



Maternity Through Elder Care

SEMINAR

The Great Health Care Reset: Meeting Employee
Needs Through the Arc of Life

Virtual Event
November 9–10, 2020

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COVID-19 has put a spotlight on the critical contribution of health care to economic and social well-being. This session explores the impact and opportunities in three junctures of health and benefits management: fertility and childbirth; chronic or acute disease diagnosis; and the declining health of parents.

We will explore how leading companies are helping employees navigate the “arc of” health care needs, while maintaining the quality of their life and work and adopting more holistic and flexible strategies.

We will discuss ways employers can develop cost-effective programs to meet fertility and maternity care, acute and chronic care, and eldercare challenges. Laws, regulations, and research are daily changing what we know and how medical care is delivered in these areas--and this session will help employers make sense of those changes.

After attending this seminar, you will be able to:

- Identify how COVID-19 has accelerated health care trends in three critical areas of maternity, acute care, and elder care that affect your workforce;
- Define new areas of vulnerability and opportunity that impact employee experience and productivity such as telehealth, analytics, and well-being.
- Act on these new opportunities to enhance quality of care and patient experience, and better manage overall health care costs.

Agenda

Day One

Monday, November 9, 2020

11:30 am – 12:00 pm

Opening Remarks and Introductions

Welcome & Seminar Objectives

Amy Armitage, Program Director, **The Conference Board**

12:00 pm – 12:45 pm

General Session A

Health Care Without Walls: Transforming Our Health Care Delivery in Times of Crisis and Overwhelming Need

The current crisis of affordability and access in health care, worsened by the coronavirus pandemic, puts a spotlight on the urgent need for health care transformation and accelerated adoption of new delivery and payment models. Healthcare thought leader and author Susan Dentzer will share how data and technology hold the potential to help transform care as it moves outside the conventional walls of institutions and practices to bring care closer to patients and consumers in their homes and communities. These changes hold the potential to improve care, increase patient satisfaction, and reduce costs, and especially to

address needs in maternity and family care. At the same time, these changes won't be as widespread as they could be without a push from health care purchasers and payers, and the encouragement of health policy. We'll discuss how organizations can take advantage of the new opportunities and push further in the direction of transformed care.

Introduction and Moderator:

Phil Micali, Principal, **bWell International**

Susan Dentzer, Senior Policy Fellow Duke-Margolis Center for Health Policy, **Duke University**. Lead Author, *Health Care Without Walls: A Roadmap for Reinventing U.S. Health Care*

12:45 – 1:00 pm

Virtual Audience Poll and Discussion of Impacts of COVID-19 on Health Care Services and Cost Management

Amy Armitage, Program Director, **The Conference Board**

1:00 – 1:45 pm

General Session B

What You Need to Know Before Investing in Family Benefits

Two benefits thought leaders—life sciences conglomerate Danaher and lending technology startup SoFi—share how they unlocked unexpected value from their women's and family health benefits. Join a conversation with Maven Clinic Founder and CEO Katherine Ryder and benefits experts from Danaher and SoFi on how to boost your employee engagement across fertility, pregnancy, and early parenting, and the impact thoughtful benefits solutions can have in retaining diverse talent, improving employee health and wellbeing, reducing healthcare costs, and creating inclusive cultures.

Moderator:

Kate Ryder, Founder & CEO, **Maven**

Panelists:

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

Debbie Westover, Director of Benefits, **SoFi**

1:45 – 2:00 pm

Break

2:00 – 2:45 pm

General Session C

Supporting the Path to Parenthood and Parenting

The path to parenthood can be a complex and arduous process, especially during the COVID-19 crisis. Studies show women experiencing infertility attribute the inability to conceive as having the most negative impact on their emotional health. Join this panel to discover strategies for rolling out a fertility and family-building benefit amidst unexpected timeline and budget constraints. We'll discuss how direct purchasing with a provider like Kindbody allows employers to leverage technology and virtual care to reinvent their family-building benefits, including the patient and employee experience, high quality of care, and successful clinical outcomes. As both the benefit provider and the doctors, Kindbody supports members no matter where they are along their journey or where they are

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located around the globe – all at affordable prices. Hear from patients and employers alike on how they've facilitated an easier path to parenthood and built a more holistic integration of family, work-life, and well-being.

