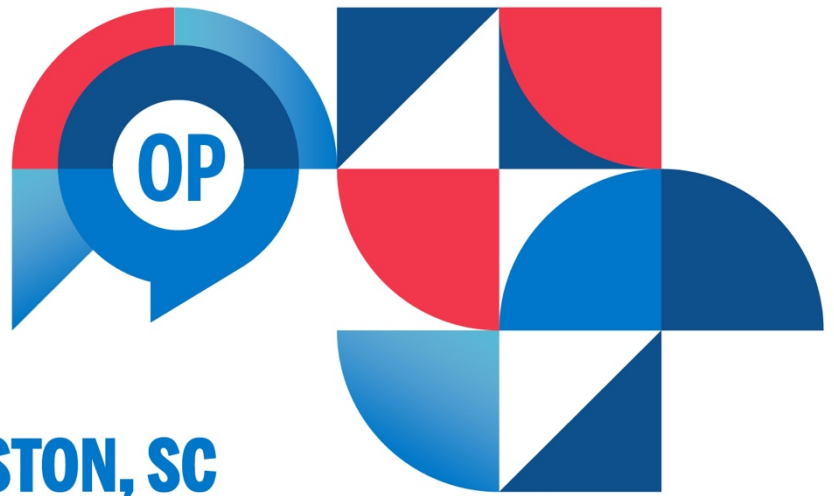


Benefitfocus  
**ONE PLACE**®

**2020**



**MARCH 17-19** ◀ **CHARLESTON, SC**

**MONDAY, MARCH 16 | Pre-Conference Workshops**

8:00 AM to 4:00 PM

**Pre-Conference Workshop Registration and Badge Pick-Up**

9:00 AM to 10:00 AM

**CEU: Communication Workshop: The Do's & Don'ts of Marketing Your Benefits**

Employee engagement is a year-round initiative, but it requires a strategy that is unique to your workforce. What are the savvy tricks and simple mistakes that can make the difference in marketing and communicating your employee benefits? Join your peers in this session led by Benefitfocus marketing professionals to find out.

**Product Training: Demystifying Deduction Calendars**

Your employees' paychecks reflect important salary, tax and benefit contribution information, and they rely on that information being correct. Deduction calendars are the important key to how the Benefitfocus Platform calculates, displays and extracts that information. Join this session to learn the 'why' behind deduction calendars, how to use them and, ultimately, understand how they interact with your deduction file. We'll take a deep dive into the power and flexibility of deduction calendars by walking through real-life scenarios, and you'll walk away with the ability to leverage them to successfully create advanced deduction management scenarios.

10:00 AM to 10:15 AM

**Break**

10:00 AM to 8:00 PM

**Registration and Badge Pick-Up**

10:15 AM to 11:15 AM

**CEU: Active vs. Passive Benefits Enrollment: How to Choose the Right Path**

It's time to select your open enrollment strategy. Do you go active? Passive? A hybrid of the two? Learn about key factors to consider when making your decision. You'll also gain insight into open enrollment best practices for every scenario that can help you positively impact your strategic areas of focus, like data accuracy, employee satisfaction and financial wellness.

**Product Training: Advanced Reporting 101**

Advanced Reporting, integrated within the Benefits Administrator role of Benefitfocus MarketPlace, gives you a single source for creating, scheduling and customizing all your reports. Attend this session to deepen your understanding of the rich features available through this tool and walk away with foundational knowledge to start using it effectively, including features such as accessing the tool, building reports, and searching, adding or moving fields as well as much more.

11:15 AM to 11:30 AM

**Break**

11:30 AM to 12:30 PM

**CEU: ACA & Health Care Policy: Key Updates**

The Affordable Care Act (ACA) may not be grabbing headlines in 2019 like it has in recent years, but that doesn't mean nothing important is happening. Learn what you need to know plus get an update on where things currently stand with the ACA, as well as other key legislative and regulatory activity.

