

27<sup>TH</sup> ANNUAL

# IBI/The Conference Board Health and Productivity Forum

October 16 – 17, 2025  
Marriott Marquis Chicago  
Chicago, IL

**Pre-conference Events:**  
October 15, 2025



Sponsored by:



## PRE-EVENT ACTIVITIES

**Wednesday, October 15, 2025**

1:00 – 5:00 p.m.

### Special Pre-conference Seminar

#### The Latest Advancements, Challenges, and Opportunities in Workplace Health and Productivity

This seminar aims to bring together leaders, researchers, practitioners, and policymakers to discuss the latest advancements, challenges, and opportunities in the field of workplace health and productivity. You'll hear from subject matter experts on the following topics:

- How carriers use benchmarking for benefit plan design
- Humanizing Data: The hidden impact of autoimmune conditions on employees
- Mental health and the next-gen workforce
- Benefits measurement for a healthier workforce
- Using integrated data to optimize workforce availability
- Increasing return-to-work (RTW) rates following disability claims

This special session is open to both employer and supplier attendees.

**Zoram Blancas-Ruiz**, Director of Benchmarking & Analytics, **Integrated Benefits Institute**

**Kim Comisar**, Vice President, Lead Pharmacy Consultant, **Lockton Companies**

**Benjamin Isgur**, VP Fidelity Health Thought Leadership, **Fidelity Investments**

**Dan Jolivet, PhD**, Workplace Possibilities Practice Consultant, **The Standard**

**Phil Lacy**, COE Practice Leader, **Marsh McLennan Agency**

**Sarah Papa**, Senior Director of Integrated Analytics, **WorkPartners**

**Lakshmi Seshadri, MD**, VP, Executive Medical Director, **Lockton Companies**

**Jennie Wheeler**, AVP of Integrated Analytics, **WorkPartners**

2:00 – 5:00 p.m.

### Interactive Workshop

#### GLP-1s and Weight Management Approaches: Cost, Productivity, and Quality of Life Opportunities

To reduce the burden of disease on employees, it is important for employers to understand the impact of obesity on chronic conditions. We will explore how to align appropriate health care resources (internal and external), deliver support resources for the best employee experience, and maximizing improved health for business productivity. Join us to learn the most effective ecosystem of health plan design, support programs, workplace facilities, and operational impact. Special emphasis will be on how to identify the right type of resources needed based on employee sentiment, demographics, medical and pharmacy claims, and employee turnover.

**Kembre Roberts**, PhD, Senior Vice President, Health Transformation Leader, **Aon**

5:00 – 7:00 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.

Hosted by:

**airvet**

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INVESTMENTS

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DISABILITY  
& LIFE**

**TheStandard**

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## DAY ONE

### Thursday, October 16

7:15 – 8:00 a.m.

#### Continental Breakfast

Hosted by:



8:00 – 8:40 a.m. **General Session A**

#### Mental Health and Well-being in Call Center Environments

Join us for a deep dive into the mental health challenges facing call center employees. This data-driven session explores how gender, income, job role, and work model impact well-being—and why traditional wellness programs often miss the mark. Hear directly from leading Employee Benefit professionals as they share real-world challenges and innovative strategies for supporting diverse employee needs. Attendees will gain actionable insights and frameworks to build more equitable, targeted mental health programs that truly resonate across the workforce.

**Sera-Leigh Ghouralal, PhD**, Senior Researcher, **Integrated Benefits Institute**

**Amy Kelly**, Group Director, Benefits & Wellbeing, **Walmart**

**Dr. Glenn Pransky**, Assoc. Professor, **Univ of MA Medical School** & Scientific Advisor to **Lincoln Financial**

**Joanne Rosa**, Vice President, National Accounts and Consulting Practice, **Lincoln Financial**

**Asa Waterman, AVP**, Compensation and Benefits Administration, **USAA**

8:40 – 9:20 a.m. **General Session B**

#### Innovative Strategies to Manage High-cost Claimants at Risk

As medical and pharmacy experience near double-digit growth, what can employers do to mitigate future increases? This panel will discuss innovative strategies employers are adopting to manage high-cost claimants and reduce budget volatility, including ways in which organizations are:

- Using AI and machine learning to predict emerging risks
- Implementing cutting-edge clinical strategies and solutions to tackle high cost spend
- Collaborating with vendor partners to optimize existing care management programs to better serve members
- Hear strategies employers are adopting to balance prudent cost management while providing top-tier Total Rewards offerings to their workforce.

