

VIRTUAL EVENT

The 20th Annual

EMPLOYEE HEALTH CARE CONFERENCE

Health Care's New Status Quo

June 24 – July 2, 2020

Presented with assistance from:



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Presentations available on-demand, by topic

Chronic Condition Management

The Human Element: Designing a Digital Care Strategy for a Diverse Workforce

Concurrent Session 7A

The current era represents one of the most challenging moments in the history of benefits design and administration. In a blink, companies have been forced to adapt to remote workforces and equip their employees with new solutions amidst a pandemic. But the most successful businesses have trusted partners to turn to. In this session, representatives from Dow and Omada Health will discuss the evolution of their partnership, including early stages, verifying outcomes, and expanding as both companies move towards the future of delivering digital care where, and when, employees need it most.

Peggy Sczepanski, Health Promotion Coordinator,
The Dow Chemical Company

Wei-Li Shao, Chief Commercial Officer, **Omada Health**

Polychronic by Design: Why We Can't Solve for the Physical Without Treating the Behavioral

Concurrent Session C2

Whether anxiety, depression, or simply stress, these mental challenges can create a foundation of poor habits that lead to chronic illness. In this session, you'll hear why innovative employers believe integrating the treatment of physical and emotional health is essential in order to achieve sustained results.

CJ Mark, Chief Commercial Officer, **Vida**

Chris Mosunic, PhD, Chief Clinical Officer, **Vida**

Elvia Soberanes-Iniguez, MPH, Benefits Program Manager,
Cisco Systems

Combating the Silent Killer: Delivering 2x Clinical Outcomes vs. Industry Standard and Strong Year 1 ROI on Cardiovascular Claims

Concurrent Session 8B

If over 30% of your members have hypertension, this session should not be missed. You will learn how a smartphone-based point solution can be implemented with ease to reach a high

percentage of the right people, keep them engaged, and, most importantly, deliver best in class clinical outcomes and immediate ROI.

Maayan Cohen, CEO, **Hello Heart**

Todd Smasal, Vice President of Total Rewards,
Northwestern Mutual

The Good, the Bad and the Money: Measuring ROI of Employee Benefits Pre- and Post-COVID

Concurrent Session 8A

From increasing demand for mental and physical health support to implementing safety practices and preventative measures, as employers transition their workforce to our "new normal," they're faced with an entirely new set of challenges. And they're expected to address them all while limiting expenses. The biggest trend of our "new normal" is learning to do more with less, and it's putting an even brighter spotlight on the need to prove the cost-effectiveness of their employee health solutions. In this session, our employer panel shares how they're effectively measuring the ROI of employee well-being in their organizations and strategies you can use for yours.

Gen Barron, Sr. Manager of Global Well-Being, **Medtronic**
Tim Church, MD, MPH, PhD, Chief Medical Officer, **Naturally Slim**

Sara Correnti, Health and Welfare Member Wellness
Products, **Concordia Plan Services**

Rich Krutsch, Vice President, People Services, **ArcBest**

Championing Change for Virtual Care Models

Concurrent Session 10C

Join this thought leader discussion about the current transformation in virtual care, and the opportunity to focus on more holistic health approaches. By empowering individuals to engage in shared decision making and improved self-management, we can reinvent the experience of care delivery – for the entire health ecosystem.

Deedy McKenna, Vice President, **Onduo**

Robert Califf, Former FDA Commissioner

Robert Gabbay, MD, Chief Scientific and Medical Officer,
American Diabetes Association

Vivian Lee, MD, PhD, President of Health Platforms, **Verily Life Sciences**

William Polonsky, President and Founder, **Behavioral Diabetes Institute**

Food as Medicine: A Path to Remission for Type 2 Diabetes

Concurrent Session 13C

COVID-19 has disrupted employee routines, placing those with serious medical conditions such as diabetes and metabolic syndrome at risk. After 10 years of research and 5 published RCTs, DayTwo offers patients an effective method to treat these

illnesses by using a gut microbiome profile to match the right foods to the right patient. Learn how Huntsville Hospital System was able to achieve A1C reduction, improvement in blood sugar “time-in-range,” weight loss, and cost reduction at a time when budgets are under pressure.

Lynda Donovan, Director of Employee Benefits, **Huntsville Hospital Health System**

Andrea Rosler, Vice President, Human Resources, **Huntsville Hospital Health System**

Josh Stevens, President, **Day Two**

A New Lens on Whole-Person Health with Data-Driven, Remote Care

Concurrent Session 14C

Chronic conditions can greatly impact health and wellbeing. Early detection can help reduce long-term impacts. Hear insights from VSP, Livongo and a member on how transforming data into actionable insights can empower members, enable staff to tackle mental and physical wellness and close care gaps. A personal, transformational journey will be shared.

April Bettencourt, Sr. Director, Global Employee Benefits, **VSP Global**

Julia Hoffman, PsyD, VP of Behavioral Health Strategy, **Livongo**

Riley Zahm, Livongo Member, Weight Management

Getting Back to Work: Three Must-Do Strategies to Mitigate COVID-19 Risk

Concurrent Session 14A

You've read the local policies. You've modified your business facilities and operations. Now, what should be on the top of your list as you return to workplace locations? Hear what three organizations determined as top strategies to mitigate risks induced by COVID-19, and how they are taking action to make simple adjustments to employee roles and benefits design.

