

33rd Annual Health Benefits Conference + Expo

January 29-31, 2024

FULL AGENDA



Preconferences:

Cybersecurity for
Benefits Organizations

Supporting the Caregivers
in Your Workplace

PROGRAM AT A GLANCE

Monday, January 29, 2024		
7:30-8:00 a.m.	Morning Preconference Registration	
8:00-11:30 a.m.	Morning Preconference: Cybersecurity for Benefits Organizations	
12:00 noon-12:30 p.m.	Afternoon Preconference Registration	
12:30-4:00 p.m.	Afternoon Preconference: Supporting the Caregivers in Your Workforce	
4:00-6:00 p.m.	Conference Registration	Welcome Reception in the Exhibit Hall
Tuesday, January 30, 2024		
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: The Creator Mindset—How to Be More Creative at Work	
9:45-10:15 a.m.	Networking and Refreshment Break in the Exhibit Hall	
10:15-11:15 a.m.	Breakout Sessions	
11:15-11:30 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	
3:45-4:00 p.m.	Networking and Refreshment Break in the Exhibit Hall	
4:00-5:00 p.m.	Breakout Sessions	
5:00-6:00 p.m.	Networking Reception in the Exhibit Hall	
Wednesday, January 31, 2024		
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	
9:30-9:45 a.m.	Networking and Refreshment Break in the Exhibit Hall	
9:45-10:45 a.m.	Breakout Sessions	
10:45-11:00 a.m.	Networking and Refreshment Break in the Exhibit Hall	
11:00 a.m.-12:00 noon	Breakout Sessions	
12:15-1:15 p.m.	Breakout Sessions	

All times listed are ET

33rd Annual Health Benefits Conference + Expo



Creative Solutions for Healthy Organizations

Does your organization's health plan and wellness strategy meet your members' needs? Well-being remains a top priority for organizations going into 2024, but it is challenging to remain ahead of the curve. The keys are knowing your members and being creative. Through employer case studies that offer proven solutions and insight, expert-led topic sessions and service provider-presented content, HBCE will guide you in identifying the right formula for positive organizational outcomes. Take advantage of networking opportunities with your peers as well as industry experts to learn from each other and create a supportive network for the future.

**Register by December 18, 2023
to save on this premier education!**



33rd 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, on-site/near-site clinics
- Wellness, health promotion and population health management
- Human resources
- Occupational health and safety
- Workers' compensation and absence management.

Attendee Title Representation

These titles and more find value annually at HBCE.

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

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. This conference is designed to provide quality education for all price points. Start your 2024 on the right path by ensuring you are armed with the tools to make the best decisions for your members.

2 Visit the Exhibit Hall

The exhibit hall has a variety of 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.

Booth 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 A Robust Educational Schedule

Health and wellness programs are multifaceted, which is why HBCE offers numerous sessions to choose from. These sessions dive into a large variety of topics and issues your plan may face, all at one conveniently priced 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

Preconference Selections



Jason Todd

Director of Cybersecurity,
Consulting Services
Linea Secure



Peter Dewar

President
Linea Secure

Cybersecurity for Benefits Organizations

Monday, January 29, 2024 | 8:00-11:30 a.m. ET

In today's digital landscape, cybersecurity is vital for ensuring secure benefits administration. This session aims to highlight the critical role of cybersecurity in safeguarding sensitive employee data and ensuring the operation of benefits programs. During this interactive session, we will:

- Explore the evolving threat landscape, emphasizing the growing sophistication of cyberattacks and the potential risks they pose to benefits administration systems
- Discuss the key elements of a robust cybersecurity framework that has been tailored for benefits administration as well as the staffing approaches to support it
- Discuss the risks associated with providing benefits services and how understanding these risks impacts the ability to swiftly detect and mitigate cybersecurity incidents (through ongoing assessments, monitoring and incident response protocols)
- Explore proactive cybersecurity protocols in combination with prompt incident response and disaster recovery.

Preconference Selections



Kelly Polinski, M.P.H., CPH, CWPM

National Population Health Consultation
Brown & Brown

Supporting the Caregivers in Your Workforce

Monday, January 29, 2024 | 12:30-4:00 p.m. ET

Caregiving has always been a top issue for workers, but it has not always been top-of-mind for employers. The COVID-19 pandemic changed that, bringing caregiving challenges to the forefront of every employer's attention. But now that the COVID-era shutdowns and stay-at-home orders are behind us, employers are reevaluating thoughtful and strategic approaches to supporting caregivers while also serving and achieving organizational goals. Attendees will participate in group discussions; share insights with like-minded employers; learn through case studies; and leave with a checklist of questions, items to inventory and a road map for building a caregiving strategy.

