in the Country
The quality of your health care shouldn’t be determined by your ZIP code. Hear how an employer made a bold choice to design and implement a new health care model — it’s in one of the most expensive U.S. counties — that will give its members personalized care and a great experience for both them and their providers.

Mike Larson, Executive Director, Municipalities, Colleges, Schools Insurance Group (MCSIG)
Peter Long, Senior Vice President, Blue Shield of California

A Better First Step in Mental Health Care: Why Employers Are Offering Digital Solutions Before Therapy and Medication
It’s time for a tactical tear-down of mental health strategy — what will increasing access really look like in 2020? There’s a good chance your employees either don’t think they need help at all or prefer to handle things themselves.

Sarah Pedersen, VP Customer Success, Big Health
Leslie Piliod, Sr. Director, Benefits & Engagement, Target

Building a Data-Driven Benefit Strategy that Transforms Engagement and Maximizes Value
Enhancing member support and access to data-driven, personalized information can allow an employer to shape benefit design and encourage employee participation. Hear from an employer who successfully leveraged expanded support and data analytics as part of an integrated strategy to improve employees’ health and wellbeing.

New York
Jake Flaitz, Director, Benefits, Corporate Benefits Strategy Department, Paychex Inc.

San Diego
Susan W. Sproat, Executive Director, HR – Benefits, University of Pennsylvania

Concurrent K5: 10:25 – 11:10 AM

The Future Is Flourishing: Reigniting Humanity in the Workplace to Help Employees Find Their True Wellbeing
What’s the science behind flourishing and why does it matter to your organization? Discover how the world’s leading derivatives marketplace, CME Group, is connecting their employees with the personalized human support, professional development experiences, and a platform to help them grow and flourish in work and life.

Matthew Duncan, Vice President, ADURO
Ross Wilken, Executive Director, Benefits, CME Group

Balancing Total Rewards Benefits Design for Cost, Simplicity and Talent Acquisition
Join us for a fireside chat about the importance of selecting the right benefits partners. Valued partners are those that can help you balance employees’ every day needs with your strategic benefits direction and budget. This calls for unique solutions to not only attract and retain talent but also make the most of their health care dollars.

Michael DiSimone, CEO, President, PayFlex
Tony Papandrea, Director, Total Rewards, United Technologies Corporation

The Future of Family Benefits
How are employers innovating their benefits strategy to meet the needs of millennial families while reducing rising health care costs? Why are employers opting to go directly to the provider and what are the benefits of doing so? What are the key components of an impactful ROI-positive family benefits model? Learn about a new fertility benefit program directly from the provider uniquely able to control for costs, outcomes and patient experience.

Gina Bartasi, Founder & CEO, Kindbody
Katie Sitter, SVP People, Buzzfeed

San Diego

Concurrent K6: 10:25 – 11:10 AM

Using Benefit Programs to Enhance the Employee Experience (C1 repeated)

Concurrent L1: 11:20 AM – 12:05 PM

Empower Your Employees, Transform the Community
Now more than ever, employers have a responsibility to empower their workforces on the journey to better health. In this session, learn how CareFirst and Walmart have leveraged their most important asset — their own associates — to accelerate wellbeing of their workforces, the populations they serve and the communities in which they live.

David Hoke, Senior Director, Associate Health and Wellbeing, Walmart Inc.

Concurrent L2: 11:20 AM – 12:05 PM

Using Benefit Programs to Enhance the Employee Experience (C1 repeated)
New York
Jeff Arnold, CEO, Sharecare
Julie Maneen, Senior Director of Product Management, CareFirst BlueCross BlueShield

San Diego
Robert Siegel, Market Portfolio Manager, CareFirst BlueCross BlueShield
Brian Woods, SVP Enterprise, Sharecare

Concurrent L3: 11:20 AM – 12:05 PM
The Call to Action for Addressing Mental Health in the Workplace
During this session, you will learn about several strategies you can use to provide support to employees and their families, focusing on specific target areas, such as loneliness, mental health first aid, and the role parents can play in preventing addiction with their children.

Doug Nemecek, Medical Managing Director, Cigna
Lilly Wyttenbach, Global Wellness Manager, Managing Director, JPMorgan Chase
Karen Wiens, Director of Global Benefits, Cisco Systems, Inc.

New York: The Importance of Pharmacogenomic Testing for All Employers
Attend this session to hear how the Pharmacogenomics Outcomes in Employers Measured (POEM) initiative is targeting a 24-month ROI in health care spend for employers offering pharmacogenomics testing plus medication therapy management to employees, with the goal of improving the experience of care and curbing prescription drug costs.

Jane Cheshire Gilbert, CPA, CGBA, Director, Retiree Health Care, State of Kentucky Teacher’s Retirement System
Dr. Steven Goldberg, MD, MBA, VP, Medical Affairs, Population Health, and Chief Health Officer, Health & Wellness, Quest Diagnostics
Scott Megill, President and CEO, Coriell Life Sciences

San Diego: Polychronic by Design: Why We Can’t Solve for the Physical Without Treating the Behavioral
Whether anxiety, depression, or simply stress, these mental challenges can create a foundation of poor habits that lead to chronic illness. In this session, you’ll hear why innovative employers believe integrating the treatment of physical and emotional health is essential in order to achieve sustained results.

CJ Mark, Chief Commercial Officer, Vida
Chris Mosunic, PhD, Chief Clinical Officer, Vida
Elvia Soberanes-Iniguez, MPH, Benefits Program Manager, Cisco Systems

Concurrent L5: 11:20 AM – 12:05 PM
The Value of Health Navigation Technology to Power User Experiences
Learn how employers have deployed personalized health navigation within its employee benefit program to improve the health care experience. The platform harnesses the power of data to engage people more frequently in their care and help guide them to higher quality care at a lower cost.

Concurrent L6: 11:20 AM – 12:05 PM
The Business Case for AI in Benefits
Can artificial intelligence (AI) revolutionize the way human resources and benefit teams perform their jobs? This session will showcase how large employers are using AI technology to reduce costs for their employees and their organizations. Learn how these tools can assist employees in selecting the best-fit benefit plans during open enrollment and optimize employee health programs.

Matthew Vlieger, Manager, Finance and Analytics, Liberty Mutual Insurance

General Session M: 12:15 – 12:30 PM
Conference Wrap-Up: The Future Is Here
Recapping key conference topics and themes, this wrap-up session continues the tradition of lively discussion by bringing major conference takeaways to life with a few surprises and prizes.

Continuing Education Units
The conference is pre-approved for:
- 11 CPE credits (Personnel/Human Resources)
- 9.5 (General/HR) recertification credit hours toward aPHR, PHR, SPHR, PHRca, GPHR, PHRI, and SPHRi recertification through the HR Certification Institute (HRCI)
- 9.5 PDCs for SHRM-CP or SHRM-SCP

The workshops are pre-approved for
- 3.5 CPE credits (Personnel/Human Resources)
- 3 (General/HR) recertification credit hours toward aPHR, PHR, SPHR, PHRca, GPHR, PHRI, and SPHRi recertification through the HR Certification Institute (HRCI)
- 3 PDCs for SHRM-CP or SHRM-SCP
REGISTRATION INFORMATION

Online  www.conferenceboard.org/employeehealthcare
Email   customer.service@conferenceboard.org
Phone   212.339.0345
        8:30 AM – 5:30 PM ET, Monday – Friday

<table>
<thead>
<tr>
<th>Preconference Workshop Pricing:</th>
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<tbody>
<tr>
<td>Members</td>
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<th>Non-Employer Pricing</th>
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<td>Applies to Plans, Insurance Companies, Health and Benefits Consultants, Benefit, Wellness Service Providers, Associations, Think Tanks, etc. or anyone in a sales or accounts management role.</td>
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<tr>
<td>(Limited to one attendee only, either San Diego or New York)</td>
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Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board Employee Health Care Conference.

Hotel Accommodations

Marriott Marquis                     Hilton San Diego Bayfront
1535 Broadway                        1 Park Boulevard
New York, NY 10036                   San Diego, CA 92101
Tel: 212 398-1900                     Tel: 619 564-3333

Cut-Off Date:
Tuesday, February 25, 2020           Cut-Off Date:
Wednesday, March 4, 2020

Cancellation Policy
Full refund until three weeks before the meeting. $500 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.