Robert Corrigan, Director of Advisory Services, **Health Data & Management Solutions, Inc. (HDMS)**

Holistic Benefits Data: How Wayfair Justified New Programs and Planned a Successful Open Enrollment

Concurrent Session 19B

Ask any benefits leader to name their biggest challenges, and you'll likely hear about Open Enrollment. In this session, we'll explore how Wayfair, one of the world's largest online retailers for home goods, tracks key metrics like overspending, find opportunities for new programs, and improve the member experience during Open Enrollment.

Julia Givens, Benefits Manager, Field, **Wayfair**

Grant Gordon, CEO and Co-Founder, **Artemis Health**

Emily Munroe, Senior Benefits Manager, **Wayfair**

Data Analytics

What's Next? Using Your Data to Address COVID-19, Move Your Company Forward, and Support Employees

Concurrent Session 4A

In this presentation, we'll examine foundational principles for how employers should be leveraging their benefits data to address COVID-19 and take action. Industry leaders, clinical experts, and large employers will discuss how they are using their data to measure risk for employees across the country, address impact, and plan for returning to work.

Haley Eckels, Director of Content, **Artemis Health**

Amanda Faulkner, Health and Well-being Program Lead, **LG&E and KU Energy**

Rance Hutchings, Pharm.D., Ph.C., Chief Clinical Officer, **Artemis Health**

Kim Stagner, RN, Case Manager, Clinical Support Team, **Artemis Health**

Employee Wellbeing

Ready, Set, Launch: How to Create the Well-Being Program Your Employees Want

Concurrent Session 5A

Launching a new well-being program doesn't have to be painful. In this session, Kohler will share how they launched a new wellbeing experience that addresses the unique needs of their 15,000 employees. Learn why they are bringing together all of their employee offerings in one place and how it has enabled their employees to play an active role in their health and wellbeing.

Julie Lyons, Manager, Wellness, **Kohler Co.**

Alex Nguyen, VP of Product and Solutions, **WebMD Health Services**

What's the Impact of Employee Wellbeing and Health as We Return to Work?

Concurrent Session 11A

How do employers help their employees return to work safely,

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both physically and emotionally, in the upcoming months? How has COVID-19 affected the way we manage employee well-being and how can we unlock organizational performance? Join this session to learn about Bon Secours Mercy Health – one of the nation's larger Catholic health system – approaches and innovates through the stages of work readiness including the real considerations necessary for bringing employees back to work in a supportive and sustainable way.

Renee Petrie, Chief Product Officer, **Aduro**
Michael U. Todd, MD, Vice President of Business Development, **Bon Secours Mercy Health**

3 Ways Spectrum Brands Modernized its Approach to Employee Wellbeing

Concurrent Session 12B

Spectrum Brands' approach to improving employee wellbeing leverages an integrated consumer activation platform to meet the individual needs of their diverse population. Using a formula of advanced personalization, rewards, and new hire onboarding tactics, Spectrum Brands was able to create a more personalized experience for all employees that boosts participation and satisfaction.

Tammy Bursac, Senior Benefits Manager, **Spectrum Brands**
Jim Gallic, Vice President, Employer, **Welltok**
Erica Morgenstern, Chief Communications Officer, **Welltok**

Engagement

The Health of Your People is the Health of Your Organization: How to Adjust to New Normal

General Session 1

Leaders from a variety of companies will discuss how COVID-19 has elevated the role of HR and Benefits within organizations to help companies navigate workforce management in unexpected ways. You will leave with a clear view of how and when it will be safe to bring people back to work, and the ways in which companies will be expected to support their people moving forward.

Rajaie Batniji, MD, DPhil, Co-founder and Chief Health Officer, **Collective Health**
Pat Leckman, VP Human Resources, **Illumina**
Lynn Perkins, CEO / Founder, **UrbanSitter**

Building a Data-Driven Benefit Strategy that Transforms Engagement and Maximizes Value

Concurrent Session 9A

Enhancing member support and access to data-driven, personalized information can allow an employer to shape benefit design and encourage employee participation. Hear

from an employer who successfully leveraged expanded support and data analytics as part of an integrated strategy to improve employees' health and wellbeing.

Arthur "Abbie" Leibowitz MD, FAAP, Founder, President Emeritus and Chief Medical Officer, **Health Advocate**
Susan W. Sproat, Executive Director, HR – Benefits, **University of Pennsylvania**

What's Possible When You Move Beyond a Traditional Health Plan Partner?

Concurrent Session 16A

Health benefits is a critical part of your company culture, people strategy, and business finances, but too often legacy health plan options limit your strategy and your impact. Learn how benefits leaders are using a workforce health management system to rewrite the health benefits playbook and leave their mark on their organization.