Attendees will learn:

- The challenges and obligations caregivers face
- How to identify or estimate the caregivers in your workforce as well as the impact on your organization
- The effect of caregiving on different demographic groups and its influence on diversity, equity and inclusion efforts
- How to leverage existing benefits, state and local programs as well as new programs to support them.

Nir Bashan

Author
The Creator Mindset



Tuesday,
January 30, 2024
8:30-9:45 a.m. ET

OPENING SESSION

The Creator Mindset— How to Be More Creative at Work

According to a recent study by the World Economic Forum, the No. 1 in-demand skill at work today is creativity and innovation. Yet there are so few places where people can learn actual creativity and innovation to use at work immediately. In a groundbreaking new keynote,

Bashan helps attendees who think they are not creative or innovative to learn these skills. It turns out that creativity is a skill that anyone can learn—You just need to learn how to become more creative. This keynote is filled with high energy and fun entertainment with great takeaways sprinkled in. This is not about art or painting or sculpture or dance. This is a repeatable workplace creativity and innovation lesson that anyone can learn. Attendees will learn skills such as Little Victories, Digital Detox, Choosing Positivity and Real Listening. See how viewing the world as it can be, not as it is, will yield the innovative power of The Creator Mindset.

Learning objectives:

- Staff and leadership learn ten fresh, new ways that creativity can boost performance and profit.
- Attendees leave with actionable plans for effective growth they can use right away.
- Attendees receive useful tips on how creativity helps deal with change.
- Attendees learn how to implement innovation at work.

Breakout Sessions

OK, but Really: How Do We Increase Engagement? (We've Got Some Ideas!)

Tuesday, January 30 | 10:15-11:15 a.m. ET

Sponsored by
WebMD
health services

Increasing member engagement. Developing a culture of well-being.

Brokering world peace. Sometimes it can seem like things are impossible to achieve, but the State of Wisconsin accomplished two of three. This session will share how Wisconsin:

- Increased engagement in hard-to-reach populations using podcasts and pilot programs
- Addressed broad population health risks through the lens of mental health and chronic conditions
- Influenced organization culture through on-site staff
- Developed and sustained a solid wellness champion network.

Co-Speakers:

Molly Dunks, Wellness & Disease Management Program Manager, Wisconsin Department of Employee Trust Funds

Christine Muldoon, Senior Vice President of Marketing and Strategy, WebMD Health Services

Ventura County's Successful Transition to a Virtual Wellness Program

Tuesday, January 30 | 10:15-11:15 a.m. ET

This case study highlights Ventura County's multiyear transition from a traditional, in-person employee well-being program to one that is primarily virtual. Attendees will learn about the county's program before and after the transition and will view statistics demonstrating the significant improvement on program engagement.

Attendees will learn:

- How virtual programming led to higher engagement and improved value for Ventura County
- Why virtual wellness programs can be easier to manage
- How to make the transition by leveraging existing resources.

Speaker: Rob Davenport, Wellness Program Manager, County of Ventura

Breakout Sessions

Pay Transparency and Equity: Why Should I Care?

Tuesday, January 30 | 10:15-11:15 a.m. ET

Pay transparency and pay equity are emerging strategies for employers interested in building employee trust, boosting engagement and addressing large-scale social equity issues such as the gender pay gap. Recent research into pay transparency finds that 78% of job seekers believe salary transparency is good, with 74% arguing that it creates a fairer environment for workers and their colleagues. But the term “pay transparency” can be interpreted and applied differently across the marketplace. This session will:

- Define pay transparency and equity
- Explain controlled and uncontrolled pay equity
- Make a business case for pay equity audits
- Explore the steps involved in a pay equity study.

Speaker: **Di Ann Sanchez, Ph.D., SPHR, SHRM—SCP**, Chief Exceptional Officer, DAS HR Consulting, LLC

Diabetes and Obesity Risk Management Strategies for Health Plans

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

Chronic diseases like diabetes and obesity are significant cost drivers for most health plans, driven largely by our failure to enable patients to successfully manage their disease. This results in 16 million ER visits and 7.8 million inpatient hospital stays per year across the 37 million Americans with diabetes as well as 50% higher medical costs and increased job absenteeism for employees with obesity. Most health plans are designed to be penny-wise but pound-foolish as they pay for catastrophic treatments, but they miss opportunities to improve diabetes management, employee morale and productivity as well as the chance to reduce overall plan costs.

