

32nd Annual Health Benefits Conference + Expo

January 30-February 1, 2023



Do You Have the
Tools for a Successful
Health and Wellness
Plan in 2023?

Preconferences:

How to Work With Your
Pharmacy Benefit Manager

Building a Trusted
Benefits Brand



Sheraton Sand Key Resort | Clearwater Beach, Florida | www.HBCE.com

32nd Annual Health Benefits Conference + Expo

PROGRAM AT A GLANCE

Monday, January 30, 2023		
7:30-8:00 a.m.	Morning Preconference Registration	
8:00-11:30 a.m.	Morning Preconference	
12:00 noon-12:30 p.m.	Afternoon Preconference Registration	
12:30-4:00 p.m.	Afternoon Preconference	
4:00-6:00 p.m.	Conference Registration	Welcome Reception in the Exhibit Hall
Tuesday, January 31, 2023		
7:30 a.m.-6:00 p.m.	Exhibit Hall Open	
7:30-8:30 a.m.	Continental Breakfast and Registration	
8:30-9:45 a.m.	Opening Session—Richard Safeer, M.D.	
10:00-11:00 a.m.	Breakout Sessions	
11:00-11:30 a.m.	Networking and Refreshment Break in the Exhibit Hall	
11:30 a.m.-12:30 p.m.	Breakout Sessions	
12:30-1:30 p.m.	Lunch	
1:30-2:30 p.m.	Breakout Sessions	
2:30-2:45 p.m.	Networking and Refreshment Break in the Exhibit Hall	
2:45-3:45 p.m.	Breakout Sessions	
4:00-5:00 p.m.	Breakout Sessions	
5:00-6:00 p.m.	Networking Reception in the Exhibit Hall	
Wednesday, February 1, 2023		
7:30-11:00 a.m.	Exhibit Hall Open	
7:30-8:30 a.m.	Continental Breakfast and Registration	
8:30-9:30 a.m.	Breakout Sessions	
9:45-10:45 a.m.	Breakout Sessions	
11:00 a.m.-12:00 noon	Breakout Sessions	
12:15-1:15 p.m.	Breakout Sessions	

32nd Annual Health Benefits Conference + Expo



Join your peers this January in Clearwater Beach, Florida for the premier benefits and wellness conference of 2023. HBCE delivers education that provides real-life solutions to real-life challenges. If you are responsible for a health plan or wellness program, HBCE has the education you need. With a variety of educational offerings—including case studies presented by industry peers, featured sessions presented by subject matter experts, and sessions presented by service providers—all attendees find value in the robust agenda. Take advantage of networking opportunities with your peers as well as industry experts to learn from each other and create a supportive peer network for the future. Register by December 19, 2022 to save on this premier education!



32nd Annual Health Benefits Conference + Expo

Benefits of Attending

HBCE is your source for relevant education with tried-and-true solutions, insights and tools to create positive outcomes.

- Get inspired through expert-led sessions with a heavy focus on employer case studies to address the unique issues and trends impacting the very real situations your organization faces.
- Hear from industry leaders who have faced the issues you have, and learn what worked for them to reduce costs and improve employee engagement.

Who Should Attend

Content at HBCE is designed for mid- to senior-level professionals from private and public sector employers, hospitals and health care systems, and universities in the following fields.

- Benefits and total rewards
- Employee health services
- Wellness, health promotion and population health management
- Human resources including on-site/near-site clinics
- Occupational health and safety
- Workers' compensation and absence management

Attendee Title Representation

These titles and more annually find value at HBCE.

- | | |
|---|---|
| • Benefits Analyst | • Human Resource Generalist |
| • Benefits Manager | • Manager of Employee Health |
| • Chief Financial Officer | • Manager of Engagement and Well-Being |
| • Deputy City Commissioner | • Risk Manager |
| • Director of Benefits and Compensation | • Senior Director of Strategic Health Initiatives |
| • Director of Health and Welfare | • Senior Vice President |
| • Director of Human Resources | • Wellness Coordinator |
| • Health Coach | |

Preconference Selections



Christine Gilroy, M.D., M.S.P.H.

