

Benefitfocus Health Plan Place™

Navigating Health Care *Change*

Thank you for being a part of the first-ever digital Health Plan Place! We are excited to have you to join us for an afternoon of discussion around how you are adapting to unprecedented times to retain members and continue to grow – and how we can help.

You'll use Zoom to participate in all Health Plan Place sessions; for more details on how to join them, please visit our conference hub at: <https://crowd.cc/healthplanplace2020>.

If you have any questions, reach out to events@benefitfocus.com.

Tuesday, September 15 | 1:00 p.m. – 3:40 p.m. ET

1:00 p.m. –

Opening Address | Creating Resilience in a Rapidly Changing World

1:45 p.m.

Steve Swad, President and CEO, Benefitfocus
Annmarie Fini, Executive Vice President, Customer Success, Benefitfocus
Tyler Crompton, Senior Director, Solution Engineering, Benefitfocus
Suzi Pigg, Director, Health Plan Sales, Benefitfocus

All eyes are on the health care industry as it responds to the COVID-19 pandemic. More than ever, health plans are challenged with the overwhelming task to drive growth, increase efficiency and adapt quickly to changing customer needs. Join this session to hear how we are helping health plans break down complexity, drive efficiency and lead from a position of strength, both now and in the future.

1:50 p.m. –

Driving Growth and Retention through Uncertainty

2:30 p.m.

Moderator:

Dave Busch, Industry Consultant and Former Health Plan Executive

Panelists:

Tricia Hemsy, Executive Vice President, Employee Benefits Practice Leader, HUB International
Gina Laird, Senior Vice President, Benefit Operations Division, Blue Cross and Blue Shield of Louisiana
Sandi Stein, Senior Vice President, Global Head of Benefits, Brown Brothers Harriman and Co.

Employers, brokers and health plans face unprecedented challenges amid the uncertainty of the pandemic, the resulting global recession and an upcoming election. In this session, panelists from across the benefits ecosystem share their perspectives on the short and long-term implications of the changing landscape, including:

- Actions they are taking to promote near-term stability and long-term competitive advantage
- Perspectives on how the upcoming election results could cause business and health care change
- The ways in which the crisis is propelling new ideas and transformational change
- Next steps to prepare for the future

2:35 p.m. –

Efficiency Meets Engagement: Key Considerations for Health Insurer Competitiveness

3:05 p.m.

Bill Pieroni, President and CEO, ACORD

Traditionally, insurance companies have had to make trade-offs between competing on price and competing on customer experience. But as both health care spending and consumer expectations continue to grow, such compromises are not a long-term path to success. In this session, ACORD will share key findings from its recent first-of-a-kind U.S. market analysis on the role that technology platforms play in enabling health insurers to meet the demands of consumers while also driving operational efficiencies.

The presentation will focus on identifying implications, opportunities and imperatives for carriers as they consider how they will evolve their approach to:

- Attract and engage consumers on a digital shopping journey
- Differentiate and diversify their product offerings
- Maintain growth and profitability in an ever-changing world

3:10 p.m. –

Protecting Your Members' Digital Lives – During the Pandemic and Beyond | Presented by Allstate Identity Protection

3:40 p.m.

Danielle Engelking, Director, Platform Partner Architecture, Allstate Identity Protection

Holly McCulloh, Vice President, National Accounts, Allstate Identity Protection

The COVID-19 pandemic has transformed all of our lives. More than ever before, we're relying on technology to work, shop and live. We use digital apps to deliver groceries and meals; kids join school virtually; patients schedule telemedicine visits – and these are just some of the changes in our 'new normal.' But are your members protected from the risks of expanding digital footprints? Join this session to learn how Allstate Identity Protection can help you, your customers and your members protect what they care about most!

Health Insurance Alone is Not Enough to Protect Employees | Presented by LegalEASE

Jerry Turjanica, Vice President, National Sales, The LegalEASE Group

Financial Wellness Programs and Health Insurance are a hot topic for HR and Benefits Managers right now. Companies are scrambling to add tools, resources, coaching, and programs to help employees understand financial wellness and strategies to achieve financial security. But, what if, there could be an integral component missing for employees to achieve financial security? We will discuss what is causing employee financial issues and what is landing them deep in debt with almost no hope of climbing out of the hole. We have a solution that doesn't cost the employer anything and provides employee protection by having coverage for unexpected life events.

A Pat a Day Keeps the Doctor Away | Presented by Nationwide

Dr. Jules Benson, BVSc, MRCVS, Chief Veterinary Officer, Nationwide

Heidi Sirota, Chief Pet Officer, Nationwide

Pet insurance has obvious benefits for a pet's health – and for its owner's finances, but did you know that pet ownership also has positive impacts on your members' health? In fact, 74% of doctors would prescribe a pet to improve overall health. Join this session to learn more about how you can leverage pet insurance to reduce medical claims, while increasing total wellbeing, and loyalty, with your members.

Coping with COVID-19: Helping Members Manage Stress and Anxiety | Presented by The Hartford

Kimberly Mashburn, Absence Management Practice Lead, The Hartford

Dr. Adam Seidner, Chief Medical Officer, The Hartford

Adele Spallone, Vice President of Clinical Operations, The Hartford

Striking an optimal balance of work and home was always a challenging juggling act for family caregivers. But the COVID-19 pandemic didn't so much blur those boundaries as it did obliterate them. Almost overnight, households were turned into worksites and classrooms and parents into geography and math teachers. These new roles added new stress and anxiety amplified by uncertainty and isolation. This session shares effective coping strategies for caregivers, highlighting the importance of healthy routines, emotional well-being and how best to support children, who, like the adults around them, have also lost their sense of normalcy.

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