



Wednesday, April 18

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9:00 a.m. – 3:00 p.m.

**Employer Day on Communications and Engagement** (*Open to Employers Only*)

**Registration**

10:00 a.m. – 10:05 a.m.

**Employer Day Welcome**

A few opening comments on the employer day from the leader of the National Business Group on Health.

Brian Marcotte, *President and CEO, National Business Group on Health*

10:05 a.m. – 11:05 a.m.

**Employer Day Opening Address: Who am I? How Tapping into Identity and Beliefs Creates Sustainable Behavior Change**

Learn from former Disney Imagineer and current academic researcher Dr. Troy Campbell on how employees' beliefs about themselves, others and the world helps shape consumer behavior, enjoyment, and even the efficacy of benefit and health communication. Dr. Campbell focuses on "action-ready research" that has implications for how employers communicate with their employee and dependents, leaving attendees with real ways to improve their employee engagement approach.

Troy H. Campbell, Ph.D, *Marketing, Assistant Professor, University of Oregon, Business*

11:15 a.m. – 12:15 p.m.

**Breakout Sessions 1**

*Choose one below. Benchmarking is interactive peer-to-peer sharing; workshops are practical learning sessions.*

**1A Benchmarking: Turning Employees into Better Health Care Shoppers**

With 90% of large employers offering a consumer-directed health plan, the onus is put on employees to effectively use these plans. Discussion will focus on ways to communicate the importance of being a good health care shopper, as well as the best tools to enable employees to take action.

**1B Benchmarking: The Dos and Don'ts of Point Solution Communications**

With so many exciting point solutions on the market, what's the best way for a benefits communicator to promote their use without overwhelming employees with the sheer number of options? Hear from **News Corp** on what's worked best in communicating six different point solutions. Participants will also share their point solution offerings and communication tactics.

Marco Diaz, *SVP Global Benefits, News Corp*

**1C Benchmarking: Improving Health and Benefits Literacy**

Only 12% of American adults have proficient health literacy, leaving many Americans without the skills needed to manage their conditions and well-being. Hear from communication leaders on ways to simplify communications for employees and their dependents, including steps employers can take right when they get back to their offices.

Aileen Kantor, *VP Marketing & Innovation, Health Literacy Innovations*

**1D Workshop: Reducing Workplace Mental Health Stigma: 4 Steps to Creating a Culture-Changing Campaign**

Mental health issues. They touch each of our lives in significant or subtle ways. Yet they continue to lurk in the shadows. As a result, mental health is perhaps the most challenging topic to communicate in the health care world, let alone the workplace.

Attend this workshop led by two subject-matter experts to learn how to effectively communicate about issues related to depression, anxiety, suicide and substance dependence through a thoughtful campaign—including an award-winning video and more.

JoAnn Hall Swenson, *Health Communication Leader, Strategic Advisory, Aon*

Rod Hart, *Vice President, Health Transformation, Aon*

**12:15 p.m. – 1:20 p.m.**

### **Networking Lunch and Employer Brainstorming**

Join your fellow benefits and health communicators for a healthy lunch. Small group brainstorming and discussion will take place toward the end of the session.

**1:20 p.m. – 1:30 p.m.**

### **Stretch Break**

Walk around the conference hall or catch a breath of fresh air up on Pennsylvania Ave.

**1:30 p.m. – 2:30 p.m.**

### **Breakout Sessions 2**

*Choose one below. Benchmarking is interactive peer-to-peer sharing; workshops are practical learning sessions.*

#### **2A Benchmarking: New and Improved Open Enrollment Communication Tactics**

As long as benefits have been provided to employees, communicators have worked to effectively message available plans and programs. Join a roundtable session discussing what has worked—and what's new—for open enrollment communications. Could 2019 be your year of refresh?

#### **2B Benchmarking: Using Mobile Apps to Communicate Programs and Benefits**

Over half of employers use a mobile app or mobile-optimized site to communicate health benefits, programs and services throughout the year. So which mobile technologies are best to use? How do you find the right app for your employees? Join this roundtable to hear and share how others have implemented a mobile strategy and achieved sustained engagement.

#### **2C Benchmarking: Steering Employees to the Best Sites of Care**

Consumer research shows that patients generally don't want their health care to change, and prefer to stay with their own provider. So how does an employer convince them to get care from someone else? Hear from **The Kroger Co.** on how they engaged employees in receiving care from higher quality providers, saving the company millions of dollars.

