

34th Annual Health Benefits Conference + Expo

January 27-29, 2025 | www.HBCE.com
TradeWinds Island Grand | St. Pete Beach, Florida

FULL AGENDA

Preconferences:

Effective Strategies to Manage the Cost and Risk
of Diabetes and Obesity in Today's Environment

Top Ten Emerging Trends and Best Practices
Driving Benefit Communications



PROGRAM AT A GLANCE

Monday, January 27, 2025	
7:30-8:00 a.m.	Morning Preconference Registration
8:00-11:30 a.m.	Morning Preconference—Effective Strategies to Manage the Cost and Risk of Diabetes and Obesity in Today's Environment
12:00 noon-12:30 p.m.	Afternoon Preconference Registration
12:30-4:00 p.m.	Afternoon Preconference—Top Ten Emerging Trends and Best Practices Driving Benefit Communications
4:00-6:00 p.m.	Conference Registration Welcome Reception in the Exhibit Hall
Tuesday, January 28, 2025	
7:30 a.m.-6:00 p.m.	Exhibit Hall Open
7:30-8:00 a.m.	Continental Breakfast and Registration
8:00-9:15 a.m.	Opening Session—Measuring Our Success: Understanding the Nuance of ROI and VOI
9:15-9:45 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
12:00 noon-1:15 p.m.	Lunch
1:15-2:15 p.m.	Breakout Sessions
2:15-2:45 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 29, 2025	
7:30-11:00 a.m.	Exhibit Hall Open
7:30-8:00 a.m.	Continental Breakfast and Registration
8:00-9:00 a.m.	Plenary Session—Think Fast, Work Well: Training Professionals to Communicate Effectively
9:00-9:30 a.m.	Networking and Refreshment Break in the Exhibit Hall
9:30-10:30 a.m.	Breakout Sessions
10:30-10:45 a.m.	Networking and Refreshment Break in the Exhibit Hall
10:45-11:45 a.m.	Breakout Sessions
11:45 a.m.-12:00 noon	Networking and Refreshment Break in the Exhibit Hall
12:00 noon-1:00 p.m.	Breakout Sessions

All times are listed in ET.

34th Annual Health Benefits Conference + Expo



The Health Benefits Conference & Expo (HBCE) is the premier conference for finding workable, proven solutions on how to offer effective health and wellness benefits for your organization.

Join us in St. Pete Beach, Florida this January for robust educational sessions designed to give you the tools you need to demonstrate the value of your health and wellness benefits, lower costs and much more. Using employer case studies that offer proven solutions and insights from experts paving the way in their organizations, this conference will guide you in identifying the right solutions to the challenges your organization faces.

If you are responsible for your employer's health plan or wellness program, HBCE has the education you need at a price that is designed to fit all budgets.

**Register by December 16, 2024
to save on this premier education!**

34th 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

Those with the following professional titles find value in attending HBCE annually.

- 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 Resources Generalist
- Manager of Employee Health
- Manager of Engagement and Well-Being
- Risk Manager
- Senior Director of Strategic Health Initiatives
- Senior Vice President
- Wellness Coordinator

Preconference Selections



George J. Huntley

Chief Executive Officer
Diabetes Leadership Council

Separate fee is required.

Effective Strategies to Manage the Cost and Risk of Diabetes and Obesity in Today's Environment

Monday, January 27, 2025 | 8:00 a.m.-11:30 a.m. ET

Chronic diseases such as diabetes and obesity are the most significant cost drivers for health plans today. Employers struggle to find the right balance between cost and health. Traditional plan designs often lead to higher health costs, higher absenteeism, lower productivity, and lower employee satisfaction and morale—the perfect storm of unintended consequences.

There is no starker example of the ineffectiveness of our current health care plans than the fact that in the United States, a cohort of 38 million people with diabetes is driving 19 million emergency room visits and 48.6 million days of inpatient hospital stays per year. We need to do better for the health of our people and our bottom lines.

Obesity, now a recognized metabolic disease, is the primary driver of the type 2 diabetes epidemic and also leads to dozens of other comorbidities, including many cancers. Nearly half of working-age people in the United States are obese, and studies are just now beginning to shed light on the how much this is costing employers' health plans and productivity.

Attendees of this comprehensive and interactive workshop will learn the drivers of the cost curve both medically (in lay terms) and economically by the players in the marketplace as well as strategies to reduce their health plan's risk and cost while improving their employees' health and morale. Group discussions will allow attendees to share experiences, insights and best practices with other employers.