**Ted Barrall**, Director, Compensation and Benefits, **Friedkin**

**Corey Thomas**, Benefits and Leave Manager, **Gordon Food Service**

**Brett Wilson MBA, CEBS**, Wellbeing & Rewards Leader, **RSM US LLP**

**Leo Zhang, MBA, ASA, MAAA**, SVP, Innovation and Integration Solutions Go-To-Market Leader, **Aon**

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

#### Resilience in Action: Practical Strategies for a Healthier Workforce

Today's workforce is navigating a unique set of challenges – new technologies, shifting workplace dynamics, and rising expectations. These rapid changes can fuel stress and uncertainty, leaving employees feeling disconnected and overwhelmed. This session will explore how leading companies are tackling these challenges and strengthening employee wellbeing in an increasingly complex work environment. From building psychological safety to equipping managers with the skills to navigate tough conversations and support teams under pressure, you'll gain actionable insights to keep your workforce productive, engaged, and resilient in the face of any challenge.

**Renee Albert**, Director, Benefits & Well-being, **Lyra**

**Rachel Edelman**, Director of Global Wellbeing, **Marriott International**

10:00 – 10:30 a.m.

#### Refreshment Break

10:30 – 11:10 a.m. **Concurrent D1**

#### Numbers Don't Lie: Real-World Heart Health Savings for Employers

Cardiovascular disease (CVD) is a leading driver of employer health care costs – but how much of that spend is preventable? New third-party analyses and peer-reviewed research confirm that proactive heart health management doesn't just improve clinical outcomes – it delivers significant, measurable cost savings. In this session, we'll share real-world results from large employers who have reduced high-cost CVD claims. This discussion will highlight:

- How digital engagement reduces ER visits, hospitalizations, and costly interventions
- Case studies proving that better CVD management translates to lower health care spend
- Practical strategies for implementing evidence-based solutions in your benefits plan.

**Paula Cerqueira**, Director, Solutions Consulting, Medical Affairs, **Hello Heart**

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

10:30 – 11:10 a.m. **Concurrent D2**

#### Are You Wasting GLP-1 Spend? How to Optimize Your Investments

GLP-1s are here to stay. While they aren't the magic pill for weight loss that media and marketing campaigns often portray, they can deliver promising results when used appropriately. The question benefits leaders now face is, "How can we achieve the most, and lasting, impact from our GLP-1 investments?" During this session peers and industry leaders

will share what you can do to avoid wasted spend and how to optimize the value of GLP-1s when taken.

**Tiffany Causey**, Senior Benefits Analyst, **Safelite**

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

**Catherine Sheedy**, Director of Americas Benefits, **JLL**

10:30 – 11:10 a.m. **Concurrent D3**

### **Manager Enablement in Employee Mental Health**

A recent study found that managers have more impact on employee mental health than a therapist or doctor – and equal to that of a spouse. Frontline leaders often serve as the first point of contact for struggling employees but may lack the tools to respond effectively. This session explores strategies to empower managers to support their teams, foster open conversations, and create a culture of empathy and care. Attend this session and learn:

- How equipping managers with the right training and resources can normalize mental health conversations and foster a more empathetic workplace culture
- Tools and training programs to help managers recognize and respond to mental health challenges
- The role of empathetic leadership in fostering a mentally healthy workplace culture

**Ashleish Alexander**, Director of US Benefits, **Cardinal Health**

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

10:30 – 11:10 a.m. **Concurrent D4**

### **Addressing the Avoidable Costs of Digestive Health in Disperse National Workforce**

Digestive health is complex, and the current system isn't structured to diagnose or treat this condition category well – driving high avoidable costs and a toll on employee productivity and absenteeism. Average wait times for GI consultants can be months in rural areas – but symptoms don't wait. With a dispersed national workforce of workers in the field, Rentokil evaluated its GI needs and prioritized providing and communicating more effective GI care to accelerate the speed to access, diagnosis, outcomes, and savings.