Chief Medical Officer
Express Scripts

How to Work With Your Pharmacy Benefit Manager

Monday, January 30, 2023 | 8:00-11:30 a.m. ET

This is an opportunity to spend time with a clinical leader of a pharmacy benefit management company who will share insights on core fundamentals in contracting, key considerations in balancing cost and access for your employees/members, and alerts to future trends.

This session will include both didactic and workshopping time with your colleagues.

- Understand the importance and impact of pharmacy networks and emerging “cost plus” trends.
- Investigate pricing mechanisms and trade-offs between affordability and access.
- Explore the range of clinical programs to consider as contract add-ons.

Register today at www.HBCE.com.

Preconference Selections



Kelly Knight

Benefits Program Specialist–Communications
Consolidated Benefits Office
Virginia Beach City Public Schools/City of Virginia Beach

Building a Trusted Benefits Brand

Monday, January 30, 2023 | 12:30-4:00 p.m. ET

The onset of the COVID-19 pandemic brought with it new and widening challenges, including increased levels of stress and isolation, DEI concerns and employee disengagement. Lower employee loyalty to organizations and increased empowerment are additional challenges organizations are reckoning with. These challenges highlight the importance for organizations to build a benefits brand that employees identify with and trust, view as relevant and valuable, and are activated to engage with.

Join an interactive discussion, case study and facilitated workshop to:

- Learn why it is important to build a trusted benefits brand and a proactive communications strategy
- Take a glance at the steps Virginia Beach Consolidated Benefits took to create its brand and communications strategy
- Participate in group discussion and activities to help you create or reinforce your own benefits brand
- Create a communication strategy that will allow you to proactively engage employees while leaving room for nimbleness and necessary change.

Opening Session



Richard Safeer, M.D.

Chief Medical Director,
Employee Health and Well-Being
Johns Hopkins Medicine

A Cure for the Common Company™

Tuesday, January 31, 2023 | 8:30-9:45 a.m. ET

The health and wellness industry has historically focused on individual health behavior as the fastest path to change, but what if it isn't? Too often, our jobs and our workplaces seem to conspire against individuals' best attempts at health, even with well-being programs! Why is that, and how can we get it right? In this session, Dr. Richard Safeer will share a well-being prescription for a happier, healthier and more resilient workforce. Learn the ingredients to become one of the Fortune 100 Best Companies to Work For.

You will learn:

- The meaning of a well-being culture and why it's important for both employees and leaders
- The six well-being culture building blocks needed for a healthier, happier and more resilient workforce
- Four ways to create a healthier workplace culture faster.

Register today at www.HBCE.com.

Breakout Sessions

Fraudulent and Abusive Billing Practices: Paying the Right Price for Medical Care

Tuesday, January 31 | 10:00-11:00 a.m. ET

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The challenge of paying providers fairly and accurately exists for both in-network PPO claims and non-network/out-of-network claims. What billing tricks and errors are prevalent today, and what can you do to eliminate them? For out-of-network claims, how can you deal with an egregious overbiller who demands full reimbursement through balance billing or collections tactics?

- Specific examples will be provided of billing tricks that need to be identified.
- Physician review is essential to successful bill review.
- Paying a fair price for out-of-network claims requires full indemnification and a transfer of fiduciary responsibility to eliminate balance billing concerns.
- Learn how an indemnity captive can be the right mechanism for a medical debt reassignment away from the plan and the participant/patient.

Workplace Wellness Program Case Studies in Wellness Incentives, Worker's Compensation and Unlicensed Practice

Tuesday, January 31 | 10:00-11:00 a.m. ET

In this session, the speakers will discuss recent and noteworthy legal cases in which employee wellness programs have been challenged in the courts or in front of government authorities. The session will cover class action lawsuits brought by AARP and other plaintiffs' lawyers regarding alleged ADA, GINA and constitutional violations; worker's compensation claims for employee wellness injuries; and actions against wellness practitioners for unlicensed practice. The speakers will discuss the importance of practice standards to reduce legal risk and improve employee safety in wellness programs.

- Get up to date on the legal challenges brought against workplace wellness programs.
- Understand how wellness incentives can lead to ADA, GINA or constitutional challenges.
- Learn about the need for practice standards for wellness professionals and efforts that are underway to create those standards.