Preconference Selections



Catherine Smith

Managing Director, Communications
LoVasco Consulting Group

Top Ten Emerging Trends and Best Practices Driving Benefit Communications

Monday, January 27, 2025 | 12:30 p.m.-4:00 p.m. ET

As a benefits and wellness professional, you have the opportunity to impact the lives of your employees and their families through the benefit programs you design and offer. Oftentimes, members don't fully appreciate the benefits you provide or don't know how to leverage them appropriately at the point of care. Unlock the potential to transform your members' lives with impactful health and wellness benefit communications. In this session, we will explore the latest trends and best practices shaping the future of benefit communications. Build a blueprint for crafting and executing a communication strategy that resonates, drives engagement and fosters action. Leave with practical tips and tangible steps to elevate your health and wellness communications and truly connect with your members.

Master Best Practices: Learn the essentials of a successful benefits communication strategy, from developing a compelling benefits brand to creating an accessible information hub.

Embrace Emerging Trends: Discover how targeted messaging, audience segmentation, digital advancements and AI can enhance engagement.

Learn From Leaders: See real-world examples of how top employers have used best practices to improve employee/member experiences.

Hands-On Application: Participate in exercises designed to solidify your understanding and application of key concepts.

Overcome Challenges: Discuss common communication hurdles and explore effective solutions.

Year-Round Communication: Learn practical steps to maintain effective benefits communication beyond open enrollment, keeping benefits top of mind year-round.

OPENING SESSION



Tyler Amell, Ph.D., M.Sc., B.Sc.

*Chief Health and Strategy Officer
MediKeeper, Inc.*

*Adjunct Faculty
Pacific Coast University for Workplace Health Sciences*

Tuesday, January 28 | 8:00-9:15 a.m.

Measuring Our Success: Understanding the Nuance of ROI and VOI

There is a clear relationship between workplace health and productivity based on the idea that without a foundation of health, workers are unable to engage or contribute optimally to their work. Many employers invest in workplace health and productivity through comprehensive, integrated strategies that include workplace well-being programs and employee benefits. Investments in these benefits are typically subject to employer, broker or plan sponsor evaluation. This is to ensure optimal employee health benefit performance and appealing business results. Although calculating the investment return has always been a feature and priority of workplace wellness, there has been considerable applied research into this space lately, and the results of which are very attractive to stakeholders. This session will review the latest and greatest research and data on the return on investment (ROI) and value on investment (VOI) of workplace well-being benefits against the backdrop of comprehensive, integrated workplace health and productivity strategies.

After attending this session, participants will be able to:

- Define ROI and VOI as they pertain to workplace well-being benefits
- Describe the current research outcomes on workplace well-being benefits from an ROI and VOI perspective
- Understand the ROI and VOI of workplace well-being benefits in comparison to integrated workplace health and productivity strategies.



PLENARY SESSION

Nicole Eull, Psy.D.

*Founder
HODI Center, LLC*

Wednesday, January 29 | 8:00-9:00 a.m.

Think Fast, Work Well: Training Professionals to Communicate Effectively

Join Dr. Nicole Eull as she teaches us to harness the power of improv so that we can connect meaningfully with our customers and teams. This is a highly interactive presentation based on improvisational exercises. Each exercise simulates challenges and scenarios in real life, and the debriefing illustrates how we can translate these skills to professional “scenes.” Participants will learn strategies and practical tools to improve communication, teamwork and emotional intelligence. With these skills, they can expect to improve customer experience while increasing engagement and satisfaction in their work.



Breakout Sessions

Pharmacists: The Unsung Heroes of Chronic Condition Management

Tuesday, January 28 | 9:45-10:45 a.m. ET

Sponsored by
Premise Health. 

The U.S. spends an astounding 90% of its \$4.5 trillion annual health care expenditure on managing chronic conditions. Addressing this financial burden, in addition to the downstream costs associated with employee presenteeism and productivity, are top of mind for employers. Employer-sponsored pharmacies offer a unique solution to this problem by deploying chronic condition and care management programs. They also allow for more frequent and meaningful touchpoints between pharmacists and patients, where they can focus on patient education, medication adherence and more. Employer-sponsored pharmacies can lead to fewer sick days, fewer costly visits for specialized care and (ultimately) tangible cost savings for the employer.