**Product Training: Creating Personalized Content with Content Manager**

Using Content Manager, HR administrators can easily create content using an intuitive "what-you-see-is-what-you-get" editor. The tool also allows administrators to select audiences they want that material to be visible to and then publish that content to their enrollment solution. In this session, we'll 1) Highlight use cases for personalizing content, 2) Explore the features of Content Manager that allow you to customize that content and 3) Share best practices for content creation and organization, including the use of menus and navigation.

12:30 PM to 1:45 PM

**In Case You Missed It: New Features and Functionality Introduced in 2019**

Last year, Benefitfocus Product and Engineering teams worked diligently to release features and functionality to make your job easier – and improve your employees' experience. But you've been busy too, so join this session to review highlights from our 2019 releases and see how you can start using these valuable features today!

1:45 PM to 2:45 PM

**CEU: Moments that Matter: Key Considerations for Employee Benefits Engagement**

As benefit options increase so too do the number and complexity of decisions that employees have to make about those benefits. What can you do to help your employees understand their different benefit options and realize their full value? Join this discussion to learn how to take your expanded benefits offering and not just drive personalization during open enrollment, but throughout the year to engage your employees in a compelling way.

### **Product Training: Improving Outcomes with Artificial Intelligence**

BenefitSAIGE®, our real-time, data-driven AI engine, connects the Benefitfocus ecosystem, providing empathy at scale. In this session, you'll learn about BenefitSAIGE capabilities, such as Smart Moments and Smart Recommendations, and how to access and use those capabilities to improve outcomes for your organization and employees. We'll walk through real-life scenarios and share best practices so you are ready to harness the power of BenefitSAIGE right away.

3:00 PM to 4:00 PM

### **CEU: 3 Keys to Control Employer Healthcare Costs**

Do you ever feel overwhelmed when it comes to designing and managing your employee health plan? Worried about taking a costly wrong turn? Learn three keys that unlock the best route to optimizing your health plan and benefits program. You'll gain insight into how to identify and take action on cost-saving opportunities for your employees as well as your organization.

- Model and predict future health care costs
- Drive smart enrollment decisions with integrated claims data
- Analyze and evaluate program effectiveness

### **Product Training: Tips, Tricks and Best Practices for Open Enrollment Success**

From preparation to data exchange, a successful open enrollment takes planning and partnership between employers, brokers, medical carriers and your Benefitfocus team. During this session we'll highlight important milestones throughout the planning process, sharing tips and tricks along the way. You'll leave with an increased understanding of the roles and responsibilities for all involved, along with best practices for important events in the process, like setting OE dates and making changes to payroll or carriers.

5:00 PM to 8:00 PM

### **Opening Night Welcome Reception and Sponsor Expo** ALL

Kick off One Place with great food, drink, and opportunities to meet our sponsors and your peers. Who knows what connections you might make?

## **TUESDAY, MARCH 17 | Day 1**

6:15 AM – 7:00 AM

### **Experience: Wake-Up Charleston Fun Run** ALL

Each morning we will take a jog amid some of Charleston's famous areas like the beautiful Charleston Battery, Rainbow Row and lower peninsula of Charleston, SC.

The start is at Marion Square at the corner of King Street and Calhoun Street in Downtown Charleston. The route is 2 miles and brings you right back to where you started to finish the run.

7:30 AM to 8:45 AM

### **Registration, Networking Breakfast and Sponsor Expo Open**

Join us for an engaging discussion with other conference attendees in your industry. While enjoying breakfast, share your strategies for success and best practices for how you tackle your biggest challenges.

8:30 AM to 9:00 AM

### **Countdown to Keynote**

9:00 AM to 10:30 AM

### **One Place 2020 Keynote Address** ALL

Join Benefitfocus President and CEO Ray August, along with guests from the Benefitfocus team and community, to kick-off One Place 2020 and learn how, through data-driven insights, Benefitfocus' AI-powered platform connects buyers and sellers to transform the consumer relationship with benefits – all with administrative ease.