Attendees will learn:

- How diabetes and obesity impact overall health plan risk and costs
- Therapies, medicines and technologies that help patients manage these diseases, greatly reduce complications, delay or prevent Type 2 diabetes, and ultimately save health plan dollars
- Key health plan design features and concrete steps for managing plan risk, reducing costs and improving care for those with these chronic diseases.

Speaker: **George Huntley**, Chief Executive Officer, Diabetes Leadership Council

Breakout Sessions

Three Florida Employers Saved 18% on Pharmacy Spend—Can You?

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

Employers and organizations are fighting an uphill battle against increasing health care costs, inflation and other economic hardships. Therefore, it's critical to have a cost-saving strategy. This session presents three client case studies where a combination of pricing negotiations and creative clinical programs saved three Florida organizations over 18% on their pharmacy programs.

Case study subjects:

- School district on the east coast of Florida with over 30,000 employees—\$28 million in savings for the school district with no plan design changes or employee disruption
- Large Florida city—\$13 million in savings with no plan changes or member disruption
- Local Florida municipality that negotiated preferred pricing and new clinical programs and added an annual audit approach to monitor progress and costs.

Co-Speakers:

Marybeth Gray, Senior Vice President, Health Benefits Consulting, Trion, a Marsh McLennan Agency LLC

Shannon LaBarre, Pharmacy Practice Leader, Trion, a Marsh McLennan Agency LLC

From Addiction to Advocacy: Fostering a Supportive and Inclusive Workplace for Employees With Substance Use Disorder

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

In this interactive workshop, participants will be exposed to staggering data on the prevalence and consequences of substance use disorders in the workplace, with costs amounting to \$81 billion annually. They will learn essential strategies to foster an environment that supports employees' journey through recovery. Through the presenter's inspiring journey from addiction to advocacy, attendees will receive practical guidance and immediate actionable steps to foster a supportive and recovery-supportive workforce.

Attendees will be able to:

- Explain the impact of increased substance use disorders in the workplace (financial, safety, legal, culture and engagement)
- Identify key strategies for preventing substance use disorders in the workplace
- Explore resources to create a recovery-friendly workplace.

Speaker: Isabelle Wettergren, M.A., NBHWC, CPRC, CWP, CFAA, Workplace Wellness Consultant, Trainer and Recovery Coach

Breakout Sessions

What Plan Sponsors Need to Know About Anti-Obesity Medications (AOMs)

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

Obesity is a complex health condition with multiple contributing factors, including behavioral aspects, genetic predispositions, hormonal influences and underlying medical conditions. While anti-obesity medications (AOMs) are effective in helping patients lose weight, many health plan sponsors are already aware of the immediate costs and complications that anti-obesity drugs pose to their organization. This session will objectively discuss the pros and cons of covering AOMs and other GLP-1 medications, costs and considerations, and alternative treatments to weight management.

Audience members will learn:

- How GLP-1 medications, including AOMs, work
- The pros, cons and misprescription of GLP-1 medications
- Pharmacy benefit costs to employers.

Speaker: Stuart Sutley, M.B.A., Innovation Practice Leader, Bolton

Driving Wellness Initiatives From Employer Health Clinics

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

How can organizations truly drive wellness initiatives through an employer health clinic?

This session will explore specific examples of how to motivate employees to adopt a culture of wellness led by clinic physicians and staff. Additionally, this session will highlight the financial impacts to the organization from successful wellness programs.

- Achieve wellness on steroids through your employer health clinic.
- Worksite wellness starts in the employer health clinic and is super contagious.
- Promoting wellness through employer health clinics can be financially rewarding for the employer.