Attendees will be able to:

- Identify how an employer-sponsored pharmacy can play a role in condition and care management for a population through coaching and education.
- Demonstrate benefits for their organization that would result from taking a proactive approach to chronic condition management.
- Understand how cost savings resulting from increased employee productivity and health care savings can be generated from an on-site or near-site pharmacy.

Speaker:

Nathan Rouse, Pharm.D., Associate Vice President, Pharmacy Services, Premise Health

Creating a Worksite Wellness Champion Network

Tuesday, January 28 | 9:45-10:45 a.m. ET

Wellness champions are often the eyes, ears and hearts of successful wellness programs. This is especially true when those programs are intended to reach across geographic and virtual worksites. This session will provide attendees with key strategies for creating and sustaining an effective and enthusiastic network of wellness champions. Attendees will hear how HealthTrust built a successful network of over 300 wellness champions in New Hampshire and explore how to apply and implement this process to their programs.

Attendees will be able to:

- Identify key strategies for creating and implementing a worksite wellness champion network.
- List individual characteristics of people in an organization who would make successful wellness champions.
- Understand how wellness champions play a vital role in building a culture of health and a successful worksite wellness program.

Speaker:

Kerry Horne, M.Ed., Well-Being Manager, HealthTrust

Breakout Sessions

Thriving Together: Strategies for Fostering Social Wellness in a Hybrid World

Tuesday, January 28 | 9:45-10:45 a.m. ET

In the rapidly evolving landscape of the modern world, the emergence of hybrid work environments has presented unique challenges and opportunities for fostering social wellness. This presentation delves into the heart of what it means to cultivate a sense of community, connection, and well-being in a world where the lines between online and offline are increasingly blurred. We will explore the current state of social wellness and how it is impacted by the hybrid nature of our interactions today. We will examine the key challenges faced by individuals and communities, including isolation and digital fatigue. From there, we will shift our focus to innovative strategies and practical solutions designed to promote social wellness within these hybrid environments.

By the end of the presentation, participants will be able to

- Explain at least three common social wellness challenges faced by individuals and communities
- Identify three practical strategies for fostering social wellness in a hybrid workplace
- Explain the importance of social wellness in the workplace
- Summarize how to apply at least one social wellness strategy to your workplace.

Speakers:

Abigail Loose, M.S., CHES, Wellness Supervisor, GatorCare (UF Health)

Mallory Rubek, M.S., MCHES, Wellness Manager, GatorCare (UF Health)

Empowering Patient–Physician Communication for Better Health Outcomes

Tuesday, January 28 | 9:45-10:45 a.m. ET

This session is focused on ways to empower individuals to communicate better with doctors and optimize their health. By giving individuals the tools and knowledge to be fully engaged in their care, employers are investing in the health of their employees and creating an important standard for a desired work culture. The session presents a person-centric framework for communicating better with doctors, including actionable steps and tools to support shared decision-making. We will discuss a five-part framework including preparation, language, questions, participation and courage.

Attendees will be able to:

- Explain the power of the five-part framework to upgrade patient-physician communication.
- Offer tools, skills and resources to people for achieving optimal health outcomes.
- Design strategies for employee programs to support a person's engagement in their health and wellness.

Speaker:

Dana E. Sherwin, Consultant

Breakout Sessions

Bold New Thinking About Drug Pricing Strategies

Tuesday, January 28 | 11:00 a.m.-12:00 noon ET

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For years, the pharmacy industry managed drug costs through market basket pricing—prices based on a basket of various medications, aiming to balance costs—and cross-subsidization—lowering the cost of brand drugs by shifting value from generic drugs. These approaches are no longer sustainable, and the marketplace is ready for industry-shifting change. With more individuals exposed to the full cost of their medications through high deductible health plans (HDHP), they tend to shop around for lower prices, often going off benefit to do so. Join us in exploring marketplace factors contributing to today's evolving pharmacy pricing landscape as well as new strategies that are available to help contain payor and member costs while keeping members on benefit.

Attendees will be able to:

- Explain how drug pricing strategies can help members take full advantage of their pharmacy benefits for a more connected experience and improved health outcomes.
- Understand how visibility into drug cost economics and pricing can help deliver more financial predictability for a plan.
- Learn how greater transparency in drug pricing helps provide network pharmacies with reimbursements that are more closely aligned with their acquisition costs, giving members ongoing access to an extensive network of participating pharmacies that they choose and use.

