

35TH ANNUAL

HBCE[®]

Health Benefits Conference + Expo

January 20-22, 2026

Sawgrass Marriott

Ponte Vedra Beach, Florida

Register early to save!

**KEYNOTE SPEAKER AND
SESSION PREVIEW**

www.HBCE.com

International Foundation
OF EMPLOYEE BENEFIT PLANS



Health and Wellness Strategies for 2026 and Beyond

For 35 years, the **Health Benefits Conference & Expo (HBCE)** has been the go-to educational event for innovative, practical solutions that elevate your organization's health plans and wellness programs. Take a deep dive into dynamic educational sessions packed with actionable, timely insights to help you reduce costs, boost employee well-being, and stay ahead of the latest trends and topics that are affecting your organization's plans and programs.

Learn from real-world employer case studies, as well as leading experts who are transforming the industry, and network with peers facing similar issues to find solutions. Whether you're managing a health plan, designing a wellness program, or just looking for fresh, effective ideas, HBCE delivers the tools and inspiration you need, all at a budget-friendly price.

Content Designed for You

Sessions at HBCE are crafted for mid- to senior-level professionals from private and public sector employers, hospital and health care systems, and universities in the following fields:

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

What You Gain From 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.

Conference Schedule

TUESDAY | January 20, 2026

7:30-8:00 a.m.	Morning Preconference Registration
8:00-11:30 a.m.	Morning Preconference —A Fiduciary Framework for Managing Employer Health Care Programs
12:00 noon-12:30 p.m.	Afternoon Preconference Registration
12:30-4:00 p.m.	Afternoon Preconference —Staying Above the Fray: Essential Resiliency Skills for Challenging Times
4:00-6:00 p.m.	Conference Registration in the Foyer
4:00-6:00 p.m.	Welcome Reception in the Exhibit Hall

WEDNESDAY | January 21, 2026

7:00 a.m.-5:00 p.m.	Registration Open
7:00-8:00 a.m.	Continental Breakfast in the Exhibit Hall
7:00 a.m.-6:00 p.m.	Exhibit Hall Open
8:00-9:15 a.m.	Opening Session —Cutting Through the Chaos: Leading With Clarity in Today's Food and Nutrition Landscape
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

THURSDAY | January 22, 2026

7:00 a.m.-12:00 noon	Registration Open
7:00-8:00 a.m.	Continental Breakfast in the Exhibit Hall
7:00-11:00 a.m.	Exhibit Hall Open
8:00-9:00 a.m.	Breakout Sessions
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
12:00 noon-1:00 p.m.	Breakout Sessions

All times are listed in ET.

Preconference Options

A Fiduciary Framework for Managing Employer Health Care Programs

Tuesday, January 20, 2026 | 8:00-11:30 a.m.



Chelsea Ryckis, President, Ethos Benefits

Donovan Ryckis, CEO, Ethos Benefits

In today's regulatory environment, employers are no longer shielded from liability when it comes to managing their health care plans. This interactive workshop equips HR and benefits professionals with a practical fiduciary framework rooted in ERISA and the Consolidated Appropriations Act of 2021. Through real-world lawsuit analyses, peer discussions and a hands-on fiduciary self-assessment, attendees will

learn how to identify compliance gaps, strengthen plan governance and reduce legal risk. Participants will explore actionable strategies for improving plan design, vendor management and cost control while safeguarding participant outcomes. Whether you're new to fiduciary oversight or refining an existing process, this session delivers clarity, tools and confidence. Leave empowered to protect your organization—and your employees—with informed, compliant decision making.

Participants will be able to:

1. Define fiduciary responsibilities under ERISA, use the Consolidated Appropriations Act of 2021 and understand how they apply specifically to employer-sponsored health plans
2. Identify common fiduciary failures through real-world case analysis and apply a structured framework to evaluate plan oversight, vendor accountability and legal exposure
3. Conduct a self-assessment of their organization's current fiduciary practices and develop an action plan to improve governance, compliance and plan performance.