Sara Freitag, *Director, Health Care Benefits, The Kroger Co.*

#### **2D Workshop: Personalizing Benefit Communications to Increase Employee Engagement**

Personalizing health and benefits information is the ultimate panacea for engaging employees – so how does an employer get started? Attend an abridged workshop by communication experts to make your own game plan.

Lesley Leiserson, *Director, Benefits, The Home Depot*

Prashant Srivastava, Ph.D., *Co-founder, President, and CEO, Evive*

**2:40 p.m. – 3:40 p.m.**

### **Breakout Sessions 3**

*Choose one below. Benchmarking is interactive peer-to-peer sharing; workshops are practical learning sessions.*

#### **3A Benchmarking: Communicating Benefit Changes: What Works and What Doesn't**

From moving to a full replacement consumer-directed health plan to launching a new well-being program, big changes require well-planned communication campaigns. Hear from other employers on what has worked well, and what's failed, in the face of a major change. Make sure to bring your own experiences to contribute to the discussion!

#### **3B Benchmarking: Using Digital Engagement Platforms in a Communication Strategy**

Digital platforms have been designed to simplify the benefits experience for employees by providing tailored health information and recommendations based on their preferences and use. Join this session to hear and share about digital engagement platforms, and discuss ways to integrate personalized outreach in your overall communications strategy.

Hassan Azar, *Senior Vice President, HR, Total Rewards, US Foods*

### **3C Benchmarking: Using Benefit Communications to Drive a Culture of Well-being**

Well-being programs are becoming multi-faceted – from physical health, financial security, social connectedness, emotional health and job satisfaction. So how should an employer stitch it all together in a communication campaign? Join this session to hear from peers on what’s worked for their own workforce.

### **3D Workshop: Secrets to Communicating High Value Care for Best Engagement**

The future of health care involves compelling new delivery models like accountable care organizations, high-performance networks and patient-centered medical homes, to name a few. But employees encounter these after years of health plan changes, still somewhat skeptical about “what’s in it for them.” Employers will need to help their employees and dependents trust and understand these unfamiliar models to make best use of them. Attend this workshop hosted by communication think-tank ROC Group to see real examples of how employers can market high value care through better-aligned motives and clarified roles.

Janice Burnham, *CEO and Founder, ROC Group*

Amy Finsand, *Managing Director, ROC Group*

**3:45 p.m. – 4:30 p.m.**

#### **Closing Employer Panel**

##### **Building an Exceptional Benefits Experience**

Companies are now applying the same principles of creating memorable customer experiences to keeping their own employees engaged and healthy. Learn how several innovators are building the best benefits experiences for their workforce.

Vicki Giurato, *Director of Health & Welfare Benefit Strategy, United Airlines*

**4:30 p.m.**

#### **Closing Comments**

After a whirlwind Employer Day, the Business Group will wrap up all the key learnings and send you on your way to a cocktail reception for just employers, as well as the start of Business Health Agenda.

Ellen Kelsay, *Chief Strategy Officer, National Business Group on Health*

**5:00 p.m. – 6:00 p.m.**

#### **Employer Only Networking Reception**

Chat with your peers over wine, cocktails and small plates to connect over the day’s content and life as a benefit communicator and employee engager!

**3:00 p.m. – 6:00 p.m.**

#### **BHA Conference Registration (Open to All Attendees)**

**2:00 p.m. – 6:00 p.m.**

#### **Internet Café**

**6:00 p.m. – 6:45 p.m.**

#### **Opening Dinner**

**6:45 p.m. – 7:00 p.m.**

#### **Welcome Address**

Hear from our organization’s leader and Chairwoman of the Board on the exciting 3-day conference, and how you can get the best of your time in Washington, DC.

Brian Marcotte, *President and CEO, National Business Group on Health*

Judy Verhave, *Executive Vice President & Global Head of Compensation and Benefits, BNY Mellon; Chair, National Business Group on Health*

**7:00 p.m. – 8:00 p.m.**

#### **Opening Headliner Address: The Amazon Way: How Our Consumer Experience Practices Can Shape Health Care**

Amazon is passionate about their customers, an approach that has bode well for one of the most valuable companies in the world. So what did Amazon do to build a customer base of 80 million and die-hard Prime followers? Hear from longtime leader Paul Misener on how they built their empire and what health care can learn from their practices.