Speaker:

Joshua Fredell, Pharm.D., Vice President and Head of PBM, Payor and Life Science Solutions, CVS Health

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Breakout Sessions

Empowering Resilience—Leveraging Benefit Plans for More Effective Disaster Recovery

Tuesday, January 28 | 11:00 a.m.-12:00 noon ET

Traditionally, benefit plans are not considered part of disaster recovery planning. Organizations often focus on operational continuity and infrastructure restoration, overlooking the critical role that employee well-being and support play in recovery. This presentation explores how organizations can enhance their resilience and recovery efforts by incorporating and effectively utilizing employee benefit plans. It highlights strategies for integrating benefit plans into disaster recovery frameworks, emphasizing the role of health, financial and employee support benefits in mitigating the impact of disasters. The session will provide practical insights and examples, demonstrating how tailored benefit plans can support employees and the organization during and after a crisis, ultimately contributing to a faster and more robust recovery.

Three Takeaways:

- **Integration of benefit plans**—Learn how to seamlessly integrate health, financial and employee support benefits into disaster recovery strategies to ensure comprehensive support.
- **Employee-centric support**—Discover ways to tailor benefit plans to address the specific needs of employees during crises, enhancing their well-being and productivity.
- **Enhanced organizational resilience**—Understand the long-term advantages of leveraging benefit plans for disaster recovery, leading to a more resilient and responsive organization.

Speakers:

Lindsay Fuhrman, Director of Population Health Management, World Insurance Associates LLC
Jay Kirschbaum, Senior Vice President and Director of Benefits Compliance, World Insurance Associates LLC

Breakout Sessions

Building a Resilient Workforce: Comprehensive Mental Health Initiatives

Tuesday, January 28 | 11:00 a.m.-12:00 noon ET

Explore comprehensive mental health initiatives designed to create a resilient workforce. This session will cover flexible work policies, robust employee assistance programs and effective cross-departmental collaboration. We will examine three different case studies that highlight successful implementations and their positive impacts on employee well-being and organizational health.

Attendees will be able to:

- Identify key components of effective mental health initiatives, such as flexible work policies and employee assistance programs
- Analyze three real-world case studies to learn about successful implementations of mental health initiatives
- Develop actionable strategies to enhance mental health support and resilience in an organization.

Speaker:

Michael Dickerson, CEO and Founder, Dickerson Consulting Group LLC

An Employer's Guide to Health Care Price Transparency

Tuesday, January 28 | 11:00 a.m.-12:00 noon ET

Since 2020, the Centers for Medicare & Medicaid Services (CMS) has put into place the Transparency in Coverage Final Rule and the No Surprises Act. These new federal obligations, combined with recent employee benefits litigation and new RxDC reporting requirements, create a host of new issues and duties for already overwhelmed benefits professionals. Join Certified Employee Benefits Specialist and practicing attorney Madison Evans to review and discuss the impact these changes are having on plan sponsors and what benefits professionals can do to stay on top of it.

Attendees will be able to:

- Explain the No Surprises Act and its impact in the face of ongoing litigation
- Understand the latest in required health care reporting obligations including the Transparency in Coverage (TiC) Final Rule, RxDC reporting and gag clause prohibition attestations
- Discuss what is driving these initiatives and how they impact employer-sponsored health plans.

Speaker:

Madison Connor, J.D., CEBS, Senior Vice President, Regulatory Compliance and External Affairs, Employers Health

Breakout Sessions

Holistic Wellness: Chicago Public Schools' HR Approach to Mental Health

Tuesday, January 28 | 1:15-2:15 p.m. ET

Join the Chicago Public Schools (CPS) HR benefits team as they share their comprehensive approach to mental wellness in this engaging case study session. Learn how CPS listens to their employees, implements customized solutions and delivers innovative benefits. Discover how their wellness champions and digital products are making a significant impact on employee well-being across diverse school locations.

Session Takeaways:

- Understand how CPS listens to its diverse employee base and tailors wellness programs to meet the unique needs of different staff demographics. Explore how CPS leverages digital tools and a centralized online benefits hub to improve access, convenience and utilization rates of mental health and wellness services.
- Learn about CPS's commitment to whole-person wellness, integrating physical, emotional and behavioral health to improve employee quality of life and reduce turnover and fatigue.