Staying Above the Fray: Essential Resiliency Skills for Challenging Times

Tuesday, January 20, 2026 | 12:30-4:00 p.m.



Brian Luke Seaward, Ph.D., Executive Director, Paramount Wellness Institute

This preconference workshop offers both an introduction and a refresher in the personal dynamics of self-care and resiliency skills that are considered foundational aspects of personal wellness and health, content that all health benefits professionals should practice and promote. Specific content includes healthy boundaries, head/heart coherence, digital wellness, neuroplasticity, dynamic sleep habits and positive adaptation skills. Participants will gain refinement of personal skills with both professional insights/wisdom and experiential content.

Participants will be able to:

1. Identify four key aspects of wellness self-care
2. Describe the term coherence as it relates to neuroplasticity and mental health
3. Identify five to ten tips for promoting healthy personal resiliency skills.

Opening Session

Cutting Through the Chaos: Leading With Clarity in Today's Food and Nutrition Landscape

January 21, 2026 | 8:00-9:15 a.m.



Zonya Foco, R.D., CHFI, CSP, Professional Speaker, Author and Celebrity Nutritionist

In our world of information whiplash, health plan and wellness professionals can often feel like it's an ongoing battle in an unwinnable war. The food system is flooded with ultra-processed products, many of which are even marketed as "healthy." We are all impacted by an industrialized agriculture system that prioritizes profit over nutrition. Weight-loss trends offer conflicting approaches, leaving us all overwhelmed and confused. Meanwhile, the wildfire of GLP-1 medications has reached nearly every weight-loss conversation. Do they fix the root of the problem? Are they a safe and effective long-term strategy?

With continued escalation of the incidence of heart disease, diabetes, Alzheimer's and cancer, the stakes couldn't be higher.

Join Registered Dietitian Nutritionist Zonya Foco as she reveals the real forces shaping how we respond to the food environment—and why understanding who we are up against is the first step toward meaningful change. Best of all, Zonya will equip you with powerful, single-phrase, evidence-based responses to the tough nutrition questions you hear every day: Are seed oils bad, and is butter better? Is 100g of protein a day the new gold standard? Is there a way to avoid or stop using GLP-1s? She will turn confusion into confidence and spark lasting "tipping points" for change. You'll leave this session inspired, informed and ready to lead with clarity in a world that desperately needs it.

After this session, participants will be able to:

1. Identify key factors in today's food system—such as ultra-processed ingredients, additives and industrialized agriculture—that contribute to poor health outcomes, including heart disease, diabetes, Alzheimer's and cancer
2. Define the impact of the current GLP-1 trend and understand alternative and complementary strategies
3. Communicate clear, concise and research-backed responses to common nutrition questions.



Main Conference Session Preview

Case Study Sessions

- The Direct Care Strategy Helping Apache Industrial Transform Access, Satisfaction and Cost Control
- Wellness Programs: Types of Incentive Programs, Nondiscrimination Rules and Implementation
- The Next Frontier in Mental Health Benefits: Scaling Access to Breakthrough Treatments
- The ROI of Stability: A Case Study in Tackling Real-Life Employee Crises
- Future-Proofing Your Health Benefits: A Case Study in Multiyear Planning
- Breaking Down Barriers: One Company's Mission to Make Well-Being Accessible, Empowering and Celebrated
- Lessons Learned: Health Plan Litigation for Fraudulent Mommy Makeovers
- Creating a Culture of Wellness: Lessons Learned From an Award-Winning Wellness Program
- Upstream Mental Health: Designing Workplaces That Don't Burn People Out

Sponsored Sessions

- Direct Primary Care Case Study: A Broker and Large Employer Perspective

Sponsored by  **hint connect**

- Maximizing Budgets With Lifestyle Benefits That Transform Workplaces

Sponsored by  **Espresa**
Powering Great Workplaces®

- How Orange County Public Schools Saved More Than \$10 Million Through High-Quality Surgical Care