Moderator:

Gina Bartasi, Founder and CEO, **Kindbody**

Panelists:

Linda Nilsen, AVP Compensation and Benefits, **Princeton University**

Dalit Shalom, Senior Product Designer, **The New York Times**

Carole Mendoza, Former Director Global Health Benefits Strategy, **IBM**

2:45 – 3:30 pm

General Session D

How Top Employers Retain 90% of Parents: A Proven Toolkit for Training Managers

Nearly four times more women than men dropped out of the workforce in September alone. And without the added challenges brought on by the pandemic, retaining women was already an issue: 43% leave the workforce within one year of returning from parental leave. But companies who use Maven's comprehensive return-to-work support have a 90% return-to-work rate for new parents. Why? The companies we work with tell us that one thing really sets us apart for their employees during this critical period: we train people managers and equip them with practical tools to support parents before, during, and after parental leave. In this session, an expert career coach will share Maven's exclusive training for managers to give you actionable tips that you can take back to your company. Walk away with a practical checklist for your managers—our most in-demand tool used by some of the top workplaces for parents.

Sara Daly-Padron, Career Coach, **Maven**

3:30 – 4:15 pm

General Session E

Employer Implications for Working Women, Families and "Health Culture"

The final session for the day will be a discussion on the employer implications of the great healthcare reset for women's and family health. What are the steps organizations can take to enhance a culture of health, integration of family and work, and overall well-being? What are the opportunities and risks offered by the great health care reset? Learn how these executives are retooling existing programs and changing the mindset of employees to drive program engagement in EAP, telehealth, and other benefits programs.

Moderator:

Amy Armitage, Program Director, **The Conference Board**

Panelists:

Jin Lee, PhD, Director Digital Health, **Astellas Pharma US**

Vincent De Cicco, Director U.S. Benefits and Mobility, **Catalent Pharma**

4:15 – 4:30 pm

Closing Day One Remarks

Recap of Day One on Women's and Family Care and Preview Day Two

Amy Armitage, Program Director, **The Conference Board**

Day Two

Tuesday, November 10, 2020

11:30 – 11:45 am

Opening Day Two

Welcome & Insights on Day One, Challenges and Themes for Day Two

Amy Armitage, Program Director, **The Conference Board**

11:45 am – 12:30 pm

General Session F

Supporting the Shift to Value-based Care

What you don't know about acute and elder care, indeed, can hurt you and cost you. This session will shed light on little known but critical facts of acute and elder care and specific opportunities to improve care and reduce costs in acute and post-acute care settings. Learn which employers are leading the change to value-based health care and what you can do to be among them.

Moderator:

Phil Micali, Principal, **bWell International**

Introduction to Value-based Health Care

Nathan Coffey, Strategic Advisor, Practice and Payment Transformation, **CareFirst BlueCross BlueShield**

Improving Care in the New Normal

Robert Goldberg, PhD, Vice President and Co-Founder, **Center for Medicine in the Public Interest**

12:30 – 1:15 pm

General Session G – Acute Care

Sustaining Diversity, Inclusion and Equity in the Great Health Care Reset

Combined with social unrest, the health care playing field has changed, the status quo disrupted, not to return. This disruption calls for a need to rethink standards, practices and procedures in light of equity outcomes. What have we learned about what's working and what's not during this time of unprecedented stress in our health care ecosystem? How can we use measures and analytics to assess and address disparity in these health care outcomes? This session will offer practical things that organizations can do to sustain diversity, inclusion and equity outcomes with their organizations and management teams.