**Michael Currier, MSPAS PA-C**, Lead Advanced Practice Provider & Utilization Management Manager, **Oshi Health**

**Dave Merkt, CBP, CCP**, Senior Benefits Manager,  
**Rentokil Terminix**

11:25 a.m. – 12:05 p.m. **Concurrent E1**

### **The N=1 Paradigm: Revolutionizing Employee Benefits Through Precision Analytics**

Imagine a health partner powered by AI, understanding your unique needs and delivering tailored support, motivation, and education. The N=1 platform makes this a reality, further personalizing the experience with right-sized rewards to drive action. Learn how a major employer leverages this technology to analyze individual and population data, proactively

connecting employees with relevant benefits and interventions, ultimately boosting engagement in their existing benefits strategy, one person at a time.

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

**Stephanie Turner, RN, MSN**, Vice President, Population Health Services & Clinical Operations, **UNC Health Alliance**

11:25 a.m. – 12:05 p.m. **Concurrent E2**

### **The Hidden Cost of Pain**

Employees who experience pain on a regular basis have to manage their symptoms day and night. Pain affects the workforce beyond high-cost claims. During this session, United Airlines and 3M will discuss how chronic pain not only produces high cost and recurring claims, but can compromise retention attendance, productivity and even morale.

**Heather Denkert**, Sr Manager, Health & Wellness Programs,  
**United Airlines**

**Claire Morrow, PT, DPT, FAAOMPT, OCS**, Head of Clinical Consulting, **Hinge Health**

**April Sickler**, HR Benefits Specialist, **3M**

11:25 a.m. – 12:05 p.m. **Concurrent E3**

### **The Budget Optimizer's Playbook: Maximizing Benefits Impact in Resource-Constrained Environments**

Economic pressures require strategic benefits approaches without sacrificing effectiveness. Discover how Lifestyle Spending Accounts (LSAs) can transform underutilized programs into flexible, cost-effective benefits rather than requiring new budget. Learn to conduct comprehensive benefits audits that identify consolidation opportunities and hidden costs. Walk away with strategies for reallocating resources from fragmented solutions to flexible frameworks, plus a methodology for presenting benefits optimization to leadership as an investment in organizational resilience.

**Shanda L. Brown**, Senior Director, Total Rewards & HR Operations, **Sikich LLC**

**Megan Burns**, Lead Benefits Solutions Consultant, **Benepass**

**Marilyn Hasler**, Total Rewards & HRIS Manager, **CompTIA**

**Jennifer Turner**, Senior Director Global People Operations, **G2**

11:25 a.m. – 12:05 p.m. **Concurrent E4**

### **Redefining Midlife Wellness: How Menopause Support Extends Careers and Boosts Productivity**

With global productivity losses due to menopause topping \$150B annually, benefits leaders see the urgent need to provide better support. But what does effective menopause and midlife health care actually look like? Join this session and learn how to build comprehensive menopause support for your employees. We'll look beyond basic solutions into truly holistic approaches that address every aspect of an employee's midlife health, from clinical care to emotional support. The impact of providing this care extends beyond health outcomes – it can also improve productivity, extend employees' career spans,

and drive long-term ROI. During this session, you'll learn:

- The challenges faced by employees navigating menopause and midlife health
- What leading global companies are doing to prioritize menopause support
- The impact of comprehensive support on health and workplace outcomes

**Lauren Arias**, Wellbeing Consultant, **Zurich North America**

**Megha Budhrani**, Senior Client Success Manager, **Maven Clinic**

12:05 – 1:15 p.m.

## Luncheon

Hosted by:

Ovia Health by  labcorp

1:15 – 1:55 p.m. **General Session F**

## Building a Wellbeing or Mental Health Champion Program: Lessons Learned from Large-Scale Implementations

As you think about supporting the well-being of your employee population, will creating roles like “Champions” and “Advocates” help or hurt your goals? The answer may not be as obvious as it seems. In this session, we will cover best practices for implementing these programs, potential pitfalls, and situations where alternative options may produce better outcomes.

