



**Business Health Agenda 2019:**  
***Tipping Point? Weighing the Impact of Industry Change***

**April 10- 12, 2019**  
**Marriott Marquis Hotel, Washington, DC**

**Wednesday, April 10**

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**9:00 a.m. – 3:00 p.m.**

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

**10:00 a.m. – 10:05 a.m.**

**Employer Day Welcome**

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: Applying Marketing Principles to Your Health and Benefits Engagement Strategy**

Just as consumers are integral to the vitality of your business, so are your employees – your consumers of health and benefits! Marketing your health program offerings to your internal workforce and their dependents has become just as important as marketing your product or service to customers on the outside. Up the ante on your health and benefits engagement strategy by leveraging creative marketing principles that pull from behavioral economics, social sciences and the creative arts. Hear from an expert who focuses on remarkably innovative and strategically sound approaches to the mundane and learn how to drive desired outcomes through more influential messaging.

David Rook, *Chief Marketing Officer, JP Griffin Group*

**11:15 a.m. – 12:15 p.m.**

**Breakout Session 1**

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

### **1A Benchmarking: Working with Your Legal Team in the Age of Consumer Communications**

Ongoing consumer-like benefit communications is rapidly becoming the workplace norm. This shift demands that communications are simple, concise and personal, requiring employers to become more knowledgeable about legal and privacy concerns and more adept at collaborating with their legal teams about compliance. This session will also look at ways to generate personalized, data-driven communication campaigns, while staying legally compliant and protecting member privacy.

### **1B Benchmarking: Combating Mental Health Stigma: Discarding Myths and Facilitating Communication**

Even in the 21<sup>st</sup> century, there is a reluctance to confront mental illness. With increasing awareness of how prevalent mental illnesses are and how they affect the workplace, we must all bring this issue into the open. Employers are well positioned to help discard myths and misconceptions and direct the dialogue toward a better understanding of these diseases. Attend this session to learn effective ways to communicate about sensitive topics such as substance abuse, depression, anxiety and suicide, and how to steer employees to appropriate resources.

### **1C Workshop: Boosting Employee Engagement Through Effective Data Sharing**

The most impactful communication strategy is one that considers the individual needs of each employee and offers a simple and convenient action path. In this workshop, employers will learn how sharing all relevant data and engagement priorities across your ecosystem of providers, advocates and nurses can improve the employee engagement experience and focus employee attention on the most relevant call to action.

Led by **Evive** experts and their employer client

**12:15 p.m. – 1:20 p.m.**

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

Join your benefits and health communication peers for a healthy lunch.

**1:20 p.m. – 1:30 p.m.**

#### **Stretch Break**

Walk around the conference hall or go outside to get some fresh air.

**1:30 p.m. – 2:30 p.m.**

#### **Breakout Session 2**

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

### **2A Benchmarking: Framing the Message: How to Deliver Challenging Information**

Research has documented that change is difficult. Yet employees are often confronted with new benefit initiatives, from value-based care arrangements to site-of-care modifications to a transition to a narrow network. Bringing employees on board means framing the message as it relates to issues that employees really care about, chiefly quality and cost-effective care. Pick up some tips from your colleagues about effective communication in the face of change and appropriate ways to address employee concerns.

### **2B Benchmarking: Lessons Learned from Communication Efforts Gone Awry**

In this session, attendees will share past communication blunders, big and small. They will discuss how best to tackle, and recover from, messaging gaffes and, most importantly, how to avoid making the same mistakes twice.

## **2C Workshop: Designing Experiences that Matter: A Human-Centered Approach to Employee Engagement**

Are you wondering why no one is participating in the point solutions you've invested in? Are you striving to create better awareness of your benefits plans? Before you buy the latest and greatest benefits app or swap out your point solution for this year's shinier version, attend this workshop about how to use the five stages of Stanford's Design Thinking approach to design experiences that *matter*—and to gain insights into your employees' needs and goals.

Led by Scott Turner, *Innovation Leader, Experience Designer, Engagement Expert, Senior Principal, Mercer*

**2:40 p.m. – 3:40 p.m.**

### **Breakout Session 3**

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

#### **3A Benchmarking: New Strategies to Personalize Annual Enrollment Decisions**

When it comes to benefits, one size no longer fits all. Learn how your peers are deploying innovative tools and leveraging data to simplify and personalize the benefits selection process. Discuss how these strategies are enabling employees to better navigate their options and make more informed benefits and cost decisions.

#### **3B Benchmarking: Thinking Outside the Box: The Latest Strategies for High-Touch Communication**

Benefits messaging isn't a one-shot event occurring during open enrollment. Throughout the year, employers reach out to employees through innovative communication channels/media: graphics, interactive blogs, social media and videos. This "show-and-tell" session provides attendees with an opportunity to share winning strategies for captivating and sustaining employees' attention.