Speaker: Michael A. Sedgwick, Administrative Manager, Palm Beach County Firefighters Employee Benefits Fund

Breakout Sessions

Finding Common Ground: Navigating Inclusion and Diversity in a Polarized Environment

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

Companies with diverse leadership teams enjoy significant advantages, boasting a 35% higher return on equity and a 24% higher total return to shareholders. Highly inclusive organizations also demonstrate a remarkable 26% increase in team collaboration and an 18% boost in team commitment. Navigating diversity and inclusion in this polarized culture requires organizations to walk a difficult tightrope. As an organization, can we ride the fence and choose neutrality in order to avoid alienating anyone, or will we end up alienating everyone? How do you ensure you value and include all your employees, customers or clients while not alienating others? By navigating the complexities of DE&I, organizations can create an inclusive environment where all individuals feel valued, respected and empowered to contribute their unique perspectives and talents.

In this session, participants will learn:

- How organizations can foster a culture of inclusivity by staying true and authentic to their vision and core values
- How DE&I strategy and implementation can influence employee and customer decisions
- Strategies for finding common ground with a diverse workforce and customer or client base to create an authentic, inclusive message and culture
- How to effectively communicate and demonstrate their commitment to DE&I aligned with their organizations' core values without alienating others.

Speaker: **Michelle Jolivet, PHR**, Founder and CEO, DEI Recruiting and Consulting

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Breakout Sessions

How a Focus on Employee Engagement Drives Health and Wellness Outcomes

Tuesday, January 30 | 2:45-3:45 p.m. ET

The impacts of a global pandemic, the economy and the political landscape have greatly impacted employees' attitudes and relationship with the workplace. As a result, many workplaces today are struggling with employee health and well-being, recruiting, retention, productivity and absences. Despite this complicated landscape, some organizations aren't just surviving, they're thriving. Their secret? A renewed focus on engagement. Full of best practices including a focused case study, this session will leave attendees re-energized to improve employee engagement at their organization.

After this session, attendees will be able to:

- Define employee engagement and understand its relationship to employee health and wellness
- Explain how to properly collect and respond to employee feedback
- Begin to build a progressive strategy for continuous improvement.

Speaker: **Chase Sterling, M.A., CWP**, Founder and Chair, Wellbeing Think Tank

Modernizing Retiree Health Care With a Hybrid Approach

Tuesday, January 30 | 2:45-3:45 p.m. ET

Medicare-eligible retiree programs are challenged by the rising cost of retiree health care, resource constraints, limited or capped subsidies, and few—if any—personalized plan choices for retirees. Employers struggle between having to backpedal on their promises of offering medical plans to their loyal retirees (who dedicated their careers to their employers) and having them source that coverage without any help or support. A new hybrid solution that combines the value of group and individual plans and avoids retiree disruption may be the answer for your retiree medical program.

Learn how a hybrid solution offers:

- Expanded retiree purchasing power while limiting employer risk
- White-glove service that offers dedicated advocates to retirees and simplifies administration
- Personalization and choice of individual and group plan options, including default enrollment
- Maximum retiree value and guarantee issue.

Co-Speakers:

Jon Andrews, Managing Director, Individual Marketplace Sales Leader, WTW

Scott Richardson, M.B.A., Associate Vice President, Group Medicare Sales, Humana

Breakout Sessions

Closing the Gap Between Good Intentions and Healthy Behaviors

Tuesday, January 30 | 2:45-3:45 p.m. ET

Even those who express a desire and willingness to embrace healthy habits often struggle to convert good intentions into healthy behaviors. In this session, we will probe the reasons why knowing doesn't always translate into doing, examine the cultural and organizational forces that undermine behavior change, and outline the key elements of successful lifestyle interventions. Then, we'll consider how these insights can be applied to create more effective and inclusive wellness programming that reflects the organization's core values and vision.

Attendees will learn about:

- Why employee engagement in wellness programming is key, but engagement alone is not enough to produce long-term shifts in behavior
- The research-based Health Action Process Approach, which offers a short list of best practices for more effective program design
- How short-term challenges can have long-term impact when they are designed to be sticky.

Speaker: **Monica Reinagel, M.S., LD/N, CNS**, Licensed Nutritionist, Health Promotion Specialist, Reinagel Communications LLC

The “Biggest Loser” May Be Your Employees: Rethinking Weight in the Workplace

Tuesday, January 30 | 4:00-5:00 p.m. ET

The Biggest Loser is no longer on the air, but similar weight-loss based challenges are still popular in the workplace. Why? In the era of Ozempic and raised awareness around weight bias and weight stigma, it's a good time for the wellness industry to ask if we could be doing something differently. This session will provide a framework to help wellness leaders decide if, and how, weight should be addressed in wellness programming.