Paul Misener, *VP, Global Innovation Policy and Communications, Amazon*

8:00 p.m. – 9:00 p.m.

**After-Dinner Reception and Networking Bar**

Join us in the Capitol Foyer for after-dinner cocktails, espresso bar and small sweets.

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Thursday, April 19

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6:00 a.m. – 7:00 a.m.

**DC Monuments 5K Run/Walk**

Meet fellow conference attendees and Business Group staff for a guided walking/jogging tour of Washington's iconic landmarks. All paces welcome!

7:00 a.m. – 6:00 p.m.

**Internet Café**

7:00 a.m. – 6:00 p.m.

**Registration**

7:30 a.m. – 8:00 a.m.

**Breakfast**

8:00 a.m. – 9:00 a.m.

**Plenary Session 1: Leading Trends from National Business Group on Health Surveys**

Kick off the morning hearing about leading trends and new findings from the Business Group's three major annual surveys.

Alisa Ray, *Vice President, Benchmarking & Analysis, National Business Group on Health*

Ray Baumruk, *Employee Experience Partner, Alight Solutions*

Robert Kennedy, *Health & Welfare Practice Leader, Fidelity Investments*

9:15 a.m. – 10:15 a.m.

**Capitol Hill Headliner: The State of Health Care in Washington, DC**

Repeal, replace, repair – what is on the horizon for health care and health benefits? Hear directly from a Member of Congress on top priorities for 2018 and what changes are ahead for large employers.

10:15 a.m. – 10:30 a.m.

**Stretch/Refreshment Break**

10:30 a.m. – 11:30 a.m.

**Breakout Sessions 4**

**4A Communications/Engagement: New Care Models Are Delivering: How Virtual Care, Onsite Clinics and Alternative Sites of Care are Revolutionizing Health Care**

Over the last several years, we've seen many new care delivery test the employer market. From new sites of care to telemedicine to onsite clinics, each has attempted to attack our healthcare crisis from the supply side rather than the demand side by connecting employees with the best providers. But did they work? Have these strategies actually improved employees' healthcare outcomes? The answer is a resounding yes: come learn how three employers were able to generate significant savings to their bottom lines all while providing their employees with better quality care.

Arielle, Bogorad, *Senior Director, Worldwide Benefits, Wellness and Fitness, Cerner Corporation*

Jodi Fuller, *VP, Benefits Product Development & Management, The National Rural Electric Cooperative Association*

Scott Hershberger, *Medical and Wellness Benefits Program Manager, University of Notre Dame*

**4B Innovation in Pharmacy and Health Care Delivery: Is Value Purchasing the Future of Pharmacy Reimbursement?**

Health plans, pharmacy benefit managers (PBMs), pharmaceutical manufacturers, and employers are beginning to implement value-based drug purchasing arrangements like outcomes-based pricing; indication-based pricing; indication-based formularies. Hear from pharmacy experts on if these arrangements are the answer to employers' pharmacy purchasing woes.

Rob O'Brien, R.Ph., *Vice President, Specialty Solutions, CVS Caremark*

#### **4C Policy: The ACA or ACA Replacement: What Does It All Mean for Employers?**

Will Congress change the ACA or leave it intact? What about the excise tax and other employer provisions? Hear what employers should expect and how they are preparing for in 2019, 2020 and beyond.

Brooke Browlow, *VP, Compensation and Benefits*, **H-E-B Grocery Company**

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

Steve Wojcik, *Vice President, Policy*, **National Business Group on Health**

**11:45 a.m. – 12:45 p.m.**

#### **Conference Luncheon and Awards Presentation**

##### **15th Annual Helen Darling Award for Excellence and Innovation in Value Purchasing**

##### **Innovation in Advancing Health Equity Award**

Enjoy a healthy, 3-course lunch with colleagues, new and old, while hearing about the recipient of the Business Group's prestigious award on value purchasing.

**1:00 p.m. – 2:00 p.m.**

#### **Breakout Sessions 5**

##### **5A Communications/Engagement: Designing the Ultimate Patient Experience: Lessons from Innovative Health Systems and How Employers Can Help**

Your employees' experiences at the point-of-care are defined by a plethora of interactions, from the parking garage to the conversations with their clinical staff to the ease of accessing new medications. Learn from leaders in this area, and one employer that has made patient experience a priority.