Breakout Sessions

Embracing Equity With New Parent Support

Tuesday, January 31 | 10:00-11:00 a.m. ET

Providing parental and lactation support for new parents is more than just a perk—It is good for your business as well as for talent retention and company culture, and it's necessary for meeting regulatory requirements. Learn more about how supporting new parents can help level the playing field and increase equity for your employees while advancing your business.

This session will share:

- The latest data and trends for working women and parents
- How new parent benefits can support your diversity and equity goals
- The national and state-level regulations for breastfeeding support at work
- Solutions to support new parent employees for both on-site and remote teams.

Expanding the Generosity of HSA-Eligible Health Plans

Tuesday, January 31 | 11:30 a.m.-12:30 p.m. ET

IRS Notice 2019-45 allows health savings account (HSA)–eligible health plans the flexibility to cover 14 medications and other health services used to prevent the exacerbation of chronic conditions prior to meeting the plan deductible. This session will examine the employer response to the IRS Notice and the impact of expanding the generosity of HSA plans on premiums.

- How are employers expanding the generosity of HSA-eligible health plans?
- What are the factors behind premium increases?
- How can you make the case to expand the generosity of HSA-eligible health plans?

Register today at www.HBCE.com.

Breakout Sessions

Arapahoe County's Culture of Care

Tuesday, January 31 | 11:30 a.m.-12:30 p.m. ET

Over the last five years, Arapahoe County's benefits strategy has evolved from one that included a wellness program to one in which benefits decisions are driven by a holistic wellness philosophy. While "benefits" and wellness used to be separate entities, now they are grounded in and informed by each other. Arapahoe County calls this strategy the culture of care, and it requires all benefits to connect with an element of well-being. This presentation will cover:

- Arapahoe County's overall strategy
- The process of change from a singular wellness program to a culture of care
- Tactical ideas that other employers could utilize.

Using Machine Learning to Personalize Member Engagement and Care Guidance

Tuesday, January 31 | 11:30 a.m.-12:30 p.m. ET

No two members are alike—but tools to help members and care managers make critical health care decisions today fail to factor in the thousands of characteristics that make each individual unique. Existing approaches to care management and member guidance rely on simplistic rules, such as "hotspotting" (targeting high past utilizers for engagement) or recommending globally "best" providers and care paths for the majority of members. This paradigm ignores the unique characteristics of each individual, resulting in one-size-fits-all care that often overlooks the needs of members who are newly rising in risk and likely to become high utilizers in the future. This session will discuss how advances in machine learning bring hyper-personalization to health care, driving proactive, personalized care recommendations and engagement based on a deep understanding of each member.

- Why "hotspotting," or targeting high past utilizers for care management, misses the majority of future high-cost members
- The importance of empowering members and care managers with hyper-personalization at each stage of a member's health journey—from identification to engagement to guidance—to drive improved member outcomes and reduced cost
- How machine learning-driven personalization can benefit underserved members and reduce health disparities

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TECHNOLOGIES

Breakout Sessions

Wake Up to How Sleep Affects Chronic Conditions

Tuesday, January 31 | 1:30-2:30 p.m. ET

With trillions of dollars being spent toward the management of chronic conditions, 75% of deaths in the U.S. are attributed to diseases that fit squarely in that health care arena. Did you know that 72% of people with type 2 diabetes and 70% of people with hyperlipidemia also suffer from sleep apnea?

In this session you will learn:

- How solving for poor sleep in comorbid disease drives down cost and improves clinical outcomes
- What an effective treatment plan looks like
- How the powerful combination of connected technology and personalized care is starting to fill the innovation gap and drive results.

Obesity and Health Disparities: Address Your Health Plan's Biggest Culprits

Tuesday, January 31 | 1:30-2:30 p.m. ET

Knowing that one size does not fit all, a large urban school district set out to tackle the issue of obesity. Using data from medical and pharmacy claims, health risk assessments and employee records, the benefits team discovered disparities among groups of members in terms of obesity rates, comorbidities, health care spend and sick days. To balance the scales, the plan was intentionally redesigned with programs intended to appeal to members from a variety of backgrounds and cultures. As a result, the plan introduced no-cost behavioral health interventions such as telenutrition and fitness center access as well as value-based bundles for both medical and surgical weight loss with dedicated care navigation.