Panelists:

Emily Hardesty, M.B.A., Client Success Manager, Big Health

Katie Himes, Employee Wellness Specialist, Chicago Public Schools

Jen Idrovo, M.P.H., Employee Wellness Manager, Chicago Public Schools

Levi Jenkins, Employee Wellness Specialist, Chicago Public Schools

Coordination of the Vendor Ecosystem: Elevating Employee Support and Improving Vendor Strategy

Tuesday, January 28 | 1:15-2:15 p.m. ET

In this engaging and interactive session, we will discuss the vital aspects of vendor management to create a seamless and positive employee experience while optimizing cost efficiency. Attendees will learn to assess, enhance and collaborate with vendors effectively, ensuring employees receive the best possible care when they need it, from the right solution. We will explore the art of effective communication and learn about new communication and engagement trends. We will also present a focused case study on cancer care support, demonstrating how leveraging data and vendor collaboration can lead to improved outcomes and significant cost savings.

Attendees will be able to:

- Gain practical insights on assessing and simplifying vendor relationships
- Explain the latest trends in communication and engagement and how these trends impact vendor management
- Analyze a case study on cancer care support, highlighting how vendor partnerships can improve patient outcomes and support employees in need.

Speaker:

Dana Baker, M.B.A., Senior Director, Complex Care Program, Mayo Clinic

Breakout Sessions

Fundamentals of Leave Laws for HR and Benefits Professionals

Tuesday, January 28 | 1:15-2:15 p.m. ET

HR and benefits professionals have to master the complexities of a number of overlapping leave laws, and they frequently turn to the benefit broker for guidance. This program focuses on how to administer health benefits during leaves, including leaves under FMLA and USERRA, and provides an overview of the key issues that arise. The session will address which benefits employers must offer, for how long and who has to pay for them, along with a discussion of cafeteria plan elections. Designed to answer common questions, this session will include examples, best practices and action items.

Attendees will be able to:

- Understand how to administer health benefits during an employee's leave
- Explain the relationship between federal and state leave laws
- Implement practical tips for compliance.

Speaker:

Marilyn A. Monahan, Owner, Monahan Law Office

Weigh Your Options: How Can Employers Support the Management of Obesity Within Their Organizations?

Tuesday, January 28 | 2:45-3:45 p.m. ET

Join a faculty speaker in an employer-specific program as they discuss the unmet need of obesity, its impact and physiology, and treatment opportunities for employees living with obesity. Attendees will have the opportunity to ask questions at the conclusion of the program.

This program is sponsored by, and the speaker is presenting on behalf of, Lilly USA, LLC. It is being presented consistent with FDA guidelines and is not approved for continuing education credit.

Sponsored by



Breakout Sessions

No Doesn't Mean Never: Navigating Resistance and Championing Change

Tuesday, January 28 | 2:45-3:45 p.m. ET

A diverse workforce across the U.S. demands a comprehensive benefits package that prioritizes well-being. But how can benefits professionals implement new benefits when leadership seems hesitant? This session will share the experience of ZOLL's benefits team and how they persevered through resistance to meet member needs. Through strategic communication, data-driven arguments and proactive problem-solving, they ultimately secured leadership buy-in for a transformative employee solution.

Attendees will be able to:

- Translate the benefits of proposed changes into language that resonates with leadership's focus on ROI, employee retention and overall business success
- Discover strategies for gathering and presenting data that showcases the positive impact of your proposed benefits changes on key metrics such as employee morale, engagement and health care costs
- Develop a multichannel strategy to proactively address concerns and build employee buy-in (e.g., email, video, home mailers, signage).

Speakers:

Alyson Cohen, Senior Benefits Specialist, ZOLL Medical Corporation

Tanya Riley, Director of Corporate Benefits, ZOLL Medical Corporation

Karen Scattergood, Senior Account Executive, Spitfire Communications

Managing the Aging Workforce

Tuesday, January 28 | 2:45-3:45 p.m. ET

Preparing for an aging workforce is an essential practice for employers who want to ensure the continued success and productivity of their organizations. As the workforce demographics shift and more employees work past the traditional retirement age, there are numerous strategies that employers can implement to support their employees. This session will explore how embracing age diversity and taking proactive measures to support an aging workforce can help employers benefit from the wealth of experience and knowledge older employees bring to the table, while maintaining a productive and inclusive work environment for all staff members.

Attendees will be able to:

- Explain the shift in workforce demographics and the impact on different types of organizations
- Analyze the impact workforce demographic shifts may have on their own organization
- Explore potential solutions for addressing the challenges and opportunities of an aging workforce.