This presentation will discuss:

- Advantages and disadvantages of “Biggest Loser”—style challenges
- Examples of weight bias and weight stigma in worksite wellness programs and strategies to address it
- When it's appropriate to address weight in worksite wellness programs in order to improve health equity
- Alternatives to weight-focused programming.

Speaker: **Cassie Christopher, M.S., RDN, CD**, Registered Dietitian Nutritionist, Cassie Christopher Consulting

Breakout Sessions

Worksite Self-Care Programs: Five Case Studies, Evidence, Results

Tuesday, January 30 | 4:00-5:00 p.m. ET

Since the pandemic, there has been a marked growth in the use of the phrase “self-care” in association with wellness programs (think “self-care ... breaks, days and culture”). As these programs are often home-grown, wellness providers could benefit from clear definitions and more systematic, evidence-informed approaches. This session describes diverse self-care workshops delivered to manufacturers, health clinics, mental health providers, veterans and a municipality. Session participants will review these case studies, the scientific basis for the workshops, experiential exercises, evaluation data and tips for implementing similar approaches in their settings.

As a result of this workshop, participants will be able to:

- Define the meaning of the phrase “self-care” with more clarity, personal relevance and work application
- List steps in a workshop module to give employees self-care skills
- Identify self-care practices they can use for their well-being.

Co-Speakers:

Joel Bennett, Ph.D., President, Organizational Wellness & Learning Systems (OWLS)

Cynthia Conigliaro, M.S.W., M.B.A., Marketing Director/New Business Partnerships, Organizational Wellness & Learning Systems (OWLS)

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Breakout Sessions

The Rising Costs of Specialty Drugs— What Plan Sponsors Can Do to Break the Cycle

Sponsored by
VIVIO

Tuesday, January 30 | 4:00-5:00 p.m. ET

Pharmacy Benefit Managers (PBMs) make 80% of their profit on specialty drugs while employers/plan sponsors pay 55% of their drug spend on only 2% of their population. Employers have the ability and the power to break the cycle. Ensure your member is on the right drug and save!

Attendees of this session will be able to:

- Understand how specialty drugs are approved and prescribed
- Explain why not all drugs work for everyone
- Identify the role effective partnership plays in securing lower costs.

Speaker: **Pramod John, Ph.D.**, CEO, Vivio Health

Turning Employee Survey Data Into Insights and Action

Wednesday, January 31 | 8:30-9:30 a.m. ET

No other type of market research offers a higher return on investment than an employee survey. In fact, an employee who feels their voice is heard is 4.6 times more likely to feel empowered to perform their best work. This panel discussion will explore a case study example of how to effectively gather employee input and what to do with it once you have it.

Attendees will be able to:

- Understand the advantages and disadvantages of employee surveys
- Inform survey design and structure in order to target employee values
- Discuss the value-add of employee resource groups (ERGs) alongside an employee survey
- Turn survey data into insights and action.

Panelists:

Alyson Cohen, Corporate Benefit Specialist, ZOLL Medical Corporation

Tanya Riley, Senior Manager of Health Plan Programs, ZOLL Medical Corporation

Karen Scattergood, Senior Account Executive, Splitfire Communications

Breakout Sessions

Creating a Wellness Program That Fosters Employee Engagement and Retention

Wednesday, January 31 | 8:30-9:30 a.m. ET

At St. Jude Children's Hospital, the goal of employee well-being is to help employees achieve better mind, body, spirit and community wellness for an overall healthier well-being. With 6,000 employees serving in a variety of professional disciplines and working in a variety of high-stress settings, it is critical that the wellness strategy address employees' individual needs as well as offer support for the broader health care industry challenge of retaining quality providers.

Through this session, the attendees will learn:

- Creative ways to enhance employee care via blended wellness, benefits and DEI approaches
- How to redefine employers' role in health care
- Strategies for making wellness programs and benefits easy to navigate and engage with
- Ways to evaluate success
- Real-world examples to demonstrate the connection between well-being and employee engagement and retention.

Speaker: Mudita Upadhyaya, Dr.P.H., M.P.H., Living Well Manager,
St. Jude Children's Hospital

Staff Networking Groups—A Novel Approach to Employee Feedback

Wednesday, January 31 | 8:30-9:30 a.m. ET

There is an ocean of guidance around addressing workplace issues for employees and plan members, but this guidance is often offered from the perspective of championing the work for others. What does it look like when the internal champions—whether they be from HR or another similar department—seek to improve their own work conditions and departmental dynamics? This session addresses this very question through the first-person case study experience of the State of Wisconsin Department of Employer Trust Funds (ETF) and their work implementing staff networking groups.

