

Employee Well-Being: The Foundation of Future Business Success

December 4 – 5, 2024
New York Marriott
at The Brooklyn Bridge
Brooklyn, NY

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Employee Well-Being: The Foundation of Future Business Success

December 04 – 05, 2024
Brooklyn, NY

PRE-EVENT

Tuesday, December 03

4:00 p.m. – 6:00 p.m.

Early Registration & 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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DAY ONE

Wednesday, December 04

8:00 a.m. – 9:00 a.m.

Breakfast and Registration

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9:00 a.m. – 9:10 a.m.

Opening Remarks

9:10 a.m. – 9:20 a.m.

Stretch Break

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9:20 a.m. – 10:00 a.m. **General Session A**

Solving the Well-Being Conundrum: Practical Strategies in an Overloaded Ecosystem

Well-being leaders are overwhelmed by conflicting priorities, staffing shortages, and pressure to demonstrate ROI/VOI in the well-being space with limited data. Re-defining engagement, employee satisfaction and attraction and retention are also top of mind. Hear from Peloton's CHRO about their top priorities, solutions, and lessons learned in this ever-evolving space.

Dalana Brand, Chief People Officer, **Peloton**

Moderator: Diana Scott, US Human Capital Center Leader,
The Conference Board

10:00 a.m. – 10:40 a.m. **General Session B**

Strategies for Addressing Low Cancer Screening Adherence

Despite the crucial role of cancer screenings in early detection and treatment, low adherence rates pose significant challenges. In addition, only four single-cancer screenings are currently recommended by the US Preventative Task Force, leaving the population vulnerable to cancers that go unscreened, which results in ~70% of cancer deaths.

The financial implications of late-stage cancer further underscore the urgency of improving screening adherence. Metastatic cancer accounts for over half of employers' total direct cancer spend, averaging over \$90,000 per impacted employee per year. This starkly contrasts with the significantly lower costs of treating cancers caught at stage 1, highlighting the importance of early detection.

In this session, GRAIL and CHG Healthcare will share successful strategies for enhancing screening adherence. Learn actionable approaches to drive early detection, mitigate financial risks, and optimize outcomes for employees and employers.

Landon Smith, Benefits Program Manager, **CHG Healthcare**

Ailene Bui, Sr. Director, Head of Employer and Labor Partnerships, **GRAIL, Inc.**

10:40 a.m. – 11:00 a.m.

Networking Break

11:00 a.m. – 11:40 a.m. **Concurrent Session C1**

Transforming Work Culture Worldwide with a Future-Ready Benefits Strategy

As mental health challenges surge, organizations face a critical need for benefits strategies that go beyond the basics to meet the complex needs of today's workforce. Discover how a forward-thinking benefits strategy breaks down barriers to quality mental health care, boosting engagement, retention, and satisfaction to prepare your organization for a thriving 2025 and beyond.

Angie Croscup, US Benefits Senior Director, **Boston Consulting Group**

Jane Davila, VP, Global Benefits & Wellbeing Strategy, **Bristol-Myers Squibb**

Justine Mitsock, Senior Strategist, **Lyra Health**

11:00 a.m. – 11:40 a.m. **Concurrent Session C2**

Elevating Employee Engagement: How FactSet Achieved 78% U.S. Engagement with Community-Driven Well-Being and the Potential of AI

Discover how FactSet streamlined its global well-being strategy, achieving a 78% U.S. engagement rate by making benefits accessible and community driven. Learn how fostering community and friendly competition transformed workplace culture, boosting health and engagement. Explore the role of AI in shaping personalized well-being experiences, offering future potential to elevate employee engagement even further.

John Capetanakis, Senior Vice President & Global Head of Total Rewards, **FactSet**

For sponsorship opportunities, please contact mhoole@tcb.org

Lorna Borenstein, CEO & Founder, **Grokker**

11:45 a.m. – 12:25 p.m. **Concurrent Session D1**

Increasing Adult Preventive Use to Improve Health and Cost Outcomes and Reduce Disparities in Care

Employers today average roughly one out of three adults engaged in preventive care. The result is poor engagement with primary care, inefficient use of the healthcare system in general and declining health. This presentation describes how PricewaterhouseCoopers (PwC) incorporated a deliberate strategy of providing in-depth preventive care while simultaneously increasing engagement to more than double this national average and the resulting outcomes following a comprehensive analysis of clinical, claims and other workforce data sources.

Cindy Perry, Sr. Managing Director, National Benefits, **PwC**

Greg Mansur, CEO, **EHE Health**

11:45 a.m. – 12:25 p.m. **Concurrent Session D2**

How to Support Vulnerable Employees with a Holistic, Data-Driven Strategy

One of the most pressing challenges for employers is driving engagement in their health and well-being benefits and connecting people to the right resources at the right time – especially when stigma can deter people from seeking help. This challenge is amplified for teams operating across hundreds of locations with round-the-clock staffing. In this session, you'll discover how Pilot Company is addressing vulnerable employees through a strategic, holistic approach to benefits. From chronic conditions and mental health to socioeconomic challenges, Pilot is implementing proactive support initiatives that connect employees with the high-quality care and resources they need to thrive. Learn how Pilot's vendor collaboration, targeted data insights and stigma-free communication strategies are building a culture of resilience and support for every team member.

Joanna Martin, Senior Manager, Well-being and Benefits, **Pilot Company**

Kathleen Mahieu, MEd, MBA, Senior Vice President of Strategy, **CuraLinc Healthcare**

12:25 p.m. – 1:25 p.m.

Lunch

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1:25 p.m. – 1:30 p.m.

Stretch Break

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1:30 p.m. – 2:10 p.m. **Concurrent Session E1**

Evaluating Whole Health with Only Half a Truth: Going Beyond the Claims Data

For every 2,080 hours per year the average employee spends at work, they spend 6,680 outside of work. And despite having only partial influence on the overall health of their employees, employers bear the gargantuan burden of "lifting employee wellness." Often, this is measured against what can be seen in the claims data, which in and of itself provides a limited view of an employee's health picture.

So how do you address whole-person health while only being able to see half the truth? The answer lies in a little creativity and a lot of good data. Employers like Paychex have taken a more hands-on approach to understanding employee wellness needs by going beyond the traditional claims data. This session will explore how incorporating nonclinical data, including point solution and social determinants of health data, can help provide necessary context for a holistic picture of your employee population in order to more accurately measure and influence "wellness." This data has helped Paychex pinpoint and deploy targeted initiatives to maximize impact.

Matt Daniels, Benefits Analyst, **Paychex**

Kevin O'Laughlin, Executive Vice President & Head of Sales, **Artemis by Nomi Health**

1:30 p.m. – 2:10 p.m. **Concurrent Session E2**

Going Beyond GLP-1s: How to Build a Multidisciplinary Obesity Management Strategy

The hottest topic in healthcare is GLP-1s. Sadly, much of the hype falls flat when it comes to delivering the outcomes HR leaders are looking for. There's a fine line between offering the best care and breaking the bank, offering unfettered access to GLP-1s crosses it. Learn from a F500 leader on how they've taken an evidence-based approach to managing Obesity — ensuring those who need a GLP-1 will be prescribed one, but those who don't will get another, less costly treatment.

Nina Auffart, H&W Strategy and Wellbeing Manager, **Fortune Brands**

Gretchen Zimmermann, VP of Clinical Strategy, **Vida Health**

Dom Belmonte, Senior Partnerships Manager, **Vida Health**

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

Turning Parental Leave into a Career (and Business) Accelerator

Parental leave policies often "backfire" - they're introduced as a way to better recruit and retain employees, and yet research shows these policies often drive career regression (particularly for women), major business disruption, wage disparity and team burnout. In fact - the #1 concern that employees cite when preparing for parental leave is "how will this time away impact my career trajectory and team's performance?" The stakes are incredibly high, and yet nearly 7 out of 10 managers report that they are "totally unprepared" to support an employee (and their broader team) through a parental leave.

However - by supporting critical pre-leave planning and key return-to-work activities, companies have proven that they can completely reverse these negative outcomes, and actually drive major improvements to retention, promotion and wellbeing of parents.

Join this session to learn how Morgan Stanley and Handshake support employees taking parental leave, and the teammates who cover the work during this time.

Allyson Bronner, Head of Family Advocacy, Institutional Securities Group, **Morgan Stanley**

Paloma Thombley, Former CHRO, **Handshake**

Moderator: Allison Whalen, CEO and Founder, **Parentaly**

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

Can You Really Optimize Costs and Experience? Getting Maximum Value from Your Benefits Ecosystem

Many organizations are facing what feels like a forced choice—reduce their costs or deliver a better employee experience. But what if you could achieve both? The growing complexity around choice, multiple providers and varied experiences is profound: Employers spent an additional ~20% on employee programs since 2020, adding more solutions and more systems, yet, utilization often averages less than 10%. Similarly, only 52% of employees say they have a good understanding of their total rewards, which leads to an impact gap in the outcomes realized versus the investment made.

In this session, we'll explore one organization's roadmap to help you unlock maximum value from your benefits ecosystem investments AND enhance the employee experience. You'll hear real-world strategies for optimizing employee engagement in wellbeing and demonstrating measurable ROI/VOI amidst evolving market pressures.

Kristen Strobel, Senior Director, Global Benefits, **BD**

Matthew Bragstad, CMO, Chief Evangelist, **Alight**

Gihan Ramaniganthan, Strategic Account Executive, **Alight**

2:55 p.m. – 3:15 p.m.

Networking Break

3:15 p.m. – 3:55 p.m. **General Session G**

Moving from Reaction to Action: Cancer Control as a Workforce Strategy

Healthcare coverage constitutes what is often the largest part of employer benefits spend, and chief among these expenses is cancer. When it comes to the status quo of cancer care today, traditional benefit plans often react too late, when the disease has progressed to a later stage, incurring higher costs and impacting employee well-being. This session will highlight how Hasbro revolutionized its approach, reaching beyond the status quo by implementing a comprehensive strategy spanning early detection through distributed screening to providing navigation throughout a diagnosis through to supporting survivors. Join this session to learn how proactive and complete cancer management can not only curb costs but also empower employees to take back control of cancer.