10:30 AM to 11:00 AM

### **Break and Pop-Up Theater**

11:00 AM to 12:00 PM

### **Employer Super Session** EMP

Following the Keynote Address, join Benefitfocus leadership and representatives from our Customer Success and Product Management teams to dive deeper on what the keynote announcements mean specifically for you. You'll walk away with insights into how Benefitfocus is enabling you to transform your employees' benefits experience and increase your ability to attract and retain top talent. This super session also provides you the opportunity to learn how our team works together to support you and give you a chance to make connections with your peers.

### **Carrier Super Session** CAR

Following the Keynote Address, join the Benefitfocus Leadership team and representatives from our Customer Success and Product Management teams to dive deeper on what the keynote announcements mean specifically for you. You'll walk away with insights into how Benefitfocus is enabling you to transform your member experience, while also accelerating your speed to market. This super session provides you the opportunity to learn how our team works together to support you and give you a chance to make connections with your peers.

### **Broker Super Session** BRK

Following the Keynote Address, join this session to dive deeper on what the keynote announcements mean specifically for you. You'll walk away with insights into how Benefitfocus is empowering brokers to transform your clients' ability to provide an engaging employee experience and a robust set of benefits, without adding cost or administrative burden. This super session provides you the opportunity to learn how our team works together to support you and give you a chance to make connections with your peers.

12:00 PM to 12:15 PM

**Pop-Up Theater**

12:00 PM to 1:30 PM

**Networking Lunch**

1:15 PM to 1:30 PM

**Pop-Up Theater**

1:30 PM to 2:30 PM

**An Introduction to the New InnovationPlace Lineup** ALL

There's been a plethora of employee benefits that have emerged in recent years, but Benefitfocus set out on a mission to find truly unique products that can give your benefits offering the upper hand. Join this session to hear how InnovationPlace, our startup partner program, is accelerating the availability of these innovative products through our platform. You'll also learn how we scaled the country to find the most innovative startups seeking to improve consumer well-being.

**Strategies for Combatting Rising Healthcare Costs Without Compromising Coverage** EMP BRK

Employer-sponsored healthcare is expensive, and the complexity only makes cost control seem hopeless. Thankfully, data analytics can turn the seemingly impossible into possible, and this session will highlight real-world examples of how companies have applied proven techniques to drive efficiency while increasing employee engagement.

**Workshop: What a Quote-to-Pay Platform Means for Medical Carriers** CAR BRK

It's not only imperative that medical carriers deliver a consumer-focused experience, but also provide the tools that empower the brokers and employers they lean on to deliver their products. In this interactive session, you'll take a deep dive into how Benefitfocus MarketPlace delivers a complete quote-to-pay solution that enables carriers to support all stakeholders throughout the entire benefits lifecycle. You'll also engage with the Product Management team to help shape the roadmap for the quote-to-pay experience.

2:30 PM to 2:45 PM

**Break and Pop-Up Theater**

**The Wealth + Health Connection *presented by Transamerica***

Nearly 30% of workers say they've taken some form of a loan, early withdrawal or hardship withdrawal from their 401(k), similar plan or IRA, with medical expenses as the primary reason. By offering retirement, healthcare and voluntary benefits on one platform, employers can help employees understand how to pay for their medical expenses without sacrificing their long-term retirement assets. With an assist from Transamerica, employers and their advisors/brokers have the unique opportunity to offer an integrated experience through Benefitfocus that allows employees to simultaneously prepare for retirement and protect themselves from the unexpected.

2:45 PM to 3:45 PM

### **The New Consumer Experience: Building Trust with Artificial Intelligence** ALL

Artificial intelligence (AI) isn't just for the movies anymore, it's now driving the entire consumer experience within Benefitfocus MarketPlace! During this session, you'll learn how AI has transformed enrollment into a dynamic, highly personalized experience. You'll also see how AI-driven recommendations can keep consumers engaged throughout the year, driving better outcomes for all stakeholders in the ecosystem.