This session will cover their journey and results from year one, including:

- Participation metrics and program preferences among racial groups
- How to design health care initiatives for health equity
- Cost savings projections for the future.

Breakout Sessions

Creating an Inclusive Medical Plan

Tuesday, January 31 | 1:30-2:30 p.m. ET

Diversity, equity and inclusion remain priorities for employers. While many are looking at this from a recruitment and retention point of view, access to quality care plays a large role in meeting the needs of employees' complex conditions. Making changes to your medical plan will minimize inequities for all employees regardless of social determinants of health. This session will provide insight into medical plan design strategies that will enable employers to create a quality benefit strategy that provides access to all and manages costs. Participants will learn:

- Tactical medical plan design changes to improve access to quality care for all
- Steps to differentiate your benefit offerings for current and future employees
- How to identify gaps in your medical plan data by comparing claims data and social determinants of health in your workforce.

Utilizing Mixed Method Strategies to Evaluate Mental Health and Obesity Prevention Programs: Lessons Learned During Pre- and Post-COVID Era

Tuesday, January 31 | 2:45-3:45 p.m. ET

The focus of this session is to understand the use of mixed methods as a decision-making and evaluation tool to evaluate the reach, effectiveness, adoption, implementation and maintenance (RE-AIM) framework of an employer-driven worksite wellness program. As an example, this session will utilize real-world field experiences of applying mixed method strategies to evaluate a mental health and obesity prevention program in a large health care setting. Assessment of both implementation and outcome data will be covered.

- Understand the mixed methods approach and why it is used to evaluate worksite wellness programs.
- Learn about utilizing an evidenced-based framework (e.g., the RE-AIM framework) as it applies to evaluating worksite wellness programs.
- Learn what to consider when planning a mixed methods evaluation.

Breakout Sessions

Current Labor Force Challenges and Their Effects on Benefit Strategy

Tuesday, January 31 | 2:45-3:45 p.m. ET

This session will focus on the current labor shortage and the Great Resignation and how these labor force challenges will shape benefit strategy discussions with clients, with a particular focus on public entities. The unprecedented shortage of workers and a record number of resignations are putting a strain on businesses. Retaining and recruiting talent in today's environment have been extremely challenging for almost all sectors. Some interesting trends have emerged that will impact future strategy discussions. Participants will learn:

- The key factors causing the current labor shortage
- The emerging trends driving people to change jobs or quit work
- What benefit strategies are most effective in luring and retaining top talent in today's job market.

Innovative Health Care Models—The Future of Direct Primary Care

Tuesday, January 31 | 2:45-3:45 p.m. ET

The workplace looks very different today than it did three years ago and so too should your health care model. Employers are increasingly focused on reaching remote and dispersed populations as well as offering benefits packages that help attract and retain top talent, all while trying to decrease the burden of rising health care costs. In response, many are turning to value-driven health care models and investing in integrated solutions that meet their employees on site, in the community and virtually. Learn how the direct primary care model helps increase access, improve outcomes and reduce costs for employers and their workforces.

- Learn how direct primary care models have shifted postpandemic and why employers are increasingly turning to value-driven care.
- Explore the latest employee benefit trends and learn what offerings are increasingly important for talent attraction and retention.
- Understand the importance of integrated on-site, near-site and virtual care access models in a post-COVID world.

Breakout Sessions

Employer and Provider Direct Contracting

Tuesday, January 31 | 4:00-5:00 p.m. ET

This session will focus on the innovative Live Well health plan built for Custom Ink. The plan leverages more than 400 direct-to-provider contracts structured as a percentage of Medicare as well as bundled COE contracts for high-cost procedures (wrapped with a national network). This resulted in over 30% savings to the health plan with an improvement in plan design to the members (zero to low out-of-pocket expenses for members who utilize a direct contracted provider).