**Monica Fernandes, RN, COHC**, Occupational Medicine and Health/ESG – Environment, Social, Governance Americas, **Bayer**

**Fabio Moraes, MD, MPH**, Occupational Health & Industrial Hygiene Americas, **Bayer**

**Kenny Zuckerberg**, VP, Learning and Organizational Excellence, **ComPsych**

2:10 – 2:50 p.m. **Concurrent G1**

## Unlocking the Power of Strategic Benefits Communication

Go behind the scenes with a large employer for a look at the innovative benefits communications strategies they developed to encourage employee engagement and satisfaction. This session will provide actionable strategies for enhancing employee wellbeing and engagement, as well as valuable insights on:

- How to achieve higher enrollment rates and better-informed employees
- A look at the compelling recruiting techniques used to attract top talent
- The impact of communications on employee financial wellbeing

**Laura Hanford**, Vice President and Senior Communications Consultant, **Segal Benz**

**Matt McCann**, Senior Benefits Manager, **Philips North America**

2:10 – 2:50 p.m. **Concurrent G2**

## Future-Proofing Your Workforce: Fertility and Hormonal Health Benefits That Deliver

As fertility and hormonal health benefits gain traction, employers are seeking solutions that go beyond cost coverage to drive real impact. With the right approach, these benefits can improve employee satisfaction, enhance productivity, and reduce high-cost claims. This session will explore how personalized care, proactive plan design, and holistic support – spanning fertility, menopause, and low T – can help organizations build a more resilient, competitive workforce. Attendees will leave with insights on aligning benefits strategy with business goals to maximize ROI.

**Nichole Ingalls**, Senior Benefits Manager, Global Wellbeing & Communications, **Pure Storage**

**Dave Milani**, National Accounts Executive, **Carrot**

2:10 – 2:50 p.m. **Concurrent G3**

## Behavioral Science at Scale: Optimizing Workforce Health and Productivity Through Personalized Digital Solutions

In today's dynamic work environment, optimizing workforce health and productivity requires a comprehensive approach that addresses the interconnectedness of physical, mental, and behavioral wellbeing. In this discussion, you will learn how evidence-based behavioral science, and personalized digital technology drive sustainable improvements. By preventing and managing chronic conditions like obesity and diabetes through behavioral interventions, you'll learn how you can reduce health care costs and improve medication adherence. This session will provide actionable insights that can be integrated into existing workforce health strategies to achieve significant and measurable improvements in employee wellbeing and organizational productivity.

**Cody Fair**, Chief Commercial Officer, **Noom Health**

**Rachel Stewart**, Total Wellness Program Manager, **Entergy**

2:10 – 2:50 p.m. **Concurrent G4**

## The Impact of Bereavement on Mental Health, Quality of Life, and Work Functioning of Parents

Bereavement following the death of a child with a chronic illness is known to affect parents' mental and physical health, as well as their productivity. However, grief over time remains understudied, making it difficult to measure the long-term impact of grief on bereaved parents, and their needs for bereavement leave. This study assessed the long-term effects of bereavement on HRQoL, work productivity, and social connection in parents whose children died from spinal muscular atrophy (SMA) type 1.

**Deborah Olson**, Well-being Lead Strategist, **Genentech**,

**David Tabano, PhD**, Senior Director, Value and Evidence Customer Strategy Lead, **Genentech**

2:50 – 3:20 p.m.

## Refreshment Break

3:20 – 4:00 p.m. **Concurrent H1**

### Leading Through Crisis and Change: Strategies for Fostering Employee Mental Health and Wellbeing

Join industry leaders to discuss the impact of crisis and change on workforce health and learn effective approaches on how you can prepare, respond, and support your employees' mental health and well-being during times of uncertainty. You'll learn about the impact of uncertainty on mental and physical health, gain insight on how to proactively prepare your workforce to deal with crisis situations before they occur, and discover response strategies that can help support workforce mental health during and after critical events.

**Amy Arnold**, Director, Mental Health Go to Market, **Kaiser Permanente**

**Heather Britton**, Director of Benefits and Wellness, **City and County of Denver**

**Wanya Ogata**, Manager, Corporate Health and Wellness, **Hawaiian Electric Company**

3:20 – 4:00 p.m. **Concurrent H2**

### The Art of Health Plan Mixology: IDEXX's Winning Recipe

Many employers struggle to provide high-quality, affordable health care for a diverse workforce with varying needs. IDEXX addressed this challenge by implementing an alternative health plan tailored to a nationally distributed employee base, including frontline workers, frequent travelers, and those with non-traditional schedules. Learn how they achieved an 88% member satisfaction rate and made health care more affordable for 80% of their employees. Attendees will gain insights into the decision-making process, implementation tips, and measurement approaches used to assess the impact of this new plan on employee health and productivity.