Interview with **Pamela Abner**, Vice President and Chief Administrative Officer - Office for Diversity and Inclusion, **Mount Sinai Health System**

1:15 – 1:30 pm **Break**

1:30 – 2:15

General Session H – Eldercare

The COVID-19 “Do Over”: Let’s Not Blow It This Time

COVID-19 is disrupting every aspect of our lives across the globe. The future is uncertain, and it is unlikely things will ever go back to the way we were. Even amidst the devastation, Mother Nature has given us a second chance and the opportunity to create a “new normal.” This panel session will discuss some of the changes and challenges triggered by COVID-19 for employers and their workforce including big picture “stats” and trends, major gaps in creating a sustainable community for elder care, and practical ways to meet the challenges of the “new normal.” We’ll cover issues of workplace culture, benefits and workplace evolution, multi-generational health and well-being and paths to accelerating change through a gratitude approach.

Moderator:

Z. Colette Edwards, MD, National Medical Director Associate Health and Wellbeing, **Humana** and author, *Be Less Stressed*

Panelists:

Gail Levy, Health and Wellness Advocate, Founder, **The Levy Advantage**

Tabassum Majid, PhD, Adjunct Faculty, **University of Maryland, Baltimore County**

Linda Roszak-Burton, Author, *Gratitude Heals*

2:15 – 3:00 pm

General Session I

Rapid Response in the Health Care Reset: Meeting Needs in Managing Acute and Hospital-based Elder Care

This session will bring together a panel of health care HR leaders to discuss the various transformations underway in staffing, workforce planning, analytics, technology and leadership amid the pandemic. Find out how agile approaches and rapid response are changing the face of human resource planning and leadership in healthcare.

Moderator:

Amy Armitage, Program Director, **The Conference Board**

Panelists:

Jonathon Frampton, Vice President Human Resources, **Baylor, White and Scott Health**

Mayank Jain, Former Head People Strategy and Analytics, **Providence Medical Center**

3:00 pm – 3:15 pm

Break

3:15 – 4:00 pm

General Session J

High Tech, High Touch: Helping Caregivers Meet Elder Care Needs of Today and Tomorrow

The number of workers with elder care responsibilities is on the rise with direct impacts on workforce productivity and employee turnover. This session will look at current and emerging gaps in our elder care system and both high tech and high touch solutions to help close these gaps. A leading innovation expert and technologist will discuss findings around the need and ways to enhance care for ageing societies and implications for all organizations. An author and elder care expert will discuss common elder care challenges often hidden from employers (until it’s too late), how to prepare for emergencies, and other care giver tips.

Nicola Palmarini, Director, **UK National Innovation Centre for Aging**

Nancy May, Author, *How to Survive 911 Medical Emergencies* and award-winning elder care expert

4:00 – 4:45 pm

General Session K

Building Holistic Healthcare, Well-being, and Employee Experience

Our final panel will discuss how benefits leaders are coming together to build integrated and holistic approaches to employee care, safety and wellbeing. Learn how to build a business case for wellbeing and mental health and how prevention strategies can be a core foundation for sustainable health and benefits programs. Learn how challenging times have been a catalyst for innovation with integrated platforms for wellness, data integration and safety.

Moderator:

Amy Ye, Researcher, Human Capital, **The Conference Board**

Panelists:

Chris Brunson, Vice President Total Rewards, **General Mills**

Jennifer Lee, Director, Wellness & Benefits, **Prudential Financial**

Michelle Tracy, Vice President Global Benefits, **T. Rowe Price**

4:45 – 5:00 pm

Closing Remarks

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REGISTRATION INFORMATION

Online www.conferenceboard.org/lifetimehealthcare

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Pricing:	
Members	Complimentary
Non–Members	\$495

Fees do not include hotel accommodations.

Cancellation Policy

Full refund until three weeks before the meeting. \$50 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.