- How to structure direct-to-provider contracts for a group health plan
- How to improve benefits while reducing costs
- How to improve the health outcomes of your membership through innovative plan design

The Art and Science of Making Sound Health Decisions

Tuesday, January 31 | 4:00-5:00 p.m. ET

How do Americans make health decisions? In an environment that seemingly values the health care system over individual health and expects individuals to make sound health decisions with little to no information, the pursuit of health is a challenge. That is why it's important to understand why we make certain health decisions and how to break unhealthy cycles. This session will cover:

- Key internal influences on health, such as lack of body awareness and actual health status, a poorly defined personal health philosophy and tendencies to apply health biases
- Key external influences on health, including culture, circumstances, and our inability to acquire and ascertain health information
- Strategies for working with these internal and external influences to improve health.

Register today at www.HBCE.com.

Breakout Sessions

Redefining Retiree Health Care

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Tuesday, January 31 | 4:00-5:00 p.m. ET

This session will cover innovative strategies to address increasing retiree health care cost challenges while improving the experience for all stakeholders. Attendees will get a refresher on original Medicare Parts A and B; a review of the evolution of Medicare Part C and the Medicare Advantage Program; and an overview of the rapid enrollment growth of Medicare Advantage, its OPEB liability impact and the emergence of group Medicare Advantage carve-out strategies. Topics discussed will include:

- The history and future of Group Medicare Advantage Plans
- How Medicare Advantage Plans drive retiree engagement and improve health outcomes
- How this engagement drives down future health care costs.

Ready for Action: How AECOM Created a Global Mental Health Ally Network to Support Colleagues in Need

Wednesday, February 1 | 8:30-9:30 a.m. ET

During this time of unprecedented change, stress and uncertainty, AECOM recognized the importance of supporting the mental health of their 56,000 global employees and their families. In this session, speakers will share how they developed a completely customized, virtual “CPR for mental health” training for AECOM’s employees and supported a network of mental health allies trained to care for colleagues in need. With the goal of responding to mental health challenges in the same way that non—medically trained employees would respond to a physical health emergency, AECOM employees are learning to intervene on mental health problems at the critical initial stage to prevent further escalation and provide the bridge between a health challenge and the proper solution. Attendees will:

- Understand how to build a business case to secure buy-in from key stakeholders, including executive leadership, middle managers, HR, well-being champions and employees
- Understand how to identify mental and emotional health needs within their workforce and develop a training program where employee volunteers who show interest in and passion for mental health function as one part of the solution
- Learn how AECOM recruits the right volunteers for the role of mental health ally and actively manages and engages the network in supporting employees and their families.

Breakout Sessions

Diabetes and Chronic Disease Risk Management Strategies: Effective Health Plan Design Techniques to Reduce Costs While Also Improving Care

Wednesday, February 1 | 8:30-9:30 a.m. ET

Chronic diseases—diabetes, in particular—are significant cost drivers for most health plans, driven largely by our failure to enable patients to successfully manage their disease. In the case of diabetes, this results in 16 million ER visits and 7.8 million inpatient hospital stays per year in a patient population of 37 million.

Most health plans are designed to be penny-wise and pound-foolish as they pay for catastrophic treatments but miss opportunities to improve diabetes management, employee morale and productivity as well as reduce overall plan costs.

This session will cover:

- How diabetes impacts overall health plan risk and costs
- Medicines and technologies that help patients manage the disease, greatly reduce complications and prevent Type 2 diabetes, ultimately saving health plan dollars
- Key health plan design features and concrete steps your organization/clients can take now to manage plan risk, reduce costs and improve care.

Breakout Sessions

How WestRock Company's Personalized MSK Care Drives Productivity

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Wednesday, February 1 | 8:30-9:30 a.m. ET

Employers increasingly want to provide inclusive, equitable and personalized health care experiences to their employees while controlling costs and improving productivity. But how can employers offer a deeply personalized experience for musculoskeletal (MSK) care that provides flexibility, choice and one-on-one guidance?

This session will cover the latest research on how and why member MSK outcomes improve when treated holistically with a lifestyle medicine approach. In addition, attendees will hear directly from WestRock Co. about why they partnered with Hinge Health to deliver exceptional MSK care across their workforce and how they achieved significant productivity gains and a positive ROI.

- How digital care solutions can help to narrow health equity gaps
- The impact of income, mental health, and race and ethnicity on MSK care
- Why addressing the chronic pain epidemic requires holistic and personalized care
- How WestRock implemented an integrated digital MSK care and lifestyle medicine approach for their members
- How WestRock was able to drive better member outcomes, increase workplace productivity and reduce their MSK claims spend, resulting in a positive ROI

Register today at www.HBCE.com.