### **Breaking Down Benefits Complexity through MarketPlace Services** EMP BRK

The ratio of benefits support staff to employees is mind boggling, especially when you consider the complexity that has permeated today's benefit programs. Find out how you can do more with less thanks to the three-pronged approach we've taken to expand services. You'll explore ways you can take advantage of enhanced support through our Benefit Service Center as well as packages for QMSCO, COBRA and more.

### **Workshop: Setting and Measuring your Benefits Goals** EMP BRK

When making benefits changes, such as offering new products or plans, it's important to determine the goals of those changes and then measure for success. But how do you determine what the right goals are, and when do you expect to see results? The session will examine the roles of the benefits administrator, HR executive and broker in setting benefits goals and measuring outcomes, while collecting your feedback on how the Benefitfocus Platform can help!

3:45 PM to 4:00 PM

### **Break and Pop-Up Theater**

#### **Pet Insurance & Financial Wellness *presented by Nationwide***

Pet ownership is expensive. Did you know that 65% of households have at least one pet, which means 2/3 or your employees are shouldering sizeable pet care costs? Employees could be spending thousands, if not millions on reimbursable pet care. Stop by and learn how pet insurance from Nationwide can help employees manage pet care costs the smart way. Nationwide offers pet insurance plans that reimburse for illnesses, injuries and wellness care. Put money in employees' pockets without spending a dime.

4:00 PM to 4:15 PM

### **Announcement of Celebrate Community Award Winners** ALL

Join us as we present the Employee Well-Being, Outstanding Communication and Innovation in Benefits Awards.

4:15 PM to 5:15 PM

### **Harnessing Headwinds of Change** ALL

*Nicole Malachowski, First Woman Thunderbird Pilot and White House Fellow/Adviser*

In flying, headwinds slow you down. At their worst, they cause you to change your plans and impact the effectiveness of weapons in combat. Headwinds demand that pilots be resilient and resourceful, literally on the fly. Drawing on her extraordinary Air Force career, Nicole offers lessons on leadership, followership, and overcoming adversity. She weaves storytelling with breathtaking video from the cockpit of her jet as the

Thunderbirds execute precision turns, rolls, and loops—all just 36” from one another at 400 mph and just 300 feet off the ground. Nicole’s keynote helps audiences ignite their own indomitable spirit in order to succeed far beyond what they might dream. “Failure isn’t fatal,” she says, “it’s the price of entry if you want to achieve something great.”

5:15 PM to 5:30 PM

### **Sponsor Expo**

6:30 PM to 10:00 PM

### **A Night to Celebrate a League of Our Own** ALL

Relax, recharge, and rock out with entertainment, food and drinks. Join us for an evening along the banks of the Ashley River under the lights at "The Joe", home field to Charleston's infamous RiverDogs.

## **WEDNESDAY, MARCH 18 | Day 2**

6:15 AM to 7:00 AM

### **Experience: Wake-Up Charleston Fun Run** ALL

Each morning we will take a jog amid some of Charleston’s famous areas like the beautiful Charleston Battery, Rainbow Row and lower peninsula of Charleston, SC.

The start is at Marion Square at the corner of King Street and Calhoun Street in Downtown Charleston. The route is 2 miles and brings you right back to where you started to finish the run.

7:30 AM to 8:45 AM

### **Registration, Networking Breakfast and Sponsor Expo Open**

Join us for an engaging discussion with other conference attendees from companies with a similar size. While enjoying breakfast, share your strategies for success and best practices for how you tackle your biggest challenges.

8:45 AM to 9:00 AM

### **Announcement of Celebrate Community Award Winners** ALL

Join us as we present the Technology Excellence and Commitment to World-Class Data Awards.