**Michael Johnson**, Executive Vice President and Chief Human Resources Officer, **IDEXX**

**Fay Rotenberg**, President and Chief Executive Officer, **Firefly Health**

3:20 – 4:00 p.m. **Concurrent H3**

### Two Truths & a Lie: The Future of Plan Designs and the Role of Virtual Care

As businesses continue to adapt to evolving work environments, employee health care plans must also evolve to address the changing needs of the workforce. In the face of growing challenges like rising health care costs and limited access to care, virtual care has emerged as a key solution. Hear insights from a panel of benefits professionals who have grappled with solving barriers to care in order to improve wellbeing and productivity.

**Nina M. Auffart**, H&W Strategy & Wellbeing Manager, **Fortune Brands Innovations**

**Jake Coniglio**, Chief Commercial Officer, **Galileo**

**Amy Hutkowski**, Senior Benefits Analyst, **Fortune Brands Innovations**

3:20 – 4:00 p.m. **Concurrent H4**

### How to Manage Cost While Improving the Employee Experience with Value-Based Care

As health care costs rise and access to quality care remains uneven, employers are seeking smarter, more sustainable solutions. This session explores how one employer adopted a value-based care model that prioritizes outcomes and the employee experience — offering access to top physicians' care and concierge-level support without inflating company costs and burdening employees. Learn how this shift is not only improving employee satisfaction and health, but also drives productivity, retention, and measurable cost savings.

**Amy Cosler**, SVP, Commercial Sales, **Carrum Health**

**Brandy Royer**, Associate Director, Benefits Administration, **Purdue University**

**Candace Shaffer**, Associate Vice President, Benefits & Payroll, **Purdue University**

4:15 – 4:30 p.m. **Special Session**

### From Vision to Venture: Why It All Began – Celebrating 30 Years of IBI

Join Tom Parry, Ph.D., co-founder and long-time president of Integrated Benefits Institute, as he shares the inspiration behind starting the organization. Discover the values, vision, and pivotal moments that shaped its journey—from idea to impact—in this candid and inspiring conversation.

**Jim Huffman**, President & CEO, **Integrated Benefits Institute**

**Tom Parry, Ph.D.**, Co-Founder, **Integrated Benefits Institute**

4:30 – 5:00 p.m. **General Session I**

## Vendor Showcase

Join us for a fun and lively interaction with innovative vendors and learn about new and innovative products and services designed to improve your employees' health and wellbeing and reduce your health care spend. Each will have 3 minutes to pitch their product or service with Q&A, cocktails, hors d'oeuvres and networking following the pitches. You'll hear from:



5:00 – 6:00 p.m.

## Cocktail Reception

Hosted by:



## DAY TWO Friday, October 17

7:45 – 8:30 a.m.

### Continental Breakfast

Hosted by:



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

### From Cost to Competitive Advantage: Demonstrate True ROI You Can Depend on With Your Mental Health Solution

HR and benefits leaders see the impact that investing in mental health can have on employees. But how can you educate your organization's leaders that this is a strategic investment with business outcomes? And, once that investment is made, how can you show the ROI? In this session, Wellstar will give you an insider's look on how they've transformed mental health from a cost center to a true solution that drives value for their people and their bottom line.

**Sarah Bowe**, Senior Vice President, Customer Success,  
**Spring Health**

**Michele Harris**, Manager, Work Life Services,  
**Wellstar Health System**

9:25 – 10:05 a.m. **Concurrent K1**

### 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 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 interactive 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.

**Gihan Ramaniganthan**, VP Strategic Accounts, **Alight**

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

**Rob Sturuss**, Chief Client Officer, **Alight Solutions**

9:25 – 10:05 a.m. **Concurrent K2**

## **Metro Nashville Public Schools: Fixing the Silent GI Crisis to Reduce Absenteeism and Boost Productivity**

Digestive issues like IBS and GERD silently impact millions – and they're taking a toll on employee productivity, absenteeism, and costs. Metro Nashville Public Schools took proactive steps to support employees with chronic GI conditions, resulting in:

- 17% decrease in employee sick days
- 5:1 ROI, validated by the Johns Hopkins Bloomberg School of Public Health
- 78 Net Promoter Score

This session explores how employers can tackle the invisible burden of digestive health—and unlock measurable improvements in both employee wellbeing and organizational performance.