Marianne Holt, Director of Benefits Innovation, **Collective Health**
Sheila Kruegar, Head of People Operations and Global Benefits, **Zoom**

Communicating Throughout a Crisis: How Sanofi Leveraged Rapid-Response Communications to Boost Employee Wellbeing and Operational Planning

Concurrent Session 18B

While many employers struggled during COVID-19, global health care leader Sanofi amplified its existing strategies to meet unique employee needs. Learn how they messaged key segments (including high-risk populations) about critically relevant resources. From promoting a co-developed step challenge pre-pandemic to introducing return-to-work strategies, Sanofi is engaging employees better than ever.

Alan Lubeck, Head of US Benefits, **Sanofi**
Peter Saravis, Executive Chairman and Co-Founder, **Evive**

The Business Case for AI in Benefits

Concurrent Session 19A

Can artificial intelligence (AI) revolutionize the way human resources and benefit teams perform their jobs? This session will showcase how large employers are using AI technology to reduce costs for their employees and their organizations. Learn how these tools can assist employees in selecting the best-fit benefit plans during open enrollment and optimize employee health programs.

Jyoti Peters, Leader, Business Development, Employer Market, **IBM Watson Health**
Matthew Vlieger, Manager, Finance and Analytics, **Liberty Mutual Insurance**

Expert Medical Guidance

Optimizing Benefit Strategies Post COVID-19

Concurrent Session 5C

Many aspects of employee health and well-being have been affected by COVID-19. Learn ways to think about benefits in our new normal and the valuable role clinical concierge programs can play in helping employees navigate surgery and treatment decisions, virtual care and a new care delivery system to optimize quality and health outcomes.

Randy K. Hawkins, MD, FACHE, Chief Medical Officer,
ConsumerMedical

Vito Rubino, AVP of Benefits, **MassMutual**

The Future of Health Care is NOW

Concurrent Session 6B

Founder/ Chairman of the board for 2nd.MD and Medici, Clint Philips, sparks an interesting and insightful panel discussion with senior medical directors from prominent health plans. The discussion will be centered on the future of the health care industry, the impact digital technology, virtual care and new technology innovations will have on the patient experience, cost and quality. Attendees will walk away with inspiration and foresight on the future delivery of health care.

Dr. Drew Oliveria, Senior Executive Medical Director,
Regence Blue Cross Blue Shield, Washington

Dr. Peter Rasmussen, Director of Cerebrovascular Center,
Medical Director of Distance Health, **Cleveland Clinic**

Dr. Jerry Hautman, Chief Medical Officer/ SVP for Population
Health Services - National Accounts, **UnitedHealth Group**

Dr. Steven Fishman, Chief of the Department of Surgery &
Co-Director of Vascular Anomalies Center,
Boston Children's Hospital

Family Benefits

Supporting Working Women and Families Through Crisis and Navigating to the Next Normal

Concurrent Session 10B

The crisis has moved us forward but, not without lessons learned to prepare us for 2021 and beyond. With 70% of parents being stressed about meeting basic needs for their families, it's more clear than ever that the time for engaging, empowering, and supporting working women and families is now.

Holly Duvernay, Benefits Principal, **Boston Scientific**
Katherine Ryder, Founder and CEO, **Maven Clinic**

How Fertility Benefits Can Save Your Company Money

Concurrent Session 13B

As an HR leader, you've likely noticed the growing demand for fertility benefits. With health care costs top of mind, many are finding that, with the right plan design and support structure, fertility benefits can deliver outside results to their organization. Learn how your company — no matter the size — can take learnings from leading companies and apply them to deliver life-changing results at any budget.

MaryBeth Kramer, SPHR, GSD, Global Benefits Director, **Box**
Tammy Sun, CEO, **Carrot Fertility**

The Future of Family Benefits

Concurrent Session 17B

How are employers innovating their benefits strategy to meet the needs of millennial families while reducing rising health care costs? Why are employers opting to go directly to the provider and what are the benefits of doing so? What are the key components of an impactful ROI-positive family benefits model? Learn about a new fertility benefit program directly from the provider uniquely able to control for costs, outcomes and patient experience.

Gina Bartasi, Founder & CEO, **Kindbody**

Reena Scoblionko, Vice President, People, **GoodRx**

Redefining Fertility and Family Building Benefits with a Smarter Solution

Concurrent Session 18A

Join this panel discussion to hear from key stakeholders – patients – as they discuss the mental, physical and economic tolls of infertility and the power of a comprehensive and supportive benefit. You will also hear from an employer about how a comprehensive fertility benefit with emotional support has improved clinical outcomes, employee satisfaction and loyalty.

Kristi Morrissey, MBA, Sr Manager Benefits and Wellness,
Niagara Bottling

Andrea Oswald, Head of Global Benefits and Mobility,
NortonLifeLock

Emily Rich, Progyny Patient

Ian Schwartz, Progyny Patient

Julie Stadlbauer, SVP, **Progyny**

Financial Wellness

Turning Insights into Action: Using Data to Increase Employee Engagement

Concurrent Session 4C

Learn how data and a custom approach can be used to

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educate employees and influence decisions in their benefit programs. You'll gain insights from a leading organization, learn how to use data to generate awareness, and help your employees save for the present and invest in their future.