Stephen Parodi, *M.D., Associate Executive Director*, **The Permanente Medical Group**

##### **5B Innovation in Pharmacy and Health Care Delivery: Using Genetics to Guide Treatment: Opportunities and Risks**

The world of genetics is quickly unfolding, having tremendous impact on the care received by employees and employers' health care costs. Attend this session to get a snippet of information on each corner of genetics in health care:

pharmacogenomics, genomic sequencing and molecular testing.

Royce T. (Terry) Adkins, *M.D., Vice President for Medical Affairs*, **Myriad Genetic Laboratories, Inc.**

Jill Hagenkord, *M.D., Chief Medical Officer*, **Color**

Sandeep "Bobby" Reddy, *M.D., Chief Medical Officer*, **NantHealth**

##### **5C Policy: Solving the Behavioral Health Crisis: Staying Compliant with Mental Health Parity Laws and Delivering Benefits Grounded in Evidence**

Federal agencies enforcing mental health parity laws continue to churn out guidance for employers with a focus on ensuring that behavioral health services, if covered, are covered at parity with medical/surgical benefits. How can employers remain compliant while also designing evidence-based benefits to treat conditions like depression, suicide, addiction, and anxiety? Hear from behavioral health and agency experts to learn how your company can better address behavioral health within your health plans.

Larry Grab, *Staff Vice President, Behavioral Health, Utilization Management*, **Anthem**

Neil Tanico, *Compensation & Benefits Manager*, **Gen Re**

**2:15 p.m. – 3:15 p.m.**

#### **Breakout Sessions 6**

##### **6A Communications/Engagement: How An Outstanding Member Experience Can Transform Your Business and Your Health Benefits Offering**

From the CEO down, Mastercard's corporate strategy includes a total commitment to creating incredible customer experiences. Learn how Mastercard is applying a focus on developing superior customer experiences throughout its entire company, and how this is being used to achieve improved outcomes and lower costs through ConsumerMedical in the health benefits space. Take away specific strategies and tactics that you can apply to your organization.

Susan Kunreuther, *Executive Vice President, Global Total Rewards*, **Mastercard**

David Hines, *CEO and Founder*, **Consumer Medical**

**6B Innovation in Pharmacy and Health Care Delivery: Managing Pharmacy Costs in an Era of Coupons and Rebates**

Coupons may be a lifeline for many consumers taking high-cost drugs, but many employers see them as circumventing plan design for many who don't need them. Hear from a couponing expert and two employers who have tackled this issue head-on. Josh Golden, *Area Senior Vice President, Solid Benefit Guidance*

**6C Innovation in Pharmacy and Health Care Delivery: How Can Employers Incorporate Evidence into Benefit Design?**

For 15 years, the Business Group's National Committee on Evidence-Based Benefit Design (NCEBBD) has translated medical evidence into benefit design. Join this session to hear what the NCEBBD has learned and examples in areas like bariatric surgery and infertility that employers can adopt within their own plan design. Guided by the staff lead and two co-chairs of the group.

Yvonne Frame, *Sr. Manager, U.S. Benefits, Cerner Corporation*

Magda Rusinowski, *Director, US Health and Insurance Benefits, PepsiCo, Inc.*

**3:15 p.m. – 3:30 p.m.**

**Stretch/Refreshment Break**

Walk around the conference hall or catch a breath of fresh air up on Pennsylvania Ave. Healthy snacks will be provided to keep you fueled for the rest of the day!

**3:30 p.m. – 4:30 p.m.**

**Plenary Session 2: Transition to Risk-Based Arrangements: The Impetus for Providers, Employers and Health Plans**

The spirit of new delivery models typically involves some element of financial risk taken on by providers, health plans and even employers. Getting an organization to buy into having more dollars at stake is challenging, particularly in the rapidly evolving health care delivery landscape. Learn from panelists who have successfully gone down this road, and why it's so important for the future of health care.

Andrew Hayek, *CEO, OptumHealth & SCA*

Michelle Lobe, *Vice President, Network Strategy and Innovation, UnitedHealthcare*

**4:45 p.m. – 5:30 p.m.**

**Afternoon Headliner: Why Experience Matters: The Importance and Challenges of Patient Experience Design**

An employee's time at the doctor's office is arguably the most influential touchpoint in their health care journey. What happens when a provider uses patient-centered design and technology at the point-of-care?. Hear from health care pioneer Dr. Tom Lee on the foundational principles behind a new type of primary care experience, and what employers can do to improve the way care is delivered to employees.