Noora Garnett, Vice President, Global Benefits, **Hasbro, Inc.**

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

3:55 p.m. – 4:35 p.m. **General Session H**

Breaking Borders: Empowering Global Teams through Mental Health Support

IDEXX, a global leader in pet healthcare innovation, faced challenges in providing equitable mental healthcare across its diverse workforce. Discover how they transformed their approach, enabling employees worldwide to access comprehensive support. Join Sarah Caron, IDEXX's Senior Global Well-being Manager, and Dennis Sullivan, Strategic Account Manager at Spring Health for insights on navigating and dismantling global mental health barriers in your organization.

Sarah Caron, Senior Global Well-being Manager, **IDEXX**

Dennis Sullivan, Strategic Account Manager, **Spring Health**

4:35 p.m. – 5:15 p.m. **General Session I**

TCB Councils on Well-being Initiatives: Modern Insights

How The Conference Board Councils can help.

Mike Jansen, Senior Director, Benefits & Wellbeing, **Walmart**

Frank Giampietro, Americas Chief Wellbeing Officer, **EY**

5:15 p.m. – 5:20 p.m.

Closing Remarks

5:20 p.m. – 6:20 p.m.

Reception

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DAY TWO

Thursday, December 05

8:00 a.m. – 9:00 a.m.

Breakfast and Registration

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9:00 a.m. – 9:10 a.m.

Opening Remarks

9:10 a.m. – 9:20 a.m.

Stretch Break

Facilitated by

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9:20 a.m. - 10:00 a.m. **General Session J**

Discussion: Building Holistic Care Benefits to Support a Diverse Population

In an era where GLP-1s and obesity medications are becoming more prevalent, it's vital to understand that the best way to fight obesity is through prevention, before treatment is even needed. When it comes to medications, however, matching the right treatment with the level of risk is essential. Join Noom as we deep dive into how one of Texas' largest hospital systems built a complete wellbeing solution for their organization, re-engaged their population, increased health outcomes and decreased costs.

John Eshleman, Director of Benefits, **Memorial Hermann**

Jennifer Jones, Clinical Solutions Director, **Noom**

10:00 a.m. – 10:15 a.m.

Networking Break

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

How Can Employers Optimize GLP-1 Use for Cost Savings and Health?

The modern workplace faces a critical challenge: managing the metabolic health of employees amidst a sea of weight loss solutions. GLP-1 medications are often seen as miracle drugs, yet their effectiveness hinges on precise, personalized application—a nuance many employers need support on. In this fireside chat, HR leaders will share their insights on navigating the complexities of GLP-1 usage. Discover how Digital Twin AI can enhance the impact of these medications by creating detailed digital representations of employee metabolism, leading to targeted, effective health interventions. By addressing the root causes of metabolic disorders and ensuring the appropriate use of GLP-1s, we pave the way for sustainable health improvements, happier employees, and significant cost savings.

Tom Armani, Global Benefits Director, **Dayforce**

Michelle Harika, Principal, **Blackstone** and Chief Clinical Officer, **Equity Healthcare**

Moderator: Dr. Lisa Shah, Chief Medical Officer, **Twin Health**

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

Better...finally! Navigating the Complex Wellbeing Dimensions of Obesity

Hear one patient's story of her path to successful treatment and explore a compassionate approach to designing effective obesity care.

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

10:55 a.m. – 11:10 a.m.

Networking Break

11:10 a.m. – 11:50 a.m. **General Session L**

How Can AI Make Us Feel Better at Work?

We have all heard the concerns about AI and the '[Cyberdyne Scenario](#)' (aka The Terminator) but we have not heard enough about the upside. AI, in its present iteration, is already helping us in the workplace. It is automating repetitive tasks, elevating our insights, accelerating innovation, and liberating our creativity. Not every task and not every job but enough of them to begin to give us a glimpse of how AI might be making us all feel better at work. Let's hear some real examples of how this is already happening in one industry: healthcare.

Healthcare is already predicted to be the fastest growing incidence of AI application. From drug exploration to patient care; from radiology to hyper-personalized diagnoses. But what about the workers in this industry. How is AI helping the carers, the doctors, the nurses, and the support staff? Once we hear from the changes in wellbeing of these workers, how can we extrapolate to other industries?

Richard Clarke, Chief Analytics Officer, **Highmark Health**

Ivan Pollard, Center Leader, Marketing & Communications, **The Conference Board**

11:50 a.m. – 12:05 p.m. **General Session M**

Closing Remarks

POLICY ON VENDOR ATTENDANCE

Registrations received from non-sponsoring vendors will be honored at \$3,995 fee. Vendor attendees are any employees of Health Plans, Brokers, Insurance Companies, Health and Benefits Consultants, Wellness Service Providers, Point-solution Providers, Associations, Think Tanks, and anyone in a marketing, sales or accounts management role (from any organization). This fee does not apply to conference sponsors. If you are interested in sponsoring the event, please reach out to Megan Hoole at MHoole@tcb.org.

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