Breakout Sessions

Fine-Tuning Your Diversity Lens: The Intersection of Wellness and DEI

Wednesday, February 1 | 9:45-10:45 a.m. ET

The expansion of diversity, equity and inclusion (DEI) to include belonging, accessibility and justice reflects the evolving need for organizations to embrace the individualized needs of their employees to enhance the company's culture and benefit the bottom line. The key to impactful change is to understand how wellness is impacted when DEI issues are compromised or when blind spots don't account for workplace-triggered issues. This presentation will use the SAMHSA Eight Dimensions of Wellness as the framework for illustrating the intersections of wellness and DEI. The presentation will challenge attendees to consciously examine how diverse employee experiences may be missed opportunities to include wellness support within a DEI strategy. At the end of this session, the audience will:

- Recognize the socio-emotional competencies needed by leadership to identify the wellness-DEI connection
- Examine how wellness efforts intersect with an organization's commitment to DEI
- Identify opportunities for the development of a quality assurance process to review the intersectionality of wellness and DEI.

Harness Market Forces to Meet Future Absence Management Challenges

Wednesday, February 1 | 9:45-10:45 a.m. ET

What do Instagram, the gig economy and federal paid leave have in common? They're all market forces impacting absence management. Add in the light-speed pace of changing laws and regulations plus federal paid leave, and one must be a Jedi to navigate it all. Organizations are confronting a more holistic life experience for employees as caregiving, financial benefits and flexibility move from employee concerns to workplace benefit expectations. Additionally, employers need to understand the impact of more employees embracing gig and contract work, flexible work and the hybrid workplace. In this session, you will hear from four top industry experts and learn:

- Up-to-date information on changing leave laws and regulations
- How to use market forces to meet the future challenges of the dynamic integrated disability, absence and accommodations reality
- Techniques to focus on constant improvement of your day-to-day administration of disability, absence and accommodations.

Breakout Sessions

Innovative Communications and Engagement Methods to Drive Change

Wednesday, February 1 | 11:00 a.m.-12:00 noon ET

ZOLL develops and markets medical devices and software solutions that help advance emergency care and save lives while increasing clinical and operational efficiencies. With its six divisions and locations across the U.S. that encompasses a wide workforce demographic, ZOLL found that providing communications that are engaging and impactful could be challenging. This session will show how ZOLL:

- Engages field employees who are on the road often and have traditionally been difficult to reach
- Expands its reach via multiple channels of communication to meet employees and HR managers where they are
- Makes benefits communication fun.

Breaking the PTO Mold Without Breaking the Bank

Wednesday, February 1 | 11:00 a.m.-12:00 noon ET

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Between record high inflation rates and an impending recession, it has never been more important to prioritize employee happiness and make sure your company is protected. With no real innovation in decades, paid time off (PTO) has become a bureaucratic payroll item instead of the incredible wellness benefit it was intended to be.

- Learn how to unlock the financial wellness of your company and its employees by reimagining what employees can do with their unusable PTO.
- Learn how to harness technology to create bespoke PTO plans for different types of employees in different stages of their lives while bulletproofing your business in the process.
- Help HR professionals understand the importance of utilizing benefits to endorse financial health in times of recession.

Register today at www.HBCE.com.

Breakout Sessions

What's the Prescription for Lowering Your Pharmacy Spend?

Wednesday, February 1 | 11:00 a.m.-12:00 noon ET

Prescription drugs are taking an increasing share of our health care dollars. Is this the best use of our money, or are we overpaying? It turns out there is an entire field of research dedicated to figuring out which drugs work best for a given medical condition. The session will:

- Define comparative effectiveness research (CER) and how people across the globe use this data to figure out which drugs to use and pay for
- Explain why CER data isn't used in the U.S.
- Explore what self-insured employers can do to build a more clinically valuable formulary while significantly reducing overall drug spend.

Gen Z and Benefits—What Are the New Demands and Options, and How Do They Work?

Wednesday, February 1 | 12:15-1:15 p.m. ET

A traditional health and welfare plan is the minimum necessary for attracting and retaining employees. The demand for supplemental or additional benefits has been growing, and the disruptions over the last few years have accelerated those trends. Lifestyle accounts; flexible leave and work options; telemedicine; concierge medicine; and pregnancy support, including fertility options, adoption and other benefit options, are just a few of the expanded offerings. How should employers think about their offerings, and how should they structure their packages in the new era and with the new demands of the new generation of workers?

Takeaways:

- New benefit options that employers are considering to attract and retain their valuable employees
- How employers can package traditional employee benefits with the new benefits to structure attractive options for their target employee base
- Strategic and compliance requirements for each option and in the aggregate

Breakout Sessions

Workplace of the Future: Addiction Aware and Recovery Friendly: The Missing Piece in the EAP, Benefits and Employee Well-Being Puzzle

Wednesday, February 1 | 12:15-1:15 p.m. ET

Millions of Americans struggle with substance misuse and addiction while coping with COVID, economic, personal and other types of stress. Traditional EAP, health and benefits programs are most often used reactively in response to accidents or critical incidents, and wellness practitioners are ill-prepared to address the needs of employees relating to substance misuse, addiction or recovery. Innovative employers can collaborate with addiction-aware and recovery-minded employees, benefit providers and others to create recovery-supportive/recovery-friendly workplaces. Health, wellness, EAP and other benefit providers that expand their services to include more company-sanctioned and employee-led prevention-related activities, initiatives, resources and nonclinical services will increase employee accessibility and utilization, combat stigma and raise awareness designed to reduce substance misuse and addiction and sustain long-term recovery in the workplace.

Attendees will be able to:

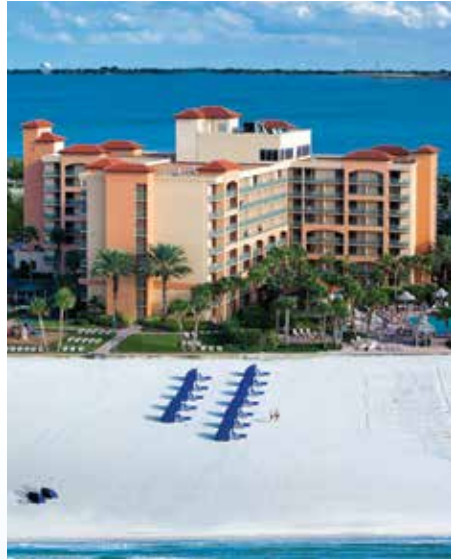
- Explain how the COVID pandemic and resulting personal, economic and other stressors have created a mental health, substance misuse and addiction pandemic among the workforce.
- Identify the awareness and prevention gaps that exist within existing EAP and benefits programs relating to mental health, substance misuse, addiction and recovery.
- Explore how innovative companies implement recovery-supportive and recovery-friendly workplace solutions to reduce costs, increase employee engagement, combat stigma, and close the addiction awareness and prevention gaps.

Register today at www.HBCE.com.

Hotel Information

Sheraton Sand Key Resort

Nestled on ten pristine acres of private Clearwater Beach, the Sheraton Sand Key is a family-friendly waterfront resort. This hotel is steps away from the Sand Key Park's nature trails and beaches and features airy, modern rooms with private balconies and patios, plus amenities such as room service, Wi-Fi and cable. With five different eateries, the resort offers plenty of options to enjoy coastal, Caribbean flavors. After a day of educational sessions, unwind with a view overlooking iconic Clearwater Beach sunsets.



2023 Room Rate: \$205 Single/Double

Hotel reservations must be made directly with the Sheraton Sand Key. Please contact the resort at (727) 595-1611 and mention the Health Benefits Conference & Expo to receive the conference rate. Reservation deadline is January 6, 2023.



About Clearwater Beach, Florida

Clearwater Beach offers an abundance of activities to participate in at the end of each day. From aquariums and shopping to first-class restaurants and the beautiful beach, there is something for everyone!

Known for its soft, white-sand beaches and calm waters, this destination city is a great place to explore and relax. Take time after a day of educational sessions to enjoy the sun and wind down at one of the many fine restaurants and various cafes, or explore the numerous shops and entertainment just adjacent to the beach. For transportation, Clearwater Beach makes getting around fun and convenient. Jump on the Clearwater Jolley Trolley and easily get to various hot spots around the city. Catch a sunrise or sunset and take in the beauty that the city has to offer.