9:00 AM to 10:00 AM

### **Healthcare 3.0: How Technology is Driving the Transition to Prosumers, Platforms and Outsurance** ALL

*Dr. Rubin Pillay, Chief Innovation Officer - School of Medicine, The University of Alabama at Birmingham*

Over the coming decades, humanity will encounter some of the greatest transitions any generation has ever had to face. Technological disruption is reshaping every part of our lives... every business, every industry, every

society, even what it means to be “human” .....Exponential technologies are on the cusp of solving some of humanity’s biggest challenges, and healthcare is set to be one of the chief beneficiaries. We are already in the midst of this medical revolution driven by the convergence of exponential hardware, software, communication and biomedical technologies. There has never been a better time to resolve the cost, quality and access challenges that have plagued healthcare for the last few decades. In this keynote, Pillay explores some of the key exponential technologies, including Artificial Intelligence, that are set to impact healthcare and how the convergence of these technologies is set to transform patients to prosumers (producers of care), current pipeline approaches to care delivery systems to platform based systems and finally a payment transformation from the current insurance based approach to an outsurance (getting paid to maintain health) based approach.

10:00 AM to 10:15 AM

### **Break and Pop-Up Theater *presented by Happify***

The mental health of employees is a stated priority for many employers. Yet, meeting the very personal and dynamic mental health needs of employees is challenging. Learn how Happify Health brings a breakthrough approach to engagement and behavior change, which can empower your employees to live their fullest lives and lead to greater organizational results.

10:15 AM to 11:15 AM

### **Panel: Driving Innovation Through the Ecosystem** ALL

Consumers' growing reliance on interconnected technologies has ignited the need for innovation in the health and benefits industry, which is why Benefitfocus is honored to have such forward-thinking partners within our ecosystem. In this session, you'll hear from a panel of partners across our ecosystem on ways their organizations are driving innovation to help every stakeholder win.

### **Insight-Driven Benefits Administration: A Competitive Advantage for Employers** EMP

With healthcare costs rising faster than wages, your ability to compete for top talent is limited by your benefits budget. In this session, you'll learn how you can gain insight from the platform to stretch your budget even further and add more value for your employees. You'll also see how these insights can help you and your employees make better-informed, cost-saving benefit decisions.

### **User Experience Workshop: Designing a More Engaging Consumer Experience** ALL

Benefits can be complex, but a good user experience helps simplify the complex to enhance member and employee engagement and drive better benefit decisions. Join the Benefitfocus User Experience team for this interactive session to brainstorm, discuss and prioritize your consumers’ needs. You’ll be up and out of your chairs, sharing ideas in small groups, and we’ll be working right alongside you, so ultimately, we can use your feedback to enhance our platform.

### **Market Adoption: Maximize your Member Relationships** CAR BRK

Benefitfocus’ Market Adoption program is designed to help medical carriers and their customers get the most out of the platform by connecting members to the products they need through an engaging consumer experience. Join this session to learn how your Benefitfocus team, along with new Market Adoption Toolkit, supports you in creating lifelong connections with consumers – and hear real results from medical carriers who are piloting the tools now!



11:15 AM to 11:30 AM

**Pop-Up Theater**

11:15 AM to 12:45 PM

**Lunch and Sponsor Expo Open**

12:45 PM to 1:45 PM

**Reducing Administrative Burden through HCM Integrations** EMP

As HR teams are challenged to do more with less, automation of time-consuming processes and complex data transmissions has become more important than ever. Join this session for an in-depth look at Benefitfocus' HCM integration capabilities that reduce administrative friction and increase data quality, ultimately improving the benefits administrator and employee experience, and saving an employer costs through reduced premium leakage.

**Health Analytics: Transforming Data into Action** ALL

Health Analytics empowers employers, brokers and medical carriers alike to transform their healthcare data into actionable benefit strategy. Join this session for a case study-based discussion of how you can use Health Analytics to address some of your most pressing challenges, including rising ER costs and zero cost claimants as well as fraud, waste and abuse.

1:45 PM to 2:00 PM

**Break and Pop-Up Theater**

**The Power of the Bundle *presented by United Healthcare***

Learn more about the unique value offered through UnitedHealthcare when bundling medical and specialty lines. The more you bundle, the more you save.

