Wednesday, April 10

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.
Dave 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.

Julia Boyle, Benefits & Well-being Engagement, Target

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

Even in the 21st 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.

K. Andrew Crighton, M.D., Chief Medical Officer and Vice President, Prudential Financial, Inc.

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.

Facilitator: Allen Kline, Executive Vice President of Client Experience, Evive

Lindsey Lanzisero, Sr. Director, Global Health & Insurance, PepsiCo, Inc.

12:15 p.m. – 1:20 p.m.

Networking Lunch

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.

Jennifer Moore, Benefits Analyst, Lowe’s Companies, Inc.

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.
Akram Khairy, Leader, US Health Benefits and Wellness Design and Strategy, IBM Corporation

**2C Workshop: Listen and Connect: A Human-Centered Approach to Employee Engagement**

Are you struggling with participation 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 to learn approaches to understanding your employees’ needs, and how those consumer insights translate into experiences that matter.

**Facilitator:** Scott Turner, Innovation Leader, Experience Designer, Engagement Expert, 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.

Jeannine Hilbun, HR Benefits and Compensation Communications Manager, Dell

**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.

Cecily Davis-Young, Manager, Benefits Planning & Development, Sodexo

Kaila Morgante, Communications Manager, General Electric Company

**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 of the effectiveness of digital platforms in supporting personalization, and the strategies that have had the greatest impact.

**Facilitators:** Maeve O’Meara, Executive Vice President, Products & Customer Experience, Castlight Health and Jackie Presutti, Principal, Innovation & Strategy, Castlight Health

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: Imagining Health Care’s Economic Future
Radical change is coming to health care. Explore four future economic scenarios as we envision Health Care 2030.
Ashley Smith, Partner, Health & Life Science, Oliver Wyman
Brian Marcotte, President and CEO, National Business Group on Health

8:15 p.m. – 9:00 p.m.
After-Dinner Reception and Networking Bar
After-dinner cocktails, coffee and dessert are provided.

Thursday, April 11
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 & Workforce Strategy*, 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

9:00 a.m. – 9:45 a.m.
**Washington Headliner: An Insider View on Current Health Care Policy Priorities**
Alex M. Azar II, *Secretary*, U.S. Department of Health and Human Services

9:45 a.m. – 10:00 a.m.
**Mindfulness Break**
Dr. Julia Hoffman, PSY.D, *VP, Behavioral Health Strategy*, Livongo

10:00 a.m. – 10:30 a.m.
**Networking and Refreshment Break**
Meet your fellow conference attendees, reflect on this morning’s plenary sessions and enjoy a healthy snack before you transition to the breakouts.

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.
**Moderator:** Brian Marcotte, *President and CEO*, National Business Group on Health
Marty Webb, *Vice President, Global Benefits*, AT&T
Brendon Perkins, *Vice President, Global Benefits and Mobility*, Nielsen
Ami Parekh, MD, JD, *Chief Medical Officer*, Grand Rounds Inc.

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.

**Moderator:** David Nill, M.D., *Vice President and Chief Medical Officer, Healthe at Cerner*
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.

**Moderator:** Theresa Monti, *Vice President, Total Rewards, The Kroger Co.*
Michael Ventrone, *Vice President of Global Benefits, Honeywell*

**11:45 a.m. – 12:45 p.m.**

**Conference Luncheon and Awards Presentations**

**Helen Darling Award: Excellence in Health Care Value and Innovation and the Innovation in Advancing Health Equity Award**

Enjoy a healthy lunch with colleagues while honoring the recipients of the Business Group’s prestigious awards. The Helen Darling Award: Excellence in Health Care Value and Innovation recognizes outstanding employers that encourage the implementation of programs and innovations that promote the efficient and cost-effective use of health care resources. The Innovation in Advancing Health Equity Award recognizes organizations that are committed to advancing health equity through innovative initiatives and effective practices impacting environments in which individuals live, learn, work and play.

Joneyse Perkins Harley, *Manager, Award & Recognition Programs, National Business Group on Health*
Brian Marcotte, *President and CEO, National Business Group on Health*

**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.

**Moderator:** Hassan Azar, *SVP Total Rewards, US Foods*
Jason Parrott, *Senior Manager, Healthcare & Well Being Strategy, The Boeing Company*
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.