Exhibit and Sponsorship Opportunities

Do you have a qualified service provider you would like to see participating at HBCE? Have them exhibit at or sponsor this event. It is a great way to grow existing business, build brand awareness and make valuable connections! Sign up early; the exhibit hall sells out every year!



Exhibit Benefits:

- Pre- and postconference mailing list
- Complimentary Wi-Fi
- Two all-access conference registrations
- Recognition on conference web page and conference promotions
- Six-foot table, two chairs, carpet and wastebasket

Popular Sponsorship Opportunities



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and Tote Bag



Mobile App



Networking Reception



Attendee Lunch



Conference Pens
and Notepads



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SAVE THE DATE FOR 2024!

33rd
Annual **Health Benefits
Conference + Expo**

January 29-31, 2024

Sheraton Sand Key Resort | Clearwater Beach, Florida



Five Reasons to Attend HBCE

1 High-Quality Education

HBCE is committed to providing the quality education that organizations need for their health and wellness programs to flourish. Making this conference both valuable and affordable is our priority. Start your 2023 the right way by getting to know the latest trends and solutions from experts and peers who have faced the same challenges!

2 Visit the Exhibit Hall

The exhibit hall is loaded with service providers offering unique products and services that are ready to help you. In addition, the exhibit hall is also home to:

- Two networking receptions (Monday and Tuesday evening)
- Continental breakfast daily
- Refreshment breaks.

Space is limited—Sign up now!

3 Develop a Strong Peer Network

Beyond the expert presenters and case studies, HBCE is the best place to create a network of peers who are facing the same challenges as your organization and who may have solutions that your organization has not tried yet.

4 Hear a Wide Range of Topics

There are numerous facets of health and wellness programs, which is why there are numerous topics and sessions to choose from at HBCE. The session topics touch on a large variety of subjects and issues your plan may face, with the convenience of being all in the same conference!

5 Explore Clearwater Beach, Florida!

Clearwater Beach offers an abundance of activities to participate in and make your trip memorable! Take time after the busy conference days to explore and enjoy the beautiful area!

Register today at www.HBCE.com.

REGISTRATION INCLUDES

Continental breakfasts • Lunch • Welcome reception • Networking reception

CONTINUING EDUCATION CREDIT

Sessions at HBCE may qualify for continuing education (CE) credit for the following designations and professions. Please note that preapproval by the governing agency is often necessary. It is important, therefore, to register at least 60 days in advance. Requests for CE credit do not guarantee administration of credit.

- CEBS Compliance
- CHES/MCHES
- Insurance Producers
- NWI
- PHR/SPHR/GPHR
- SHRM-CP/SHRM-SCP



Educational sessions at this program can qualify for CEBS Compliance credit. Visit www.cebs.org/compliance for additional information.

POLICIES

Cancel and transfer fees are based on registration fee paid: 60+ days of meeting is 10%; 31-59 days of meeting is 25%; within 30 days of meeting is 50%. Hotel deposit is forfeited for cancellations/transfers received within 3 days (5 days for Disney properties) of arrival. Registration fee is forfeited once program commences. For details, see www.ifebp.org/policies.

REGISTRATION

Go to www.HBCE.com to register.

CONFERENCE REGISTRATION FEES

	Through December 19, 2022		After December 19, 2022	
	Teams of four or more		Teams of four or more	
Government	\$575	\$450	\$675	\$550
Corporate	\$625	\$495	\$725	\$595
Service Provider	\$775	\$615	\$875	\$715

COVID-19 SAFETY PROTOCOLS

We're excited to be bringing this meeting back to an in-person experience. To learn about COVID safety protocols, please visit www.ifebp.org/safety-practices for more details.



REGISTRATION OPEN

**32nd Annual Health Benefits
Conference + Expo**

January 30-February 1, 2023
Clearwater Beach, Florida



Don't miss out!
Register by
December 19, 2022
to save!

www.HBCE.com

ED225249



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Health Benefits Conference & Expo (HBCE)
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Brookfield, WI 53045

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