

2017

# INNOVATIONS IN EMPLOYEE BENEFITS

C O N F E R E N C E



## Dates:

**Canton, Ohio - May 18, 2017**

**Breakfast and Registration:**  
7:30 a.m.–8:30 a.m.

**Presentations:**  
8:30 a.m.–4:30 p.m.

Kent State University at Stark Conference Center  
6000 Frank Ave. NW, North Canton, Ohio 44720



**Cincinnati, Ohio - June 22, 2017**

**Breakfast and Registration :**  
7:30 a.m.–8:30 a.m.

**Presentations:**  
8:30 a.m.–2:00 p.m.

Cooper Creek Event Center  
4040 Cooper Road, Blue Ash, Ohio 45241



## Register:

Visit [employershealthco.com/events](http://employershealthco.com/events)  
or call **614.336.2883**

Deadlines for reservations/cancellations/refunds:  
Canton: deadline is May 11, 2017  
Cincinnati: deadline is June 15, 2017



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## GENERAL SESSIONS



### **Donna E. Shalala – Former U.S. Secretary of Health and Human Services**

Trustee Professor of Political Science and Health Policy, The University of Miami

Dr. Donna E. Shalala, one of the most honored academics of her generation, will join us as our keynote speaker. In 1993, she was appointed by former President Bill Clinton as U.S. Secretary of Health and Human Services where she served for eight years. Dr. Shalala will share her experience serving as U.S. Secretary and will address the historical significance of evolving health care policies as it applies to employers.



### **The Future of Health Care Reform Under the Trump Administration**

**David Jones**, Assistant Professor, Health Law, Policy and Management, Boston University

Congress and the Trump administration are considering a range of legislative proposals that will affect employer benefit plans. David will dive into today's political and legislative environments and explore how they could reshape health care policy for decades to come.



### **Wellness Outcomes Measurement for Dummies ... and Smarties**

**Al Lewis**, CEO, Quizzify.com

Is your vendored or on-site wellness program saving you money? Al will review "plausibility testing" which measures the rate of wellness-sensitive medical admissions, otherwise known as potentially preventable hospitalizations, and will help you find vendors who set realistic expectations and deliver on them.

## BREAKOUT SESSIONS



### **Understanding the Medical Specialty Drug Benefit**

**Edythe Ferris**, Director, Clinical Pharmacy Strategies, Anthem Pharmacy Solutions

Understanding the differences between the medical specialty drug benefit and pharmacy benefit is important to any pharmacy management strategy. This session will help you identify pharmacy and medical pricing methodologies, the challenges with the specialty drug pipeline and more.



### **Delivering Primary Care Health Services to the Workplace: The Right Model for the Right Time**

**Tim Newman**, Medical Director, Clinical Services Integration, Activate Healthcare

**Debra Geihlsler**, Principal Owner, Activate Healthcare

On-site clinics can be crucial to the development of a health management strategy. Learn how an Indiana school district developed and implemented an on-site health strategy and the challenges and cost impact they faced.



### **Get Heard: How to Capture Attention and Drive Behavior**

**Vlad Gyster**, CEO and Founder, Airbo

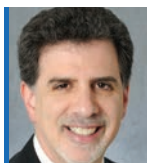
Driving engagement in employee benefits communication can be difficult. Assess why current HR communication tools fall short and learn the best practices and persuasive technologies to adopt in benefits communications.



### **An Employers Transition from Wellness to Well-being**

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

The wellness industry is rapidly evolving. Learn the latest in population health management and best practices for employee engagement. Discover and implement a plan to support a shift from wellness to well-being within your organization.



### **Evidence from the Latest Research on Consumer-Directed Health Plans**

**Paul Fronstin**, Director, Health Research and Education Program, Employee Benefits Research Institute

Is your organization considering Consumer Driven Health Care? Paul will discuss the use of Consumer Directed Health Plans and the impact CDHPs have on use of services, medication adherence and overall spending, as well as how the adoption of CDHPs can affect employees.



### **How a Fortune 1000 Health Insurance Company Realized Immediate Value to its Bottom Line and Employee Health and Morale with a Turnkey, Self-Funding Wellness Solution**

**Kathy Golovan**, Executive Vice President and Chief Health Officer, Medical Mutual of Ohio

**Jim Arbogast**, Vice President of Hygiene Services and Public Health Advancements, GOJO

A recent 13-month study conducted by Medical Mutual of Ohio and GOJO researched a link between a comprehensive hand hygiene program in the workplace and insurance claims tied to hand hygiene preventable illnesses. Learn a simple but cost effective way to keep your employees healthier.



## GENERAL SESSIONS



### Understanding the Medical Specialty Drug Benefit

**Dee Delapp**, Senior Clinical Pharmacist, Anthem Pharmacy Solutions

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### ACA Outlook: The Future of the Affordable Care Act

**Kathryn Wilber**, Senior Counsel, Health Policy, American Benefits Council

Congress and the Trump administration are considering a range of legislative proposals that will affect employer benefit plans. Learn the latest in health policy developments including changes to HSAs and other health savings accounts, reform measures to repeal the "Cadillac Tax" and more.



## CONFERENCE MOBILE APP

Check out the full agenda, speaker bios, sponsors, exhibitors and up-to-date conference information.

Visit [www.ehbenefitsconference.com](http://www.ehbenefitsconference.com)

## Continuing Education Credits

### Canton Program:

- Pending approval by the Ohio Department of Insurance for 5 continuing education credits for licensed health insurance professionals
- Pending approval for 6 recertification credit hours toward PHR and SPHR recertification through the Human Resource Certification Institute (HRCI)

### Cincinnati Program:

- Pending approval by the Ohio Department of Insurance for 4 continuing education credits for licensed health insurance professionals
- Pending approval for 4 recertification credit hours toward PHR and SPHR recertification through the Human Resource Certification Institute (HRCI)

*\*You must present your National Producer Number (NPN) when signing in and out for continuing education credits. Must stay for duration of program. No partial credits will be granted.*



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CANTON: MAY 18, 2017 | CINCINNATI: JUNE 22, 2017



# 2017 Employers Health INNOVATIONS

in Employee Benefits Conference

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