Moderator: Magda Rusinowski, Vice President, Health Care Costs and Delivery, National Business Group on Health
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
Ellen Gerescher, Director, System Benefits Administration, The Texas A&M University System

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 engage your members early and steer them to high-quality therapists? Discover solutions available today that can help your members receive quality behavioral health care and experience successful outcomes.

Moderator: Marleece Barber, M.D., Director, Health and Wellness and Chief Medical Officer, Lockheed Martin Corp.
Julia Boyle, Benefits & Well-being Engagement, Target
Clare Miller, Mental Health Benefits Manager, Facebook

2:15 p.m. – 3:15 p.m.
Breakout Session 6
6A: Innovation: Disrupting the Status Quo – Evolving the Way Health Benefits Work
The concept of consumerism has expanded far beyond transparency tools and high deductibles. Get to know innovative models built around the needs of the consumer, providing steerage and transparency of choice, cost and quality. Explore how these principles can be implemented using innovative plan designs, network models, bundled payment strategies, and direct contracting with high-quality providers.

Moderator: Erik Sossa, Vice President, Global Benefits & Wellness, PepsiCo, Inc.
Amy B. Johnson, Director of US Benefits, Medtronic
Andrew Whelan, Director of Internal Communications, Albertsons

6B: Pharmacy: Solving Pharmacy Trend with Transparency Solutions
What is the justification for the all too often exorbitant 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 hear from employers on the steps they have taken to augment transparency where possible. You’ll come away from this session with a better understanding about how to manage prescription drug cost.

Moderator: Jennifer Campbell, Assistant Manager, Health Care Cost and Delivery, National Business Group on Health
6C: Behavioral Health: Integrating Behavioral Health into Your Primary Care Strategy

Reducing barriers across medical specialties and acknowledging the unmet needs related to behavioral health has become an essential element of programs aiming at improving overall quality of care and patient experience. Integrating behavioral health into primary care and other member support services 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.

Moderator: Ellen Kelsay, Chief Strategy Officer, National Business Group on Health
Tanya Benenson, M.D., SVP, Chief Medical Officer, Comcast NBCUniversal
Lenny Lesser, M.D., Medical Director, Population Health, One Medical
Conway McDanald, M.D., Vice President, Chief Medical Officer, HCSC Behavioral Health
Jason Parrott, Senior Manager, Healthcare & Well Being Strategy, The Boeing Company
Scott Shreeve, M.D., Chief Executive Officer, Crossover Health
Kara Tanzer, Global Head of HR, Jane Street

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. What new opportunities will corporate and provider mergers 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: Magda Rusinowski, Vice President Health Care Cost and Delivery, National Business Group on Health
Melinda Reid Hatton, General Counsel, American Hospital Association
Steve Miller, M.D., Executive Vice President & Chief Clinical Officer, Cigna
Sheila Savageau, U.S. Healthcare Leader, General Motors
Carol Vargo, Director, Physician Practice Sustainability, Physician Satisfaction and Practice Sustainability, Strategy Group, The American Medical Association

4:35 p.m. – 5:35 p.m.
Afternoon Headliner: Creating Hope and Humanity in Health Care

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

5:45 p.m. – 6:15 p.m.
Conference Community Service Activity
Introduction: Steve Peebles, Staff Vice President, National Accounts, Anthem
Join us to pack bags to provide food on the weekend for students at Stanton Elementary School in Washington, DC.

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

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 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.
Moderator: James Huffman, Head of Benefits, Fidelity Investments
Omar Baker, M.D., Co-President, Chief Quality and Safety Officer and Director of Performance Improvement, Riverside Medical/OptumCare
Mark Dorley, Health Benefits Analyst, Total Rewards – Benefits, State Farm Insurance Companies
Robert Groves, MD, Chief Medical Officer, Banner|Aetna

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 Haviland 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 Colborn, 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:** Anna Wilde Mathews, *Reporter, The Wall Street Journal*

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

**Ed Haislmaier, Preston A. Wells, Jr. Senior Research Fellow, 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.