#### **3C Workshop: Are Digital Platforms the Way to Support Personalization and Targeting? Early Results Are In!**

As personalized messaging tactics gain traction, employers are leveraging digital platforms to reach members quickly and empower them to make proactive and timely decisions. In this interactive workshop, employers will discuss early results about the effectiveness of digital platforms in supporting personalization, and what strategies have had the greatest impact.

##### **Facilitator: Castlight**

Sean Chai, Global Head, *Employee Health Innovation CoE, Global Health Services, Johnson & Johnson*

**3:45 p.m. – 4:30 p.m.**

### **Closing Employer Panel**

#### **Reshaping Communication Strategy to Meet Your Business Needs: Employer Success Stories**

In this Day 1 closing panel, employers will share how they've stepped up their communication game to achieve measurable results in the face of an ever-evolving health care and business strategy.

##### **Moderator: Mike Pasterick, Vice President, Health & Benefits, Aon**

Amy Broghammer, *Health & Welfare Benefits Manager, Danaher Corporation*

Jessica Derrick, *Benefits Manager, Novelis*

**4:30 p.m.**

**Closing Comments**

The Employer Day has set the stage for the full Business Health Agenda that lies ahead. After listening to a brief summary of the day's events, you'll be free to head to a cocktail reception with your peers.

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

**4:45 p.m. – 5:30 p.m.**

**Employer-Only Networking Reception**

Have a glass of wine and other refreshments as you recap the day with your colleagues and compare notes about day-to-day life as a benefit communicator.

**5:30 p.m. – 6:15 p.m.**

**BHA Welcome Reception** (*Open to All Attendees*)

**3:00 p.m. – 6:00 p.m.**

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

**6:15 p.m. – 7:00 p.m.**

**Opening Dinner**

**7:00 p.m. – 7:15 p.m.**

**Welcome Address**

The Business Group's CEO and Chair of the Board launch the conference with thoughts and suggestions on how you can make the most of your time in Washington, DC.

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

Tracy Kofski, *Chair*, **National Business Group on Health**

**7:15 p.m. – 8:15 p.m.**

**Opening Headliner Address**

Radical change is coming to health care, with innovators from the outside leading the way. Find out more about how disruption from outside is transforming the industry.

**8:15 p.m. – 9:00 p.m.**

**After-Dinner Reception and Networking Bar**

After-dinner cocktails, coffee and dessert are provided.

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**Thursday, April 11**

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**6:00 a.m. – 7:00 a.m.**

**DC 5K Run/Walk**

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

**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: Health Beyond the Workplace: Using Social Determinants of Health to Inform Your Benefit Strategy

The CDC's *Healthy People 2020* highlights how social determinants, such as the quality of neighborhoods and access to healthy foods, can affect people's health. Considering that these factors contribute as much as 40% to an individual's overall health, employers need to understand their impact on the workplace. Join the experts in addressing social environment determinants of health and hear from representatives from two leading health care systems on how addressing these issues led to effective solutions.

**Moderator:** LuAnn Heinen, *Vice President, Well-being and Workforce Strategy Institute, National Business Group on Health*

Bechara Choucair, M.D., *Senior Vice President and Chief Community Health Officer, Kaiser Permanente*  
Jeffrey Brenner, M.D., *Senior Vice President, Clinical Redesign, UnitedHealthcare Community & State*

9:15 a.m. – 10:15 a.m.

### Washington Headliner: An Insider View on Current Health Care Policy Priorities

10:15 a.m. – 10:30 a.m.

### Stretch/Refreshment Break

10:30 a.m. – 11:30 a.m.

### Breakout Session 4

#### 4A: Innovation: Broad-based Navigation for Guiding Employees Toward Quality Care

Access to quality and appropriate care is only possible if members can identify high-quality providers. Learn how technology and data can help deliver broad-based navigation and address all aspects of a member's health care needs— clinical, emotional, financial and logistical. Hear from two large employers who have firsthand experience using clinical navigation to guide their employees through complex and everyday health care needs, leading to more informed members and better health and business outcomes.

Marty Webb, *Vice President, Global Benefits, AT&T*

#### 4B: Precision Medicine: Tipping Point in the Fight Against Cancer?

There has never been a time when innovation has brought so much promise to cancer treatment. The science of genomics is at the forefront of it all. Precision medicine-based approaches are breaking boundaries and transforming the treatment paradigm. Hear from the leading experts on how to navigate the latest advancements in this field and guide your members to the best, most cost-effective treatment available.