Mandy Lau, Director, Global Benefits, **Adobe Inc.**
Steve Lindsay, SVP Relationship Management, **HealthEquity**

Health Insurance / Health Plans

The Emergence of Genomic Medicine

Concurrent Session 4B

Genomic medicine is rapidly changing the clinical and economic face of medicine. This session will focus on trends in genomic medicine and strategies to drive value in this emerging field.

Heather L. Shappell M.S., CGC, Precision Medicine Program Manager, **Aetna, a CVS Health Company**

Satisfy Employees and Save Money with a Fresh Approach to Health Insurance

Concurrent Session 14B

When the cost of health benefits increases, employers consider shifting some of these costs to employees. Medtronic decided against this. Instead, they are offering easy-to-use insurance that helps employees choose effective, efficient and affordable care. Learn more about this new benefit design and the results of reduced premiums, enriched benefit coverage and satisfied employees.

David R. Dickey, VP Sales and Account Partnerships, **Bind**
Amy Johnson, Director, U.S. Benefits, **Medtronic**

Mental Health

Leveraging Technology to Deliver Life-Changing Mental Health Care

Concurrent Session 3C

During this session, you will learn how Genentech/Roche has transformed mental health benefits, including details on metrics and a tech-based approach that has allowed the organization to transform mental health care benefits and deliver more care to employees who need it.

Sean McBride, Head of Partnerships, **Lyra Health**
Deborah Olson, Principal Benefits Manager, **Genentech/Roche**

How to Surf the Mental Health Tsunami

Concurrent Session 8C

Our global community has experienced a seismic shift through the health pandemic and social unrest that has triggered a mental health tsunami. Prevalence of mental health issues are surging 2.5x, with telehealth care becoming a required component of solution design. HR professionals are at the crest of the wave and able to make a meaningful impact for the stability of employees and the bottom line of employers. Tune into this session to get an inside look at the best practices of how Ultimate Software Group is leading a multi-faceted solution approach to keep the culture

surfing through the mental health tsunami.

Stacy Cutrono, Ph.D., CCWS, ACSM-CEP, Wellness Coach, **Kronos Incorporated and Ultimate Software**
Zev Suissa, Chief Innovation Officer, **eMindful**

Supporting Your Employees Through Times of Change and Crisis

Concurrent Session 9B

As we continue through a period of immense -- and in some cases, very necessary -- change, the importance of supporting your employees' mental wellbeing is crucial. Being aware of how all your employees are feeling mentally during times of crises is incredibly important, especially as mental healthcare is not one size fits all.

April Koh, CEO, **Spring Health**
Dr. Danita Morales Ramos, Clinical Psychologist, **Azz-ert Urself! LLC Mindset Coaching and Counseling**

The Call to Action for Addressing Mental Health in the Workplace

Concurrent Session 15A

During this session, you will learn about several strategies you can use to provide support to employees and their families, focusing on specific target areas, such as loneliness, mental health first aid, and the role parents can play in preventing addiction with their children.

Doug Nemecek, Medical Managing Director, **Cigna**
Lilly Wytenbach, Global Wellness Manager, Managing Director, **JPMorgan Chase**

The Mental Health Tipping Point: Insights From 2020 Workforce Attitudes Toward Behavioral Health

Concurrent Session 15B

New research from Ginger's 2020 Workforce Attitudes Towards Behavioral Health Report reveals employee mental health needs are at a tipping point. A dramatic increase in U.S. employee stress levels has been met with an unprecedented drop in productivity. This session will present key findings from the report and offer insight into the value of investing in mental health -- now, more than ever.

Jerrold Helms, VP Sales, **Ginger**
Sarah Kunkle, Research & Evidence Lead, **Ginger**

At Home, Alone, and Anxious: Responding to COVID-19's Impact on Mental Health and Social Connection in a Time of Isolation

Concurrent Session 16B

COVID-19 has dramatically affected the world, creating new levels of stress, loneliness and uncertainty. It has changed the way the health care industry takes care of the mental health and social connections of its citizens while pushing employers to improve the way they support their employees and families. Through a combination of data, insights and recommendations, employers

will learn what they can do to improve the mental and social wellbeing of their employees.

Rick Hecht, VP & Market Leader, EAP, **Rally Health**

Jeremy Keim, VP, Behavioral Solutions, Employer Market, **Optum**

Seth Serxner, Chief Health Officer and Senior Vice President of Population Health, **Optum**

Musculoskeletal Care

Reduce Musculoskeletal Spend: Where to Start and Why

Concurrent Session 3A

Employees that are stressed, sedentary and eating poorly develop costly chronic diseases, including musculoskeletal conditions like back and joint pain. Research shows that health coaching to support physical activity, behavioral health, and patient education can improve chronic condition outcomes. Hear how leading employers evaluated solutions across the continuum of care to reduce medical spend, chronic pain, and improve outcomes.

Greta Gentile, Sr. Manager, Benefits,

FUJIFILM Holdings America Corporation

Matt Harmon, VP, Compensation Benefits and HR Systems, **AutoZone**

Tom Sondergeld, Former VP HRIS, Global Benefits & Mobility, **Walgreens Boots Alliance, Inc.**

Rapid Relief: Helping Employees in MSK Pain Get Back on their Feet During COVID-19

Concurrent Session 13A

See how an employer provided digital MSK therapy to employees struggling with MSK pain during the COVID-19 pandemic, with traditional physical therapy inaccessible and elective surgeries cancelled.