Attendees of this session will be able to use staff networking groups in order to:

- Improve organizational culture
- Improve the morale of underrepresented employees
- Improve the psychological safety and well-being of all employees.

Speaker: Korbey White, State Government Health Program Manager, State of Wisconsin
Department of Employer Trust Funds

Breakout Sessions

Conducting a Self-Audit of Your Health and Welfare Plan

Wednesday, January 31 | 9:45-10:45 a.m. ET

Scrutiny of health plans—by both the DOL and IRS—is increasing. Whether plans are self-funded or fully insured, producers and employers need to be prepared. This session will take attendees through the essential steps every self-audit should include in order to ensure that employers are prepared for an audit and are satisfying their fiduciary obligations. The session will also feature a discussion of common pitfalls, practical compliance tips and best practices.

Attendees will:

- Understand what the DOL and IRS will be looking for in an audit
- Learn how the ACA has changed the scope of an employer's administrative responsibilities
- Take home practical tips for bringing health plans into compliance.

Speaker: **Marilyn Monahan**, Owner, Monahan Law Office

A Resilience Initiative Among School Staff in North Carolina

Wednesday, January 31 | 9:45-10:45 a.m. ET

K-12 employee burnout is at an all-time high, and well-being efforts need to be effective and informed by best practices. This presentation describes a collaborative statewide resiliency initiative built on stakeholder support, listening and inclusive feedback sessions among North Carolina K-12 school staff and administrators. Results from the feedback sessions, strategic planning and training will offer a snapshot of the depths of care needed to support employee well-being as a means of improving retention and serving students. The collaborative process used for this effort will be shared with the consideration that it can be applied to other organizations.

At the end of this session, participants will be able to:

- Describe the process followed to foster a collaborative relationship with community partners and stakeholders
- Identify sources of data to plan and implement a large-scale resilience initiative
- Elaborate on the execution and impact of the large-scale resiliency initiative, including successes and opportunities for enhancement in the future.

Speaker: **Ruby Brown-Herring, MEd, B.S.W.**, CEO, RBH Wellness Solutions LLC

Breakout Sessions

Well-Being Programs: Capitalizing on Your Employee-Facing Groups

Wednesday, January 31 | 11:00 a.m.-12:00 noon ET

This session will present a case study of a southwest utility company that launched a completely new wellness plan and increased participation by 45% in just five months. See how it leveraged multiple existing internal employee-facing groups to help spread the word and reward participation. The case study will also discuss the wellness plan's mission of going beyond physical health to address emotional well-being, and how to establish a level playing field for awards. Attendees will learn:

- The latest trends in well-being plans and the value of holistic well-being
- The value of working with other employee-facing business partners
- How to avoid compliance pitfalls common to well-being programs.

Speaker: **Timothy Orcutt, CEBS**, Benefits Manager, Southwest Gas

**Register by December 18, 2023
to save at www.hbce.com**

Breakout Sessions

Leave of Absence—Putting It All Together

Wednesday, January 31 | 11:00 a.m.-12:00 noon ET

Join this session of industry experts to discuss what employers must consider when putting together absence management programs, policies and practices. They will discuss how to balance manager productivity needs with a positive employee leave experience, all while maintaining compliance and a positive workplace culture. This session will include an extensive question-and-answer section, so bring your most pressing absence management scenarios and questions. Also, please prepare to share recommendations with peers about what has worked in your organization.

Attendees will leave with:

- Insight into the background and basics of the various components that make up a leave of absence, including FMLA, disability insurance, paid leave, sick leave, voluntary benefits, ADA workplace accommodations and PTO
- An understanding of how multistate employers balance state-by-state requirements while maintaining a sense of equitable benefits across the workforce
- An understanding of how to create an attractive and flexible absence management program and policies that fit your budget and productivity needs, including ways to meet attraction and retention goals, find potential savings and encourage return to work.

Panelists:

Megan Holstein, Vice President and Head of Absence Management, The Hartford

Kimberly Mashburn, R.N., CLMS, Absence & ADA Consultant, CWI Benefits, Inc.