Speaker:

Stuart Sutley, M.B.A., Innovation Practice Leader, Bolton Health

Breakout Sessions

Building an Effective Wellness Strategy: The What, Why, How Approach

Tuesday, January 28 | 2:45-3:45 p.m. ET

What, why, how—three simple words that can transform a wellness strategy. In this dynamic session, attendees will learn the principles of developing a comprehensive wellness strategy and practice using the “What-Why-How” technique to ensure their strategy outlines clear goals, addresses wellness holistically and measures outcomes effectively. Additionally, attendees will review real-world examples of year-over-year client strategies and their population outcomes, offering practical insights and inspiration. Join this session to learn how to create a thriving workplace environment that promotes health and well-being for all!

Attendees will be able to:

- Understand the key distinctions between wellness interventions, programs and comprehensive strategies, enabling more effective planning and implementation
- Combine population health data and holistic wellness principles into a cohesive strategic plan, addressing the diverse needs of employees
- Develop or update their workplace wellness strategy using a provided template, tailored to incorporate multiple dimensions of wellness and aligned with organizational goals.

Speaker:

Chase Sterling, M.A., CWP, Founder and Lead Consultant, Wellbeing Think Tank, HHP Cultures

Breakout Sessions

Optimizing Health With Personalized Genomics: From Early Detection to Evidence-Based Care Navigation



Sponsored by

Tuesday, January 28 | 4:00-5:00 p.m. ET

Cancer is a leading driver of health care costs. To help address the health of an employee population, implementation of a preventive-focused health program centered around early detection, tailored recommendations and proactive screenings can help uncover potential health risks, recommend preventive steps, inform treatment options and offer personalized approaches to support long-term health. With the addition of health care navigation, employees can better adhere to cancer screening regimens and improve their time to treatment decisions, and individuals diagnosed with cancer can receive evidence-based intervention through personalized guidance and support. This session will describe innovative, employee-centered approaches to personalized health and cancer care through genomic testing, genetic counseling and expert health care navigation to ensure access to high quality, evidence-based care.

Attendees will be able to:

- Explain the use of preventive-focused genetic screening programs for risk assessment, early disease detection and personalized care recommendations
- Discuss the power of clinical navigation and its use as an evidence-based intervention to improve adherence to routine health screenings and recommended treatments
- Explore genomics programs that can provide precision cancer testing combined with personalized cancer navigation to help develop a tailored support plan for improved outcomes.

Speaker:

Eden Haverfield, D.Phil., FACMG, Head of Medical Affairs, Genomic Life

Breakout Sessions

Enhancing Staff Well-Being: The Impact of Licensed Mental Health Clinicians Serving Staff in Schools

Tuesday, January 28 | 4:00-5:00 p.m. ET

In response to the growing concern over the mental health and well-being of educators and staff within school districts, a pioneering initiative was launched in 2021 in the Phoenix Union High School District, employing licensed mental health clinicians dedicated solely to addressing the emotional and psychological needs of staff members. The primary objective of this initiative is to provide comprehensive support to school staff by granting them access to licensed mental health clinicians who specialize in addressing the unique challenges faced within educational environments. Through this program, staff members are empowered to seek assistance for mental health concerns, access community resources and receive on-campus support tailored to their needs. Key components of this resource include psychoeducational interventions delivered through webinars and in-person presentations, covering a range of topics such as emotional intelligence, mindfulness, self-care, self-compassion, conflict resolution and resilience. Since its inception, the program has witnessed an 8% increase in staff accessing mental health care services, indicating a positive response to the initiative, and the provision of a designated space for staff to address these concerns and connect with ongoing support has begun to effect significant changes within the district.

Attendees will be able to:

- Recognize areas of strength and possible opportunities of growth within themselves and others on their teams
- Identify ways to create a culture on their campuses or in their districts that promotes emotional and social wellness
- Develop a plan of the next steps they can take to promote emotional and social wellness on their campuses or in their districts.

Speakers:

Erika Collins-Frazier, Ed.D., LPC, NCC, Staff Health and Wellness Clinician, Phoenix Union High School District

Diamond Howell, Ed.D., Staff Health & Wellness Manager—Emotional and Social Pillars, Phoenix Union High School District

Cailene Pisciotta, LPC, NCC, Staff Health and Wellness Clinician, Phoenix Union High School District

Jennifer J. Ramos, MSW, LCSW, Staff Health and Wellness Clinician, Phoenix Union High School District

Breakout Sessions

Whose Kid Is This? And Other Good Reasons to Conduct Dependent Eligibility Audits

Tuesday, January 28 | 4:00-5:00 p.m. ET

This is an in-depth educational session on dependent eligibility auditing—a review that verifies all dependents enrolled in a fund or organization's health plan. Since dependent eligibility audits also expose ineligible dependents, such as ex-spouses, this session will also discuss how to communicate and reconcile plan changes after the audit is complete. Drawing from the speaker's 16 years working with dependent audit teams, this session will include best practices as well as entertaining anecdotes.

Attendees will be able to:

- Explain why their fund or organization could benefit from a dependent audit
- List best practices and necessary steps for a successful dependent audit
- Estimate results and savings based on the demographics of their employees and plan members.

Speaker:

Leslie Wilkins, M.B.A., Sales and Marketing Executive, Part D Advisors Inc.

The Eras Tour 2.0

Wednesday, January 29 | 9:30-10:30 a.m. ET

Health benefits are undergoing a transformative shake-up due to the dynamics of having five generations in the workplace. Drawing parallels to Taylor Swift's iconic eras from "Fearless" to "Midnights," each generation in the workplace brings its own mood, wants and needs when it comes to health benefits. And, just as her music has evolved over time, so too must health benefits adapt to effectively meet the wants and needs across generations.

Attendees will be able to:

- Understand the health benefit wants and needs for each generation (era)
- Learn effective communication techniques for health benefits for each generation (era)
- Adopt new ways of thinking in the connection between health benefits and retention of employees.

Speaker:

Katherine Atkinson, Employee Experience Consultant, eth0s

Breakout Sessions

Challenges and Solutions for Unhappy Romantic Relationships Affecting the Workplace

Wednesday, January 29 | 9:30-10:30 a.m. ET

About half of marriages and most cohabiting relationships break up. An extensive body of research shows that relationship distress impacts multiple aspects of job functioning (tardiness, work quality, organizational citizenship behaviors) and job attitudes (satisfaction, withdraw, and intentions to quit). In this talk, Professor of Psychology and relationship expert, Dr. Brian Doss, will illustrate the challenges and identify potential solutions.

Participants will learn:

- The impact of relationship distress on work functioning and the mechanisms of those effects.
- Why couple therapy, although effective, has a limited role to play in EAPs
- How digital relationship interventions can be an attractive adjunctive option for EAPs

Speaker:

Brian Doss Ph.D., Professor of Psychology; President & Co-founder, University of Miami; OurRelationship

Leadership in Action: Elevating Employee Well-Being With the City of Mesa

Sponsored by



Wednesday, January 29 | 10:45 - 11:45 a.m. ET

Join the City of Mesa and WebMD Health Services to explore the critical role of leadership in fostering a successful culture of well-being. The City of Mesa's Wellness 360 program demonstrates how strong leadership support and visibility can enhance employee engagement, create a vibrant community culture and sustain long-term program success. Join this session to hear about how the City of Mesa has established a robust program, which includes the three C's: community, culture and (a little friendly) competition! This session will showcase the City of Mesa's journey, highlighting how leadership continues to evolve their program, increases registration in every location; and engages a hard-to-reach, highly stressed public service department.

Attendees will be able to:

- Explain the role of leadership support in a successful wellness program
- Explore new ideas for wellness initiatives based on the City of Mesa's programs: "Beat the Boss Challenge" and "City of Mesa Famous"
- Discuss how wellness programs will change over time in order to sustain long-term success.

Speakers:

Christine Muldoon, M.B.A., Senior Vice President of Marketing and Strategy, WebMD Health Services

Romy Nelson, M.Ed., NDTR, NBC-HWC, Employee Health and Wellness Manager, City of Mesa

Breakout Sessions

Leveraging and Leading an Impactful Statewide Employee Wellness Coalition

Wednesday, January 29 | 10:45-11:45 a.m. ET

This session will define and explore statewide employee wellness coalitions and discuss how attendees might leverage this model to increase resources and partnerships that maximize wellness program success. Statewide wellness coalitions can benefit companies, organizations and even broader communities. Working together to share best practices and support each other's efforts can help accomplish strategic plan goals, improve leadership support and involvement, and move the needle on employee health.

Attendees will be able to:

- Understand the benefit of statewide employee wellness coalitions on their wellness efforts, specifically with the partnerships of statewide agencies and organizations
- Better leverage resources and collaborative partnerships to achieve their goals for employee wellness in the workplace
- Develop a plan for creating a successful statewide coalition that benefits their workplace.

Speakers:

Carlye Fabrikant, M.S., CWP, ACE-PT, Wellness Coordinator, The School District of Palm Beach County

Heather V. Parker, RNC, CWP, Wellness Coordinator, School District of Lee County

Responding to IRA Changes: Strategies to Mitigate Risk and Control Cost

Wednesday, January 29 | 10:45-11:45 a.m. ET

The Inflation Reduction Act (IRA) of 2022 introduces significant changes to Medicare Part D, which improves coverage for retirees but presents financial challenges for employers sponsoring group Medicare Part D plans (EGWPs). These challenges also apply to Part D benefits under insured MAPD plans. To mitigate potential cost increases and unknown risks, employers might consider directing retirees to individual Medicare Part D plans through marketplace exchanges, leveraging Health Reimbursement Arrangements (HRAs) for funding.

Attendees will be able to:

- List the improvements to prescription coverage for Medicare enrollees
- Explain the new risks and opportunities for group Medicare Part D plan sponsors
- Discuss how to assess plan sponsor risk and potential cost increases to mitigate risk and manage costs.

Speaker:

Jon Andrews, Managing Director, Via Benefits Sales Leader, WTW

Breakout Sessions

Crafting a Competitive Edge: Leveraging Your Benefits to Attract, Engage and Retain

Wednesday, January 29 | 12:00 noon-1:00 p.m. ET

It is required for many organizations to provide a basic set of health care and retirement benefits to employees, but can benefits and HR professionals do more than check a box? Can benefits be a tool for recruitment, engagement and retention, and if so, what is the best approach? This session will explore the relationship between benefits, engagement and retention as well as actively explore solutions to common challenges such as aligning benefits to company values, understanding employee needs, communicating benefits, and ensuring benefits offered can coexist with other organizational policies and processes.

Attendees will be able to:

- Align benefits with member needs and organizational values
- Leverage benefits in recruitment marketing
- Consider innovative benefits that speak directly to the holistic needs of employees, above and beyond meeting the basic expectations of employee benefits.

Speaker:

Amy Pagett, M.B.A., SPHR, Owner, HR Insight Consulting

Employee Health and Culture: Five Ways You Might Be Sabotaging Your Wellness Program

Wednesday, January 29 | 12:00 noon-1:00 p.m. ET

With all of the responsibilities and workload that HR leaders often face, the additional responsibilities of managing a wellness program can be overwhelming and cause programs to become siloed. But integrating wellness principles and having policies that support employee health and well-being can make programs more effective and efficient as well as ease administrative burden. In this session, we will discuss the top five ways that your organization might be working against wellness programs as well as solutions to make well-being a more natural part of your workplace culture.

Attendees will be able to:

- Understand how to simplify wellness programs to reduce clutter and increase engagement
- Identify policies that can be in conflict with promoting employee health and well-being
- Learn about new approaches to make well-being a cultural shift vs. an additional program.

Speakers:

Katie O'Neill, D.C., B.S., Vice President and Practice Leader, Clinical Wellness, McGriff Insurance Services

Janie Warner, MSHRM, SHRM-SCP, Vice President/Human Resources Advisory Team Leader, McGriff Insurance Services

Hotel Information

TradeWinds Island Grand

The Island Grand is the largest beachfront resort on one of the best beaches in the U.S., allowing for opportunities to enjoy the Florida sun in between and after educational sessions. There are ten restaurants to choose from while in the resort as well as various pool options when you are looking for a way to relax and unwind, making this a great place for family fun.

Reservation Deadline: Monday, December 30, 2024

Rate: \$259 single/double occupancy

Hotel Accommodations: Please visit our Hotel/Travel tab at www.hbce.com to book your hotel reservations online. For hotel questions, contact the Registration Department at (888) 334-3327, option 2, or edreg@ifebp.org.

Note: Hotel room availability is not guaranteed outside of scheduled program dates.



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REGISTRATION

Go to www.HBCE.com to register.

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	Through December 16, 2024	After December 16, 2024
Government/Nonprofit	\$650	\$850
Nongovernment Plan Sponsor/Employer	\$750	\$950
Service Provider	\$850	\$1,050
Preconference Fee	\$295	\$395

Sessions subject to change.

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