Paul Abbott, Strategy Advisor, Product Development, **Humana**

Fernando Correira, MD, Chief Medical Officer, **SWORD Health**

Sara Correnti, Manager, Health and Welfare Member Wellness Products, **Concordia Plan Services**

Megan Hill, Clinical Specialist, **SWORD Health**

Architecting Virtual MSK Care for a Post COVID Era

Concurrent Session 15C

Physera and Jazz Pharmaceuticals will discuss organizations' need to pivot from traditional to virtual musculoskeletal (MSK) care as a result of COVID-19. They'll address what companies should look for when considering solutions, the benefits expanding from the top to the bottom line and virtual MSK care outcomes.

Joshua Freund, Associate Director, Health & Well-being, **Jazz Pharmaceuticals**

Todd Norwood, Director of Clinical Services, **Physera**

Navigation

Employer Panel: Navigation Drives Engagement, Satisfaction and Results

Concurrent Session 17C

A panel of employers will share the results they achieved through health care navigation including how navigation is crucial to their cost savings, higher employee engagement, early intervention and preventable health care utilization.

Ron Lafrican, Director, Total Rewards, **Cottage Health**

Laura Schneider, Chief Human Resources Officer, **Core and Main**

Shannon Skaggs, President, **Quantum Health**

Returning to Health: How Clinical Navigation Can Bridge Gaps in Care in a Post-COVID World

Concurrent Session 3B

The recent COVID-19 pandemic has upended our health care system, unveiling serious gaps in care across primary care, specialty care, behavioral health, complex care and more. Patients — not sure how to safely "re-enter" the health care system — are deferring and even cancelling important care. As employers prepare for the "new normal" after COVID-19 and a likely second wave in the Fall, it'll be important to incorporate return-to-health tactics into their overall benefits strategy to ensure their members safely get the care they need. In this session, learn how clinical navigation can help employers continue to drive positive health outcomes, reduce waste, and deliver a simple and accessible member experience during this unprecedented time in our health care system.

Owen Tripp, Co-founder & CEO, **Grand Rounds**

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

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The Health of Your Business Depends on the Health of Your People

Concurrent Session 16C

During this session, you'll learn what questions 2.5 million people have been asking clinicians and benefits experts and what support they've needed to stay focused as they work through these uncertain times. Two HR executives at front-line employers tell their stories about the strategies and changes they've implemented to support their people and their business, the critical learnings that were both surprising and necessary, and the successful strategies that will help their businesses thrive in a new normal environment.

Richard Mayes, Managing Director Health and Wellness,
United Airlines

Malcolm O'Neal, Chief Human Resources Officer, **BJ Services**

Britt Provost, EVP of People and Culture, **Accolade**

Navigating Health Care with a Personalized Experience

Concurrent Session 11B

Navigating the health care system can be overly complex and is only escalated in the face of COVID-19. Learn how a large employer has not only leveraged personalization to guide their employees to high-value care, but also the role navigation has played throughout the pandemic in helping to keep their employees healthy and informed.

Suroor Raheemullah, Vice President, Human Resources,
Dover Corporation

Tamar Rudnick, SVP Marketing, **Castlight Health**

Politics

Politics 2020: The Health Care Debate Heats Up

Concurrent Session 10A

The one sure bet in the coming national elections is that health care will be front and center throughout. Get the inside scoop, as only Jim Klein can provide, on the likely scenarios and what it all means for your organization and employees.

James A. Klein, President, **American Benefits Council**

Population Health

Prevention Strategies for Cancer and High Cost Claims with Genetics and Precision Health

Concurrent Session 17A

The Teamsters Health & Welfare Fund of Philadelphia and Vicinity wanted a better approach to prevention, particularly for managing cancer and other high-cost claims. Learn how they worked with Color on a comprehensive program that combines genetics, family and personal health history to identify major health risks early,

provide genetic and health counseling support, and deliver personalized prevention plans – all while achieving a utilization rate 4x higher than other benefit programs.

Maria Scheeler, Administrator/Executive Director,
Teamsters Health & Welfare Fund of Philadelphia and Vicinity

Tanika Smith, Director of Communications, **The Teamsters Health & Welfare Fund of Philadelphia and Vicinity**

Jessica Tracy, Director, Enterprise, **Color**

Beyond Health Analytics, Say Hello to Health Intelligence

Concurrent Session 7B

You don't need more data, you need direction. The pandemic has uprooted almost every aspect of life and business. While social distancing, stay-at-home orders, and working from home strategies may end soon, the effects of COVID-19 on employee health and benefits plans won't be going away any time soon. This webinar uncovers three potential changes benefits leaders should be thinking about to prepare their organizations for the rest of 2020.

Brian Behnken, Founder, **Symplaris**

Phil Daniels, Co-Founder and Chief Customer Officer,
Springbuk

Prescription Drug Benefits / Medication Management

SAP Sees ROI and Engagement ASAP with an Rx Benefit Solution

Concurrent Session 6A

Join Total Rewards leader from SAP who will share why SAP chose to implement an enhanced pharmacy benefit solution, how engagement reached high levels across a diverse member population, and other key drivers in achieving 1:1 ROI in under 12 months.