Teri Weber, M.B.A., PMP, GBA, ICCIE—SVP, Senior Vice President, Spring Consulting Group LLC

Kristina Welke, M.B.A., Vice President, Head of Product and Solutions,
New York Life Insurance Company

Register today at www.HBCE.com

Breakout Sessions

The Indemnity Captive Advantage: Maximizing Savings in the Health Care Landscape

Sponsored by



Wednesday, January 31 | 11:00 a.m.-12:00 noon ET

Explore the game-changing advantages of indemnity captives and how they provide a guaranteed solution for self-funded employers to optimize health care savings. Learn how to navigate rising medical care costs and safeguard against excessive provider billing for improved cost containment.

Attendees will be able to:

- Understand how indemnity captives work
- Explain why provider negotiations result in excessive provider payments and unreasonable plan expenses
- Discover the benefits of indemnity captives, including protection against balance billing.

Speaker: **Matthew Jacobs**, Chief Business Development Officer, WellRithms

Striking the Right Balance: Blending Old and New Benefits Solutions

Wednesday, January 31 | 12:15-1:15 p.m. ET

Solving health care issues can be time-consuming, hard and downright exhausting. Learn how employers are streamlining their benefits by blending new solutions such as life savings accounts (LSAs) and virtual care with old best-in-class offerings such as PPO plans and employer health care contributions. Striking the right balance is key for addressing employee needs in each phase of life, engaging employees in their benefit package, and managing the organization's risk and cost. Combining core benefits and supplemental custom solutions provides access to quality care at the right time and with fewer barriers.

Attendees will:

- Evaluate benefits holistically and provide employees with best-in-class health care solutions for every phase of life
- Learn how to communicate effectively and engage with employees so they understand how to get the most out of their benefit package
- Discuss how to identify waste within the health plan, such as low utilization, unnecessary surgeries, misdiagnoses and mistreatments.

Speaker: **Dana Baker, M.B.A.**, Director, Complex Care Program, Mayo Health Clinic

Breakout Sessions

Health and Productivity: Balancing Risk and Reward

Wednesday, January 31 | 12:15-1:15 p.m. ET

In an inconsistent and reactive global and economic environment like ours, health plan sponsors must consistently evaluate the risks and rewards of the benefits they offer. Doing so can be complex and require a deep understanding of detailed subject areas like prescription drugs, absence management and various other point solutions.

In this session, attendees will:

- Learn about the current state of health and welfare benefits
- Discuss ways to use data as the harmonizing force in determining which programs' rewards outweigh the risk/expense
- Explore real-life applications by walking through client case studies of a large hospital and health care system in the Northeast and an institution of higher education.

Panelists:

Jennifer Perlitch, R.Ph., Assistant Vice President, Pharmacy, Spring Consulting Group LLC

Teri Weber, M.B.A., PMP, GBA, ICCIE—SVP, Senior Vice President, Spring Consulting Group LLC

Harindra Sebastian, M.B.A., FSA, FCIA, MAAA, Chief Health Actuary, Spring Consulting Group LLC

**Register by December 18, 2023
to save 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. The resort features airy, modern rooms with private balconies and patios, plus amenities such as room service, Wi-Fi and cable. With five different eateries, there are plenty of options to enjoy coastal Caribbean flavors. After a day of educational sessions, unwind with a view overlooking iconic Clearwater Beach sunsets.

2024 Room Rate: \$205 Single/Double

Hotel reservations must be made directly with the Sheraton Sand Key. Please contact them at (727) 595-1611 and mention the Health Benefits Conference & Expo to receive the conference rate. **Reservation deadline is January 5, 2024.**



Register online at www.HBCE.com

Current Conference Sponsors

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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 Include:



Keynote Session
and Tote Bag



Mobile App



Networking
Reception



Attendee Lunch



Conference Pens
and Notepads



Design Your Own
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Exhibits

Julie Ichiba

(262) 373-7674 | jichiba@ifebp.org

Sponsorships

Diane Mahler

(262) 373-7656 | dianem@ifebp.org

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 and request CE credit at least 60 days in advance of the program. 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 self-reported 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 18, 2023	After December 18, 2023
Government	\$625	\$725
Non-Government Plan Sponsor/Employer	\$675	\$775
Service Provider	\$825	\$925

REGISTRATION OPEN

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

January 29-31, 2024
Clearwater Beach, Florida



Don't miss out!
Register by
December 18, 2023
to save!

www.HBCE.com

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Health Benefits Conference & Expo (HBCE)
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