2:00 PM to 2:45 PM

**Panel: Top Considerations for Curated Benefit Offerings** EMP BRK

More choice seems to be the logical answer for an increasingly diverse workforce, but curation is key. This panel will give you the opportunity to hear about the top factors that your peers are considering when designing their benefit offerings. You'll learn best practices for applying industry benchmarks while gaining insight into what your unique workforce needs to protect their health, wealth, lifestyle and property.

**The Individual Market is Expanding: Are You Ready?** ALL

As more and more individuals shift to gig work, without the benefits of employer-sponsored healthcare, medical carriers face the challenge of connecting those people with the benefits they need. How can a medical carrier support these consumers' needs and gain a competitive advantage in this new landscape? Join this session to find out! We'll take you on a tour of Benefitfocus' Individual MarketPlace, highlighting the value of the solution for you and your members.

## Best Practices to Maximize Your Benefitfocus Partnership BRK

How do you fit into the mix once your customers sign with Benefitfocus? What happens during open enrollment? Who do you go to when you or your client need support? Get clarity on these questions and more during this session. You'll learn how we've successfully partnered with brokers to maximize the ROI of the platform for their clients as well as their business.

2:45 PM to 3:00 PM

### Break and Pop-Up Theater

3:00 PM to 3:45 PM

## 2020 Election Outlook: What's Next for Healthcare Legislation? ALL

Ahead of the 2020 primary and presidential elections, healthcare remains a top debate for potential presidential candidates. From price transparency regulations to Medicare for all, there are a range of proposals on how to solve for affordability. Take a deep dive into what healthcare policy might look like based on potential election results and what impacts will be for everyone in the benefits ecosystem.

## Insight-Driven Sales: A Competitive Advantage for Brokers and Sellers BRK

While the competition for top talent grows for employers, the competitive landscape for brokers and voluntary suppliers is also evolving. Find out how MarketPlace Insights gives you a leg up on the competition and accelerate sales through optimizing value for your clients. You'll also learn how you can leverage the insight-driven sales tools to model and drive plan performance and profitability to optimize business results for your organization.

3:45 PM to 4:00 PM

### Break

4:00 PM to 4:15 PM

## Announcement of Celebrate Community Award Winners ALL

Join us as we present the Giving is Good and Benefitfocus Community Leadership Awards.

4:15 PM to 5:15 PM

## Embrace the Shake: Transforming Limitations into Opportunities ALL

*Phil Hansen, Multimedia Artist, Speaker, Author and Innovator*

Success, especially in today's fast-changing business environment, depends on our ability to make "creativity and innovation" a continuous process. Leaders want to know how their teams can rise above any challenge and succeed no matter what comes their way. Whether it's to embrace change, overcome obstacles, sustain growth, or take your success to the next level, they want to "Embrace the Shake".

The term "Embrace the Shake" is coined from Artist Phil Hansen's personal story of transformation. After developing a career-ending tremor in his drawing hand, Phil embraced his "shake" both physically and metaphorically by redefining his limitation as an impetus for creativity. Phil not only restored his artistic abilities;

he became a much more creative and innovative artist than ever before. Phil's powerful message of finding creativity within limitations will inspire you to stop looking on the outside and start looking inside yourself for resources that can transform your challenges into opportunities for success.

5:15 PM to 5:30 PM

### **Sponsor Expo Open**

## **THURSDAY, MARCH 19 | Day 3**

7:30 AM to 9:30 AM

### **Campus Day Breakfast**

8:00 AM to 1:00 PM

### **Campus Day** ALL

Take everything you've learned from the past two days of the conference and apply it to your strategy plan for the year ahead. Even better, collaborate alongside your Benefitfocus team with dedicated sessions designed to help you focus on your success plan for achieving your objectives and key results.

- Employers: Learn best practices for engagement and leave with a plan on paper for everything before, during and after your next open enrollment
- Brokers: Align on end-to-end customer strategies and learn how you can enhance value for your entire book of business.
- Carrier: Activate your broker enablement strategy and collaborate on best practices to improve member engagement.

11:30 AM to 1:00 PM

### **Campus Day Lunch**