

34th Annual Health Benefits Conference + Expo

Tuesday, January 28-Wednesday, January 29, 2025
St. Pete Beach, FL

In This Section

2025 Session Agenda ↓

Tuesday, January 28 ↓

8:00 am - 9:15 am

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

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, the results of which are very attractive to stakeholders. This session will review the latest and greatest research and data on 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 return on investment (ROI) and value on investment (VOI) as they pertain to workplace well-being benefits.
- Describe the current research outcomes on workplace well-being benefits from a ROI and VOI perspective.
- Understand the ROI and VOI of well-being in comparison to integrated workplace health and productivity strategies.



Tyler Amell, Ph.D., M.S.
Chief Health and Strategy
Officer, MediKeeper Inc.
Faculty, Pacific Coast
University for Workplace
Health Sciences

(<https://www.ifebp.org/docs/default-source/pdf/bios/a/amell-tyler.pdf>)

9:45 am - 10:45 am

Pharmacists: The Unsung Hero of Chronic Condition Management Session

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 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.



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

(<https://www.ifebp.org/docs/default-source/pdf/bios/r/rouse-nathan.pdf>)

9:45 am - 10:45 am

Creating a Worksite Wellness Champion Network

Wellness champions are often the eyes, ears and hearts of successful wellness programs. This is especially true when those program are

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.



Kerry Horne,
M.Ed

**Well-Being
Manager
HealthTrust**

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9:45 am - 10:45 am

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

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,

wellness within these hybrid environments.

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

- Explain at least 3 common social wellness challenges faced by individuals and communities.
- Identify 3 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 1 social wellness strategy to your workplace.



Abigail Loose,
MS, CHES

Wellness
Supervisor
GatorCare (UF
Health)

(<https://www.ifebp.org/docs/default-source/pdf/bios/l/loose-abigail.pdf>)



Mallory Rubek,
MS, MCHES

Wellness
Manager
GatorCare (UF
Health)

(<https://www.ifebp.org/docs/default-source/pdf/bios/r/rubek-mallory.pdf>)

9:45 am - 10:45 am

Empowering Patient-Physician Communication for Better Health Outcomes

This session is focused on ways to empower people individuals to communicate better with doctors and optimize their health. By giving

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.



**Dana
Sherwin**
Consultan
t

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11:00 am - 12:00 pm

Bold New Thinking About Drug Pricing Strategies

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

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 benefit 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.



Josh Fredell, PharmD
Vice President, Head of
PBM & Specialty Product
Innovation
CVS Caremark

(<https://www.ifebp.org/docs/default-source/pdf/bios/f/fredell-joshua.pdf>)

11:00 am - 12:00 pm

Building a Resilient Workforce: Comprehensive Mental Health Initiatives

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. Learn how these strategies can support employee well-being and enhance overall organizational health.

- 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.



Michael Dickerson
CEO
Dickerson
Consulting Group,
LLC

(<https://www.ifebp.org/docs/default-source/pdf/bios/d/dickerson-michael.pdf>)

11:00 am - 12:00 pm

An Employer's Guide to Health Care Price Transparency

Since 2020, 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 Connor 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.



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

(<https://www.ifebp.org/docs/default-source/pdf/bios/c/connor-madison.pdf>)

1:15 pm - 2:15 pm

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

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.

Attendees will be able to:

- 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.

of life and reduce turnover and fatigue.



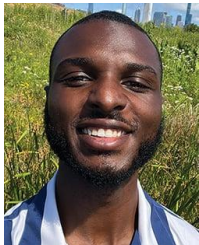
Jen Idrovo, MPH
Employee
Wellness Manager
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Katie Himes
Employee
Wellness
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Levi Jenkins
Employee
Wellness
Specialist
Chicago Public
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**Jennifer Schlecht,
FDN-P**
National Director,
Public Sector
Big Health

(<https://www.ifebp.org/docs/default-source/pdf/bios/s/schlecht-jennifer.pdf>)

1:15 pm - 2:15 pm

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

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.



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

(<https://www.ifebp.org/docs/default-source/pdf/bios/b/baker-dana.pdf>)

1:15 pm - 2:15 pm

Fundamentals of Leave Laws for HR and Benefits Professionals

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

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.



**Marilyn
Monahan**
Owner
Monahan
Law Office

(<https://www.ifebp.org/docs/default-source/pdf/bios/m/monahan-marilyn-a.pdf>)

2:45 pm - 3:45 pm

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

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.

Key Takeaways

- The unmet need of obesity

2:45 pm - 3:45 pm

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

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 like employee morale, engagement and health care costs.
- Develop a multi-channel strategy to proactively address concerns and build employee buy-in (e.g., email, video, home mailers, signage).



Tanya Riley
Director of
Corporate Benefits
ZOLL Medical Corp

(<https://www.ifebp.org/docs/default-source/pdf/bios/r/riley-tanya.pdf>)



**Senior Account
Executive
Spitfire
Communications**



Alyson Cohen
**Senior Benefits
Specialist
ZOLL Medical
Corporation**

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2:45 pm - 3:45 pm

Managing the Aging Workforce

Preparing for an aging workforce is an essential practice for employers to 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.



Stuart Sutley,
MBA
Innovation
Practice Leader
Bolton Health

(<https://www.ifebp.org/docs/default-source/pdf/bios/s/sutley-stuart.pdf>)

2:45 pm - 3:45 pm

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

What, why, how—three 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.

aligned with organizational goals.



Chase Sterling, M.A.
Founder and CEO
Wellbeing Think
Tank/HHP Cultures

(<https://www.ifebp.org/docs/default-source/pdf/bios/s/sterling-chase.pdf>)

4:00 pm - 5:00 pm

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

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.

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.



Eden Haverfield,
DPhil, FACMG
Head of Medical
Affairs
Genomic Life

(<https://www.ifebp.org/docs/default-source/pdf/bios/h/haverfield-eden.pdf>)

4:00 pm - 5:00 pm

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

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

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.



**Erika Collins-
Frazier, Ed.D., LPC,
NCC**

**Staff Health and
Wellness Clinician
Phoenix Union High
School District**

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**Cailene Pisciotta,
LPC, NCC**

**Staff Health and
Wellness Clinician
Phoenix Union High
School District**

(<https://www.ifebp.org/docs/default-source/pdf/bios/p/pisciotta-cailene.pdf>)



**Jennifer Ramos,
MSW, LCSW**

**Staff Health and
Wellness Clinician
Phoenix Union High
School District**

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Manager – Emotional and Social Pillars
Phoenix Union High School District
diamond.pdf)

4:00 pm - 5:00 pm

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

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 any ineligible dependents, like 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 conduct 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.



Leslie Wilkins,
MBA
Sales and Marketing Executive

(<https://www.ifebp.org/docs/default-source/pdf/bios/w/wilkins-leslie.pdf>)

Wednesday, January 29 →

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