Katie Allen, Senior Vice President of Marketing,
Rx Savings Solutions

Jeff Bergin, Benefits Consultant, Total Rewards, **SAP**

Price and Quality Transparency

Preparing for the Post COVID-19 Health Care Cost Surge: Using Provider Quality and Cost Data to Reduce Medical Spend

Concurrent Session 18C

COVID-19 has completely changed the health care benefits landscape. As businesses try to regain their balance, the need for a cost-containment strategy has never been more critical. During this session, learn how two organizations are working together to

curb the expected health care cost surge by teaching employees how to become smarter health care shoppers. Discover how a strong partnership and benefit design drives members to an online tool that protects them from overpaying for health care, while also helping employers cut their medical spend.

Will Brockman, Chief Revenue Officer, **Healthcare Bluebook**
Charles White, Vice President - Compensation & Benefits,
HD Supply

Special Needs in the Workplace

A Cultural Revolution: Health Benefits Teaming Up with HR to Drive Neurodiversity Inclusion

Concurrent Session 12A

This session will be a dynamic discussion of the importance of addressing the unique and complex needs of working caregivers who have children with special needs as well as managers with employees who could be considered neurodivergent.

Adam Brown, Global Solutions Consultant and Neurodiversity Program Ambassador, **VMware**

Mike Civello, Vice President, Employee Benefits,
Rethink Benefits

Scott Haverlock, Vice President Compensation & Benefits,
Aramark

Deepa MacPherson, Wellbeing Benefits Program Manager,
NVIDIA

Michael O'Connor, Human Resources & Regional Benefits,
UBS

Tobacco Cessation

The Future of Tobacco and Vaping Cessation at Work: Results from Implementation of a Digital Health Solution

Concurrent Session 11C

Nicotine addiction is the most well-documented cost for employers, affecting 48 million employees. Yet traditional approaches have languished in recent years owing to poor utilization and engagement. In this fast-paced session, we will share results and learnings from the implementation of digital therapeutic approach at Corning Incorporated, a Fortune 500 manufacturing company with 50,000 covered lives. We will also touch on the wider challenge of poly-substance addictions and how benefit managers can design a forward-thinking addiction strategy.

Joyce Greggs, Manager for Health Plans and Compliance,
Corning Incorporated

Yusuf Sherwani, MD, CEO, **Quit Genius**

Exhibit Information by Company

- **2nd.MD:** Learn how 2nd.MD's revolutionary service connects consumers directly with the nation's leading medical specialists for expert treatment decision support and second opinions.
- **Accolade:** Accolade is the first technology-enabled health services company that's truly built around the consumer. Accolade Health Assistants® engage, influence and coordinate care for more than 500,000 individuals as they navigate the complex world of healthcare and health benefits.
- **Aduro:** Aduro is a Human Performance company. They unlock human potential in employees. Their platform, Aduro Connect, offers human connection, interactive content, and personalized insights in an engaging and intuitive experience. They partner with clients to enhance a company culture that promotes the holistic development and flourishing of your employees - at work and in life.
- **Aetna:** How can CVS help with a return to work strategy in today's environment? How have traditional "networks" evolved? How is Aetna partnering with third party vendors? Join this discussion and learn about some of the most forward-thinking solutions for today's challenges.
- **American Benefits Council:** The American Benefits Council is a Washington D.C.-based employee benefits public policy organization advocating for employers that are dedicated to the achievement of best-in-class solutions that protect and encourage the health and financial well-being of their workers, retirees and families.
- **Artemis Health:** Drop by this exhibit to hear folks at Artemis Health discuss the top questions they receive from employers. You'll see how their next-generation tools and support enable benefits teams to justify better programs for their members and drive their benefits strategy.