Tom X. Lee, M.D., *Founder & Executive Chairman, One Medical*

**5:30 p.m. – 7:00 p.m.**

**Networking Reception**

As the conference winds down its second day, join fellow HR, benefits and health care professionals to discuss the conference over cocktails and small plates.

**Friday, April 20**

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**6:15 a.m. – 7:00 am**

**Fitness Session**

Get a workout in before the weekend sets in! Attend a fast-paced, music-fueled, group-based workout.

**7:30 a.m. – 10:00 a.m.**

**Registration**

**7:00 a.m. – 11:45 a.m.**

**Internet Café**

7:30 a.m. – 8:00 a.m.

**Breakfast**

8:00 a.m. – 9:00 a.m.

**Breakout Sessions 7**

**7A Communications/Engagement: Navigating the Navigators: Employer Strategies for Integrating Point Solutions**

Employers have an abundance of point solutions to offer employees, many focused on specific conditions. What is the best way to bundle all these options in an easy-to-navigate site so employees can find the best program for them? Hear from employers who have been successful in engaging employees in point solutions when many options are available.

Pamela Groves, Sr. Director, Benefits and HR Operations, Land O'Lakes

Eun Yeong Kim, Head of Total Rewards/Benefits, SpaceX

**7B Innovation in Pharmacy and Health Care Delivery: Tackling Opioids and Substance Use Disorders among Employees**

The opioid epidemic has been on the national stage for almost 4 years now and was recently declared a national emergency by President Trump, yet Americans still struggle with addiction to these prescribed medications. Learn from a clinicians and employers on ways to tackle opioids and substance use disorders broadly, from affecting provider behavior to well-designed health benefits.

Sandra Kuhn, Principal, Mercer

Aslam (Ozzie) Khan, M.D., Medical Director, CIGNA Healthcare

**7C Policy: Improving HSAs through Policy Changes**

Health savings accounts have entered their second decade, but as many employers and employees know, improvements are needed to make them more user-friendly and effective. Hear about policies to improve HSAs, the outlook for changes, and what it means for employers and employees.

Jessica Duhamel, Senior Director, Public Policy, Fidelity Investments

Andy Franke, Senior Legislative Assistant, Office of Congressman Erik Paulsen (MN-03)

9:15 a.m. – 10:15 a.m.

**Closing Headliner: Behavioral Health Experience: Room for Improvement and Where Employers Fit In**

Congressman Kennedy takes the Business Group stage for the first time, sharing his personal experiences and passions for improving behavioral health services for all Americans. Attend this exceptional session on how Americans' behavioral health experience has immense room for improvement and what employers should do to support its employees and dependents. An interactive Q&A will follow.

Introduction: Jim Winkler, Senior Vice President, Global Chief Innovation Officer, Health & Benefits, Aon

The Honorable Patrick J. Kennedy, Former United States Representative, Rhode Island; Co-Founder, One Mind, and Founder, Kennedy

**Forum**

10:15 a.m. – 10:40 a.m.

**Stretch/Refreshment Break**

Jump out of your seats for a drink or snack before we head into our final session.

10:40 a.m. – 10:45 a.m.

**Grand Prize Drawing**

Stay for the chance to win a grand prize!

10:45 a.m. – 11:45 a.m.

**Plenary Session 3: Transforming the Pharmacy Experience: A Panel of Patients, Manufacturers, PBMs and Providers**

Capping out BHA is a critical element of the patient experience: pharmacy. Whether it's receiving specialty medications, choosing the right medication with a treating physician, exploring alternative sites of care and finding ways to pay for it all, there is clearly a need to improve the experience for patients. Listen to a thought-provoking discussion of panelists representing each decision-point within the pharmacy supply chain.

Troyen A. Brennan, M.D., Executive Vice President and Chief Health Officer, CVS Health

Molly Burich, Associate Director for Public Policy – Biosimilars, Pipeline and Reimbursement, Boehringer Ingelheim, Inc.

Lisa Gill, Deputy editor, Special Projects, Consumer Reports

**11:45 a.m. – 12:00 p.m.**

**Closing Remarks**

Hear the Business Group's CEO bring it home for attendees.

Brian Marcotte, *President and CEO*, **National Business Group on Health**

**12:00 p.m.**

**Boxed Lunch**

Grab a quick lunch on your way out – or feel free to lounge around while you wait for your flight.