Joseph Alvarnas, M.D., *Vice President of Government Affairs, Senior Medical Director for Employer Strategy, and Associate Clinical Professor, Department of Hematology/Hematopoietic Cell Transplantation, City of Hope*

Steve Bleyl, M.D., PhD, *Chief Medical Officer, Genome Medical*

Wendy Perchick, *Senior Vice President, Strategy and Innovation, Memorial Sloan Kettering Cancer Center*

#### **4C: Virtual Care: Current Industry Partners, New Approach –Innovation in Clinical Concierge Services and COE Solutions**

With complex conditions becoming more costly, employers seek solutions that improve diagnostic speed and accuracy to better support patients with serious diagnoses. Others look for higher quality of care for the most common procedures and new ways to eliminate unnecessary care. Learn how second opinion solutions and Centers of Excellence (COEs) have evolved to meet this challenge head-on. During this session, you will hear employers share highlights from their innovative, clinical concierge solution focused on optimizing quality of care. Other panelists will discuss new ways in ensuring employees receive highest quality care through a customized Center of Excellence program.

Michael Ventrone, *Vice President of Global Benefits, Honeywell*

**11:45 a.m. – 12:45 p.m.**

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

##### **16th 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, while honoring the recipient of the Business Group's prestigious award on innovation in value purchasing.

**1:00 p.m. – 2:00 p.m.**

#### **Breakout Session 5**

##### **5A: Virtual Care: Managing Chronic Illnesses Virtually: Efficient, Effective and Holistic**

For people with chronic diseases, managing them on a daily basis can be difficult. Virtual solution vendors are stepping in to provide a broader range of tools to support members living with multiple chronic conditions and comorbidities, combining coaching, clinical support, best-in-class virtual monitoring and behavioral health resources.

Jason Parrott, *Senior Manager, Healthcare & Well Being Strategy, The Boeing Company*

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

##### **5B: Data Insights: Unleashing the Full Potential of Your Data**

Technological advancements are often seen as a game changer for the health care industry. Larger data sets and quicker data processing enable employers to become more agile in their response to the most significant cost trends, improving engagement of high-risk members and targeting the deployment of their benefit resources. Meet the vendors and employers who have used data in clever ways to solve their most pressing problems.

Bobbi Coluni, *Head of Offering Management for Payer Solutions, IBM Watson Health*

Jake Flaitz, *Director, Benefits, Paychex, Inc.*

Grant Gordon, *Chief Executive Officer, Artemis Health*

George Murphy, *SVP Total Rewards, HR Technology and Operations, Lincoln Financial Group*

Prashant Srivastava, Ph.D, *President and Chief Executive Officer, Evive*

##### **5C: Behavioral Health: Addressing Access and Quality Concerns Through Behavioral Health Alternatives**

Behavioral health is not a single disease. It encompasses a range of conditions, from everyday stress and anxiety to more acute stress and trauma from difficult life events. Each situation is different, and every patient requires a personalized approach. With a shortage of specialists, how can you steer your members to high-

quality therapists? Discover solutions available today that can help your members receive quality behavioral health care and experience successful outcomes.

**2:15 p.m. – 3:15 p.m.**

### **Breakout Session 6**

#### **6A: Innovation: Every Person Matters – Evolving the Way Health Benefits Work**

The concept of consumerism is expanding beyond transparency tools and high deductibles. Get to know innovative models built around the needs of the consumer, providing transparency in the areas of choice, cost and quality. Explore how these principles can be implemented through innovative plan designs and network models.

Amy B. Johnson, *Director of US Benefits, Medtronic*

#### **6B: Pharmacy: Solving Pharmacy Trend with Transparency Solutions**

What is the justification for the often high price of drugs? As employers take a hard look at the pharmaceutical supply chain and pricing models, the drug price transparency debate has taken center stage. Can increased transparency impact Rx trend in a positive way? Find out where the industry stands on this issue and the progress that's been made. You'll come away from this session with a better understanding about how to manage prescription drug cost.

Josh Golden, *Area Senior Vice President, Solid Benefit Guidance*

Thomas Pela, *Director, Employee Health & Wellness, Quest Diagnostics Incorporated*

Kristen Putnam, *Executive Director, Global Benefits, Praxair, Inc.*

#### **6C: Behavioral Health: Integrating Behavioral Health into Your Primary Care Strategy**

What if you could go to one practice to see your behavioral health specialist as well as your primary care physician? Breaking down the barriers between these two medical specialties is an up-and-coming strategy designed to not only improve the quality and cost of care, but also increase access. Hear from employers that have tried this approach and obtained positive improvements in early diagnosis, intervention and management of comorbidities.

Jason Parrott, *Senior Manager, Healthcare & Well Being Strategy, The Boeing Company*

**3:15 p.m. – 3:30 p.m.**

### **Stretch/Refreshment Break**

It's time to take a stroll around the conference hall or take a brisk walk. Healthy snacks will be provided to keep you going for the rest of the day.

**3:30 p.m. – 4:30 p.m.**

#### **Plenary Session 2: What Can You Expect from Industry Consolidation?**

Scale for the sake of scale will only lead to greater health care costs. Scale that is leveraged to transform how health care is delivered and paid for has the potential to improve the Triple Aim. Wall Street Journal reporter Anna Wilde Mathews will facilitate a far-reaching discussion about corporate and provider mergers. What new opportunities will they create? What's the downside? What's the impact on employers? Will providers be helped or hurt? Broaden your knowledge base by participating in this session that focuses on new developments rapidly transforming the health care landscape.

**Moderator:** Anna Wilde Mathews, *Journalist, The Wall Street Journal*

Carol Vargo, *Director, Physician Practice Sustainability, Physician Satisfaction and Practice Sustainability, Strategy Group, The American Medical Association*

**4:45 p.m. – 5:45 p.m.**

**Afternoon Headliner: Creating Hope and Humanity in Healthcare**

Innovating better health care experiences for individuals and their families should start with a deep understanding of their needs. Our industry has the privilege of playing a role in a person's health journey, from birth to completion of life. Being at the tipping point for change, we have the opportunity to put the focus back on those we serve. This keynote will help bring the voice of the individual into the conversation, and focus on how we can do better to meet their evolving needs.

Mark Ganz, *President and Chief Executive Officer, Cambia Health*

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

**6:00 p.m. – 7:15 p.m.**

**Networking Reception**

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

**Friday, April 12**

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**6:30 a.m. – 7:15 a.m.**

**Fitness Session**

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

**7:30 a.m. – 10:00 a.m.**

**Registration**

**7:30 a.m. – 8:00 a.m.**

**Breakfast**

**8:00 a.m. – 9:00 a.m.**

**Breakout Session 7**

*Choose one below*

**7A: Value Purchasing: The Secrets to Success for Physician-Led Value-Based Care Models**

Hear from providers and employers who were among the first to adopt physician-led value-based care models. This session will highlight the key to total cost of care reduction and superior patient experience. Learn what influenced employers' choice of partners and how they measure results.

**7B: Data Insights: Key Trends from NBGH Surveys**

Employers and consumers have spoken. Hear key insights and trends from this year's major annual surveys.

**Moderator:** Brenna Shebel, *Vice President, Center for Data-Driven Insights, National Business Group on Health*

Ray Baumruk, *Employee Experience Partner, Alight Solutions*

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

**9:05 a.m. – 10:05 a.m.**

### **Plenary Session 3: Meet the Consumer of the Future and the Technology that will Empower Her**

What will the consumer of the future expect? How will technology evolve to meet those demands? Learn about the consumer of the future and about the unlimited potential of AI, blockchain and mega data to improve personal health and change how health care is delivered. Hear industry experts discuss practical applications of technology and machine learning—and how these innovations can make a difference and meet the needs of the “on demand” consumer.

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

Rajeev Ronanki, *Senior Vice President, Chief Digital Officer, Information Technology (IT) Division*

**Anthem, Inc.**

Chris Colburn, *Chief Experience Officer, Director of Innovation, Lippincott*

**10:05 a.m. – 10:20 a.m.**

#### **Stretch/Refreshment Break**

Take a break and get ready for our final sessions!

**10:20 a.m. – 11:10 a.m.**

#### **Policy Update: A Conversation about the Economic Big Picture of Health Care Transformation**

Are we heading toward a financial cliff? Health care costs fueled by clinical innovation, price increases and an aging population are escalating at an unsustainable rate. Hear two experts, representing both sides of the political spectrum, talk about the systemic solutions that can help avert a looming health care financial crisis.

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

Kavita Patel, M.D., *Nonresident Fellow - Economic Studies, Center for Health Policy, Brookings Institution*

Nina Owcharenko Schaefer, *Senior Research Fellow, Health Policy, Institute for Family, Community, and Opportunity, The Heritage Foundation*

**11:15 a.m. – 12:25 p.m.**

#### **Closing Headliner: Is There an Avatar in the House? Changing the DNA of Health Care in the Age of AI**

Join us for this exciting closing session and feel optimistic about health care once again! One of the most influential health care leaders of today will help synthesize what we’ve learned and provide his vision of the future. Dr. Klasko will suggest sensible and apolitical solutions for reshaping the industry and share practical tips on how we can all be part of this transformational journey.

Stephen Klasko, M.D., *President, Thomas Jefferson University; CEO, Jefferson Health*

**12:25 p.m. – 12:30 p.m.**

#### **Closing Remarks**

Hear the Business Group’s CEO summarize the most compelling elements of the conference and provide a list of the challenges employers will continue to face in the turbulent health care arena.

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

**12:30 p.m.**

#### **Boxed Lunch**

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