Sponsored by  **LANTERN**

- Addressing Menopause With Better Benefits

Sponsored by  **WebMD HealthServices**

- What's Next for Well-Being: Emerging Trends Elevating Well-Being in the Modern Workforce

Sponsored by **TempoPay**

- Building Financial Resilience Into Plan Design: Financing Models for Sustainable Savings and Healthier Employees

Sponsored by  **MAVEN**

- Root Cause Medicine: Reversing Disease and Reducing Medication Dependence

Sponsored by  **root**

Topic Sessions

- Finding Joy in the Workplace: Emerging Trends Elevating Well-Being in the Modern Workplace
- Avoiding PBM Chaos and Implementing Tactics for Success
- Litigation and Liability Issues for Self-Funded Health and Welfare Plans
- ICHRA: Smart Strategy or Costly Trade-Off? A Real Talk for Employers
- Obesity's Impact on Your Company and Health Plan
- The Business Case for Embracing the "Food as Medicine" Movement
- Theory to Thrive: Applying Public Health Models to Corporate Wellness
- Organizational Health Insurance Literacy: A Strategy for Smarter Benefits and Lower Costs
- Aligning Care for High-Risk, High-Cost Individuals
- From Silos to Synergy: Aligning Wellness, Rewards and Performance in Times of Change
- Empowering Human Resources: "The AI Revolution!"
- Creating Inclusive Benefits to Attract Gen Z Talent: Understanding and Meeting the Needs of the New Workforce
- Using AI to Prevent Opioid Addiction: How to Stop Overprescribing Before It Starts
- Understanding and Applying the HIPAA Required Response to Workplace Cybercrime Events and Other Security Threats
- "Best Practices in Healthcare" Survey Results: Insights for Benefits Professionals

Past Attendee Organizations

Attendees at HBCE represent a diverse selection of organizations from across the country. A sampling of past attendee organizations includes:

- AbbVie
- Amazon One Medical
- Atlantic Union Bank
- Boston Benefit Partners LLC
- City of Miami
- Collier County Risk Management
- Cook Children's Health Care System
- CVS Caremark
- Darden Inc.
- Explorer Pipeline Co
- LifeSecure Insurance Company
- Lockton
- Loudoun County Public Schools Employee Benefits
- Montana University System
- Mutual of Omaha
- Pinellas County Human Resources
- Prime Therapeutics
- Richland County Government
- Rx Savings Solutions
- State and Local Government Benefits Association
- United Benefit Advisors
- Williamson County

Hear What Past Attendees Have to Say

“

Definitely attend! It is a great opportunity to see what others are doing and meet providers.

”

“

Great sessions, and conference was valuable.

”

“

This is a very informative program, and you will leave with a wealth of information.

”

Things to Do at HBCE

Participate in Networking Receptions

A great way to kick off your HBCE experience, networking receptions put you in contact with peers from across the country. Grow your network and learn from their experiences at this valuable event.

Check Out the Exhibit Hall

Learn about products and services that can assist you in achieving your organizational goals by exploring the exhibit hall. More than 50 service providers will be on hand to help!



Explore Ponte Vedra Beach, Florida

Ponte Vedra Beach, part of Florida's Historic Coast, has plenty to explore during your stay this January. Stroll along the beautiful beach, take in the sights and explore the vast outdoor activities available after a day of robust learning and networking. Visit www.hbce.com for more information on booking your stay.



Hotel and Travel Information

Sawgrass Marriott

Reservation Deadline: Monday, January 5, 2026

Rate: US\$299.00 Single/Double Occupancy
(additional US\$20/person per night for third and/or fourth guest)

Taxes and Fees (subject to change): 11.5% Room Tax

Resort Fee: Discounted Resort Fee of \$18/room per night

Resort Fee Includes:

- Enhanced guestroom Wi-Fi
- Daily fitness classes at the Sawgrass Spa
- Miniature golf daily
- One (1) hour bicycle rental for up to four (4) bikes (based on availability)
- Private access to the Cabana Beach Club
- Complimentary shuttle service to the Cabana Beach Club, TPC Sawgrass Clubhouse and other locations up to one (1) mile off resort property.