**David Hines**, Executive Director of Employee Benefits, **Metro Nashville Public Schools (MNPS)**

**Yael Horwitz, MPH**, Director of Clinical Product and Programs, **Cylinder**

9:25 – 10:05 a.m. **Concurrent K3**

## **Moderate Needs, Massive Impact: Why Therapy-Directed Benefits Fall Short**

Most employees aren't in crisis—but they aren't thriving either. This “moderate needs” group, grappling with stress, anxiety, and burnout, represents the silent majority of today's workforce. Too often overlooked in benefit design, they drive the greatest share of productivity loss, turnover risk, and hidden health care costs. The challenge? Most mental health programs still rely on therapy-first or one-size-fits-all approaches. These models miss the moderate-needs population, leading to low engagement, wasted spend, and limited impact. Backed by claims-based ROI data and clinical outcomes, this session makes the business and human case for rethinking how employers approach workforce mental health.

**Laura Dunn**, Chief Client and Commercial Officer, **Modern Health**

**Jess Schneider**, Sr. Director People Operations, **Purpose Brands**

9:25 – 10:05 a.m. **Concurrent K4**

## **Employer-Based Health Insurance: Experiences of Employees with Chronic Diseases**

Discussions around insurance design policy, including employer-based coverage, usually center around ‘average’ patients. However, no worker is average, and there may be gaps in workers' knowledge of their health plan choices, as well as their ability to access and navigate care, especially for patients with chronic disease, who often are more vulnerable than others to burdens related to out-of-pocket costs, health care affordability, and cost-sharing. This panel will discuss

findings from recent quantitative and qualitative research, including late breaking new data regarding mental health coverage, as well as actionable strategies for employers to better help employees and their families with chronic disease.

**Anna Bobb, MPH**, Executive Director, **The Path Forward Coalition**

**Bridget Doherty**, Director, Access and Policy Research, **Johnson & Johnson**

**Jake Spiegel**, Senior Research Associate, **Employee Benefit Research Institute**

10:10 – 10:50 a.m. **Concurrent L1**

## **Redesigning a Leave Program That Works for Everyone**

Leave programs can either overwhelm your team or support your culture of care. This session will take a deep dive into how Banc of California modernized their leave processes to improve compliance, reduce manual work, and meet employee expectations. From clearer documentation to smoother return-to-work transitions, they'll share what worked, what didn't, and how HR leaders can make meaningful change without adding more to their plate.

**Jenny Raymond**, AVP, HR Data Strategy & Transformation, **Banc of California**

**Seth Turner**, Founders and Strategic Advisor, **AbsenceSoft**

10:10 – 10:50 a.m. **Concurrent L2**

## **The Business Case for Caregiving: Lowering Costs with Meaningful Support**

Your employees are facing hidden battles – caring for aging parents, managing chronic conditions, and juggling family responsibilities alongside their roles at work. Supporting them requires more than policies; it takes a commitment to strengthening a culture of care. In this session learn how Shaw Industries reinforced its people-first approach to deliver meaningful support and boost benefits adoption. You'll hear how they made caregiver support a business priority and built internal alignment to launch paid parental leave. Learn how investing in caregiver support isn't just the right thing to do – it's a strategy that drives retention, productivity, and long-term business results.

**Nikki Sharp**, VP of Associate Wellbeing, **Shaw Industries**

**Paul Fruhwirth**, Senior VP, **Aon**

**Michael Walsh**, Co-Founder and Chief Executive Officer, **Cariloop**

10:10 – 10:50 a.m. **Concurrent L3**

## **The Hidden Cost of Grief: Supporting Employees Through Life's Hardest Moments**

Grief is an often-overlooked factor in workforce wellbeing—yet its impact on productivity, engagement, and retention is profound. This session explores how forward-thinking employers are reimagining their benefits strategy to better

support employees in the wake of personal loss. Drawing on new data and workforce insights, we'll explore how organizations can close the care gap, build cultures of compassion, and drive measurable impact on loyalty, absenteeism, and overall workforce performance.