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- **Bank of America:** Bank of America, Health Benefit Solutions is dedicated to helping employees manage their health care needs. Their Health Benefit Solutions team can guide you in implementing an easy-to-administer health account program and suggest strategies to continuously educate employees on the importance of preparing for health care costs,
- **Bind:** Bind is an innovative health plan for self-insured employers. Join our live exhibit to hear a discussion about our results to date around lowering employer health care costs.
- **Carrot Fertility:** Carrot Fertility is the leading global fertility benefits provider for employers, built to support employees through their entire fertility and pregnancy healthcare journey. Carrot is a turnkey solution for companies to establish a customized benefit that provides employees financial, medical, and emotional support as they pursue parenthood, resulting in better clinical outcomes.
- **Castlight Health:** Castlight is on a mission to make it as easy as humanly possible for its users to navigate the health care system and live happier, healthier, more productive lives. Castlight transforms the employee benefit experience into one that is guided and deeply personalized, empowering better-informed patient decisions to unlock better health care outcomes and maximizing return on health care investments.
- **Cigna:** Cigna, now with Express Scripts, is accelerating a new, more sustainable model of health care on both a local and global scale. Their personalized solutions support the whole person to address every aspect of our customers' body and mind, including their physical, emotional, financial, and social health.
- **Collective Health:** Discover why over 100 large employers have sought proposals and solutions from Collective Health this year, what these employers have been asking for, and how the pandemic has changed their thinking about benefits strategy in the near future.
- **Color:** Color is a health service that helps you understand your genetic risk for hereditary conditions. Color integrates world-class engineering and precision medicine expertise to offer affordable, accessible, and actionable clinical-grade genetic testing services, with complimentary access to board-certified genetic counselors included with every test.
- **ConsumerMedical:** Is your organization exploring virtual second opinions and decision support to manage skyrocketing health care costs? Even if you're just at the info gathering stage, ConsumerMedical can help you know what to consider.
- **CVS Health:** CVS Health is a health innovation company helping people on their path to better health, by making quality care more affordable, accessible, simple and seamless.
- **Day Two:** Join DayTwo's virtual booth to learn first-hand how Food As Medicine enables a path to diabetes and prediabetes prevention and remission. DayTwo uses high resolution gut microbiome profiling, machine-learning algorithms, and personalized telehealth to deliver outcomes.
- **eMindful:** Learn how eMindful delivers evidence-based mindfulness programs applied to everyday life and chronic conditions, promoting health, happiness, and performance.
- **Evive:** Visit the Evive booth to learn how their platform helps large companies communicate in a crisis and beyond. Plus, get the chance to snag one of Evive's workout tanks — they can ship one directly to you.
- **EX Program:** Employees urgently need help to stop using tobacco. Negative health effects are compounded by COVID-19, which attacks the lungs and could be a serious threat to tobacco users. Learn how digital tobacco/vape cessation can help people quit for good.

- **Further:** As COVID-19 continues to impact health care, important changes have been made to health spending and saving accounts. Join Further as they discuss the latest developments with spending accounts and what you can do to help your employees.
- **Ginger:** Ginger.io provides people with the right level of emotional support and guidance, at the right time through coaching, therapy and psychiatry – all from the convenience of a smartphone app. The company was founded at the MIT Media Lab 6 years ago with the mission to improve behavioral health by applying AI and machine learning.
- **Grand Rounds:** Grand Rounds' mission is to raise the standard of health care for everyone, everywhere. Their health care navigation and expert medical opinion solutions give people the best possible health care experience. Grand Rounds works with inspiring employers and doctors to empower them to be the change agents we need to make our shared vision a reality.
- **Grokker:** Combining exclusive, consumer-grade video content available on-demand with the support of an active community, Grokker provides employees with a personalized toolkit to help them achieve their goals. The result is a happier, healthier and more productive workforce.
- **HDMS:** Stop by HDMS's virtual booth to see demo examples of how employers are using data analytics solutions in this current environment. And, fill out the contact us form to receive a complimentary "work-from-home" kit.
- **Happify Health:** Visit the Happify Health Virtual Exhibit for a short presentation and video. Get the latest platform updates and find out how Happify Health is reimagining the way mental health care is delivered.
- **Health Advocate:** Health Advocate's solutions leverage a unique combination of personal, compassionate support from health care experts using powerful predictive medical data analytics and a proprietary technology platform including mobile solutions to engage people in their health and well-being. Join this exhibit to learn how you can simplify and upgrade your health benefits offerings.
- **Healthcare Bluebook:** Since 2007, Healthcare Bluebook has been singularly focused on protecting patients by exposing the truth and empowering choice with their online health care price and quality transparency solution. They are the industry leading independent provider of cost and quality transparency and partner with 5,000+ private and public employers in all 50 states. Their intuitive online transparency solution uncovers the enormous quality and cost variances between medical providers and facilities and helps employers save as much as 50% on shoppable healthcare services by steering employees to high-quality, lower-cost health care providers and facilities.
- **HealthEquity:** Have you heard of the HealthEquity Health Savings Score™? Visit their booth to hear how they use proprietary data analytics to help you track, measure and optimize member health savings. Have a question about HSAs? Ask in the HealthEquity booth.
- **Hello Heart:** **If over 30% of your members have hypertension, this exhibit shouldn't be missed. Learn how their smartphone-based solution can be easily implemented to reach a high percentage of employees, maintain engagement, and deliver best-in-class clinical outcomes and immediate ROI.**
- **Hinge Health:** **With the industry's highest adherence rates and most supportive clinical care model for MSK, a visit to Hinge Health's will be good for your members and bottom line.**

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- **IBM Watson Health:** IBM Watson Health helps employers' improve benefits precision by quickly surfacing insights when and where they are needed, providing specific recommendations to optimize benefits strategy and programs, and meeting employees where they are with personalized advice and recommendations that are simple and easy to navigate.
- **Kindbody:** Kindbody provides fertility, gynecology and family-building services at Kindbody clinics and a network of high-quality partner clinics. Visit their exhibit to learn about how they leverage proprietary technology to deliver a seamless end-to-end experience for all.
- **Livongo:** Livongo offers a whole person platform that empowers people with chronic conditions to live better and healthier lives, beginning with diabetes and now including hypertension, weight management, diabetes prevention, and behavioral health. Livongo pioneered the category of Applied Health Signals to offer Members clinically-based insights that make it easier to stay healthy.
- **Lyra Health:** Lyra uses "reliable clinical improvement" to measure change, which means that an individual in treatment has improved enough on a measure of clinical symptoms that we don't believe the change can be accounted for by normal variation in scores or measurement error.
- **Maven Clinic:** Maven's maternity and fertility offerings are the first solutions to give parents the support they need from conception through pregnancy, postpartum and back - to - work, helping companies reduce maternity-related costs and retain key talent.
- **Meritain Health:** Learn how Meritain Health, an independent subsidiary of Aetna, advocates for healthier living. Learn about their flexible, cost-effective and easy-to-use health care. They are dedicated to providing compassionate support and guidance to help their members be active participants in their health.
- **Naturally Slim:** Learn more about Naturally Slim® (NS) – a digital health program that focuses on improving the physical and mental health of employees and plan members. NS is so much more than just a weight loss program – participants learn the skills they need to sustain clinically meaningful weight loss and lower stress, reduce disease risk, sleep better, and move more—all without traditional behavioral coaching's hefty price tag.
- **Omada Health:** Omada Health is a leading digital care company that offers innovative and clinically effective digital health programs to empower individuals to engage in their health and lead healthier lives. The program is personalized to meet each participant's unique needs as they evolve, ranging from diabetes prevention, type 2 diabetes management, hypertension, behavioral health, and musculoskeletal issues.
- **Onduo:** Onduo's virtual care model matches participants with a personalized behavior-change program supported by health and lifestyle coaches, connected tools and devices, and clinical support from certified diabetes care and education specialists (CDCES) and board-certified endocrinologists. Onduo is working closely with Verily (an Alphabet company) to build a team of talented people committed to creating a next generation platform that will help people live well, while managing their health holistically.
- **Optum / UnitedHealthCare:** UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. The company offers the full spectrum of health benefit programs for individuals, employers, military service members, retirees and their families, and Medicare and Medicaid beneficiaries, and contracts directly with more than 825,000 physicians and care professionals, and 5,640 hospitals and other care facilities nationwide.

- **Physera:** A technology-assisted, virtual physical therapy program with live, licensed physical therapists who diagnose musculoskeletal related conditions, prescribe personalized exercises, drive adherence and reduce health care costs.
- **Progyny:** Progyny helps patients conceive healthy children by serving everyone who is involved: consumers, clinics and employers. Visit their exhibit to learn about their state-of-the-art, innovative fertility benefit options, including IVF technologies and egg freezing and storage through the Progyny SMART Cycle and network.
- **Quantum Health:** Learn why Quantum Health is the industry-leading consumer health care navigation and care coordination company that delivers an unparalleled consumer experience for employee members, as well as validated claims savings and high satisfaction rates for employers.
- **Quest Diagnostics:** Since 2001, Quest Diagnostics has been offering biometric health screenings to employers across the US. Each year, Quest touches the lives of more than 3.5 million employees and hosts nearly 36,000 worksite screening events.
- **Quit Genius:** Quit Genius replaces legacy EAPs with a Medication Assisted Therapy (MAT) program designed to help members access evidence-based care wherever they are.
- **Rethink Benefits:** Learn how Rethink Benefits provides behavioral health solutions leveraging clinical best practices and technology to scale education, training and intervention strategies to a global neurodiverse population.
- **Rx Savings Solutions:** Rx Savings Solutions offers an innovative, patented software system empowering employers and employees to be educated consumers of health care. Rx Savings Solutions supports a collaborative, cost-saving solution for purchasing prescription drugs.
- **SWORD Health:** Join SWORD's Dr. Megan Hill, DPT, for a recharging stretch, a look at how SWORD's virtual physical therapy program relieves members' pain, and a review of the 3 things to consider when evaluating an MSK vendor. Finish the week informed and refreshed.
- **Springbuk:** Springbuk is a leading-edge Health Intelligence platform that helps employers and consultants manage their health investments. Their innovative solution offers deep insights, empowers smarter decision-making, and provides strategic direction to help maximize return on investments. Health Intelligence empowers employers and consultants to deliver plans and programs that fit.
- **Spring Health:** Spring Health leverages data to bring clarity to mental health care -- from early detection, to full recovery and beyond. The Spring Health solution has led to 2X higher recovery rates, shorter recovery times by up to eight weeks, and lower health care costs.
- **Teladoc Health:** Join Teladoc Health's live exhibit for an engaging discussion about virtual care as part of your benefits strategy. Learn the latest market trends in virtualizing care delivery.
- **Vida:** From diabetes to depression, sleep to stress and just about everything in between, visit Vida's exhibit to learn how their platform treats the whole person — and a whole population — by bringing together the best of technology and the human touch of therapists and coaches.
- **WebMD Health Services:** Create the well-being program your employees want – join the WebMD Health Services virtual booth and discover how you can create a well-being experience as unique as your employees.
- **Welltok:** With 70-80% COVID-related program completion rates and 50+ integrated wellbeing partners – visiting Welltok will be productive and fun. They'll show their employee wellbeing platform live – the benefits, resource and rewards destinations for employers nationwide.

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