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 the conference! It is a great way to grow existing business, build brand awareness and make valuable connections! Sign up early, as the exhibit hall sells out every year!

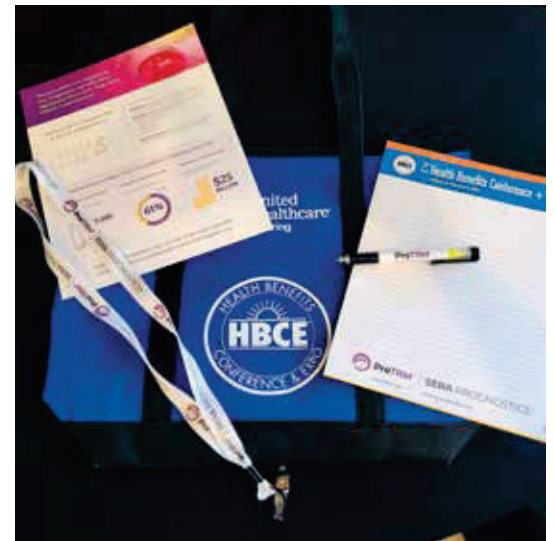
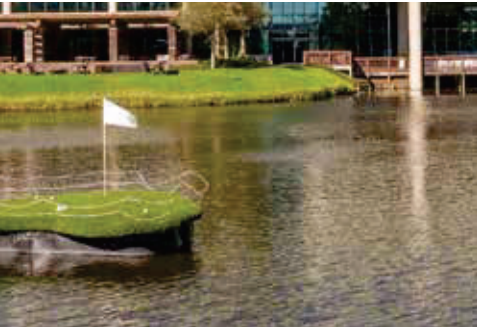
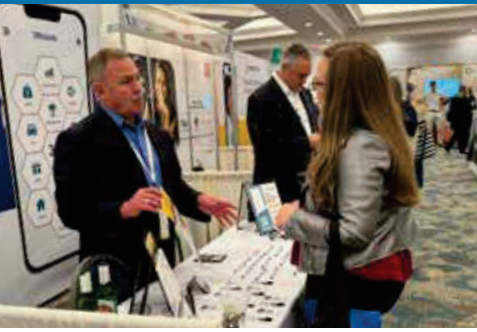
Exhibit Opportunities Include:

- Pre- and postconference mailing list
- Two all-access conference registrations
- Six-foot table, two chairs, carpet and wastebasket
- Complimentary Wi-Fi
- Listing on www.hbce.com
- Company listing in many conference publications
- Product/service listing in the Directory of Exhibits and Sponsors.

Popular Sponsorships Include:

- Keynote Session and Tote Bag
- Mobile App
- Refreshment Break
- Continental Breakfasts
- Attendee Luncheon
- Conference Pens
- Networking Receptions
- Sawgrass Floating Hole (Golf)
- Design Your Own Sponsorship.

More options and full details are available at www.hbce.com.



Contact Us Today!

For more information, contact Julie Ichiba at jichiba@ifebp.org or (262) 373-7674.

Registration

Go to www.HBCE.com to register.

Conference Registration Fees

	Through December 9, 2025	After December 9, 2025
Government/Nonprofit	\$695	\$895
Nongovernment Plan Sponsor/Employer	\$795	\$995
Service Provider	\$895	\$1,095
Preconference Fee	\$325	\$425

Registration Includes

Continental breakfasts • Lunch • Welcome Reception • Networking Reception

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 (8 days for Disney properties) of arrival. Registration fee is forfeited once program commences. For details, see www.ifebp.org/policies.

Continuing Education Credit

Continuing education (CE) credit for professions and designations MAY be available for attendance at live sessions. You must register for the program and request CE credit at least 60 days prior to the beginning of the program so that the Foundation can seek preapproval from the governing agency.

Requests made for CE credit do not guarantee administration of credit. For further information on CE credit, please call (262) 786-6710, option 2, or email continuinged@ifebp.org.



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



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