**Tina Conte**, Head of Channel Partnerships, **Empathy**

**Amy Dralle**, Chief Operating Officer,  
**The Center for Youth and Family Solutions**

**Patrick Phelan**, CEO,  
**The Center for Youth and Family Solutions**

10:10 – 10:50 a.m. **Concurrent L4**

### **Why Personalization and Aspiration Aren't Enough for Workplace Wellbeing**

Wellbeing personalization is powerful – but without alignment, it's incomplete. In this session, a large employer will share how they successfully used alignment to their advantage by developing a strategy centered on organizational identity, achievable employee behaviors, and individual readiness for change. Backed by fresh research from our client community, it explores how aligning wellbeing with culture and values — rather than just individuals — builds trust, boosts activation, and drives meaningful business impact. If your wellbeing strategy feels disconnected or underperforming, this conversation will reshape how you think and what you do next.

**Matt Percia**, Strategic Advisor,  
**Navigate Wellbeing Solutions**

**Anne Wright**, Benefits Manager,  
**JE Dunn Construction Company**

10:50 – 11:20 a.m.

### **Refreshment Break**

11:20 a.m. – 12:00 p.m. **Concurrent M1**

### **Why Sleep, Why Now: Gray Media's Case for a Sleep Benefit**

Poor sleep is a leading driver of chronic conditions such as cardiovascular disease, diabetes, and depression—conditions that account for the majority of employer health care spend. Traditional wellness programs often miss this root cause. This session will examine why Gray Media chose to address sleep directly, recognizing its impact on health care costs, productivity, and long-term employee health. We will share the business rationale behind their decision, early lessons from implementation, and how a sleep benefit can be a strategic lever to reduce costs and improve workforce health at scale.

**Keith Hildibrand**, Vice President, Employee Benefits,  
**Gray Media**

**Heidi Riney, MD, D.ABPN**, Chief Medical Officer,  
**Nox Health**

11:20 a.m. – 12:00 p.m. **Concurrent M2**

### **Addressing Population Health Needs: How BNSF Ensures Access to Quality Health Care for a National Workforce**

National companies like Burlington Northern Santa Fe (BNSF) face unique challenges in ensuring equitable health care access for their employees. With a workforce spanning across rural and urban areas, and from corporate offices to the field, BNSF has learned how to design benefits that engage this dynamic workforce, improve health care outcomes, and drive smarter utilization. In this session, you'll learn best practices for tailoring benefits to different work environments, effective communication strategies, and how to reach employees – no matter where they live and work.

**Evan Coglizer**, Strategic Growth Executive, **Embold Health**

**Ashlee Glock**, Director, Medical Benefits & Communication,  
**BNSF Railway**

11:20 a.m. – 12:00 p.m. **Concurrent M3**

### **Rethinking GLP-1s: Can Precision Care Reduce the Need for High-Cost Medications?**

GLP-1s have reshaped how we address obesity and metabolic disease, but rising costs are forcing employers to reevaluate long-term strategies. As demand surges, benefits leaders must find ways to improve outcomes without unsustainable spending. This session explores how digital twin technology and personalized clinical care can help reduce dependence on expensive medications by predicting risk, enabling earlier intervention, and reversing chronic conditions. During this session, peers and industry leaders will share how they're integrating GLP-1s when appropriate — while shifting toward scalable, data-driven models that improve overall health and manage total cost.

**Dina Fonzone**, Vice President, Health Risk Performance,  
**Scott Insurance**

**Annelise Ratulowski**, Associate Director of Benefits,  
**Activision Blizzard**

**Dana Smith**, VP, Client Growth and Success, **Twin Health**

12:10 – 12:30 p.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. You'll have the chance to win prizes.

## **EMPLOYER SANCTUARY**

Hosted by HGAN, 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:**



## POLICY ON VENDOR 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 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. 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](mailto:TTodorova@tcb.org).

## CONTINUING EDUCATION UNITS



Attendees will receive continuing education credits. The 2024 Health & Productivity Forum 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

The pre-conference seminar and workshop were each approved for:

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

We anticipate the 2025 conference and workshop to be approved for approximately the same number of credits. Specific details will be available about a month before the eve

## WHOM YOU WILL MEET

Corporate executives from:

- Corporate executives from:
- Benefits
- Human Resources
- Health Care
- Organizational Development
- Total Rewards
- Talent Management
- Wellness

## HOTEL INFORMATION

### Marriott Marquis Chicago

2121 South Prairie Avenue, Chicago, IL 60616

The conference hotel is sold out.

Here's a [link](#) to hotels close by.

Additional support provided by:

