

# Benefitfocus Health Plan Place™

September 7-9, 2021  
The Cloister // Sea Island, GA

## What's Next? Topics and Technology for the Future of Health Care

Each fall, Benefitfocus gathers health plan leaders for an exclusive executive forum designed to connect peers, spark conversations and inspire learnings. Featuring engaging content and meaningful discussions, the event offers attendees the opportunity to both learn and share – with other industry leaders and the Benefitfocus leadership team.

Our 2021 program centers around topics and technology for the future of health care. From a global pandemic to a new administration, several disruptive forces have impacted the health care industry over the last year plus, with more changes likely to come. During our event, we'll discuss how the evolving landscape is impacting you and your customers and informing your business strategy.

### Tuesday, September 7

6:00 p.m. –  
9:00 p.m. ET

**Welcome Reception and Dinner \***

### Wednesday, September 8

7:15 a.m. –  
8:15 a.m. ET

**Networking Breakfast \***

8:15 a.m. –  
9:00 a.m. ET

**Opening Address**

Matt Levin, President and CEO, Benefitfocus | And Guests

Benefitfocus President and CEO Matt Levin welcomes you to Health Plan Place 2021. During our opening session, Matt will share his vision for our health plan partnerships – showcasing how we are strengthening our foundation, while also bringing new enhancements and products to support the evolving needs of your organization and customers.

9:05 a.m. –  
10:05 a.m. ET

**Finding Value in the Journey: Trends in Customer Experience and Why They Matter**

Lindsay Resnick, Executive Vice President, Wunderman Thompson Health

As the health care landscape continues to change, so too do the needs of your customers – brokers, employers and members. During this expert-led session, you'll gain insight into new trends and expectations in customer experience, along with predictions on how they will continue to evolve. Highlighting how a strategic approach to the customer experience journey can increase customer engagement, retention and sales, you'll walk away from this session with actionable insights to inform your business priorities.

\* Denotes events open to Health Plan Place attendees and their guests.

<p><b>10:20 a.m. – 11:20 a.m. ET</b></p>	<p><b>Health Plan Perspectives: Panel Discussion</b></p> <p>Pam Braund, Vice President, Group Customer Advocate and Performance, BCBS Michigan  Danielle Conway, Vice President, Enrollment and Billing, BCBSLA  Rick Grover, Vice President, GM Sales and Distribution Strategy, Premera  Moderated by Jeff Rivkin, Research Director, IDC Health Insights</p> <p>Health plans serve a variety of customers – from brokers to employers, ultimately, to members. During this interactive discussion, health plan representatives share their approaches to the customer experience journey for each of these customer personas. You’ll hear directly from your peers how they are setting priorities and measuring outcomes.</p>
<p><b>11:25 a.m. – 12:10 p.m. ET</b></p>	<p><b>Enhancing the Customer Experience through Benefitplace</b></p> <p>Matthew Brown, Vice President, Design and User Experience, Benefitfocus  Ashley Jackson, Senior Solution Engineer, Benefitfocus  Tina Provancal, Chief Strategy Officer, Benefitfocus</p> <p>As our morning sessions highlighted, understanding and optimizing the customer experience is incredibly important to growing and retaining business. Developing and maintaining your technical strategy to meet the needs of multiple customer types, all with constantly evolving needs, can be complex and challenging. As your technology partner, Benefitfocus is here to help enable an exceptional user experience. During this session, our product experts will showcase Benefitplace’s multi-dimensional platform, which includes features and functions for brokers, employers and members to enhance the experience for everyone.</p>
<p><b>12:30 p.m. – 3:00 p.m. ET</b></p>	<p><b>Afternoon Activity   Boat Outing *</b></p>
<p><b>12:30 p.m. – 5:30 p.m. ET</b></p>	<p><b>Afternoon Activity   Golf Outing</b></p>
<p><b>6:00 p.m. – 9:00 p.m. ET</b></p>	<p><b>Cocktail Hour and Dinner *</b></p>

**Thursday, September 9**

<p><b>7:30 a.m. – 8:30 a.m. ET</b></p>	<p><b>Networking Breakfast *</b></p>
<p><b>8:30 a.m. – 9:15 a.m. ET</b></p>	<p><b>What to Watch: Health Care Policy Considerations for Health Plans</b></p> <p>Dr. Amitabh Chandra, Ethel Zimmerman Wiener Professor of Public Policy, Harvard Kennedy School; Henry and Allison McCance Professor of Business Administration, Harvard Business School</p> <p>President Biden campaigned on a health plan that would build on the Affordable Care Act (ACA) foundation, advocating for expansion of ACA premium subsidies, addition of a “public option” health plan to the individual market, and creation of a Medicare “buy in” program. In this session, we’ll examine the status of these priorities, along with other legislative actions, such as implementation of the transparency regulations and the Supreme Court’s upholding of the ACA’s individual mandate. More importantly, we’ll discuss what the legislative outlook means for health plan strategy.</p>
<p><b>9:20 a.m. – 10:10 a.m. ET</b></p>	<p><b>Adapting to Legislative Change: Panel Discussion</b></p> <p>Chris Condeluci, Principal, CC Law &amp; Policy  Justin Lake, Analyst, Healthcare Services, Wolfe Research  Moderated by Stephen Lance, Market Leader, Benefit Catalog, Benefitfocus</p> <p>Following our session on recent and expected legislative changes, a panel of health plan strategy leaders and industry experts share their perspectives. We’ll discuss the adaptations and innovations for health plans to</p>

ensure their business processes and technology are well positioned to evolve with new regulations – while also enabling business growth within the new legislative environment.

**10:25 a.m. –  
10:55 a.m. ET**

### **Supporting You through What’s Next**

Annlouise Fenton, Enterprise Account Executive, Benefitfocus  
Kevin Hickey, Vice President, Architecture, Benefitfocus  
Tim Sand, Senior Vice President, Customer Operations, Benefitfocus

Our conversations over the last two days have highlighted the need for adaptation and innovation – and the right technology partner. In this session, we’ll highlight how Benefitfocus products and services will support you through what’s next.

**11:00 a.m. –  
11:50 a.m. ET**

### **Harnessing Headwinds of Change**

Nicole Malachowski, First Woman Thunderbird Pilot, Combat Veteran, Fighter Squadron Commander, White House Fellow and Adviser, and Indomitable Spirit

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. Twenty-one-year Air Force veteran Nicole Malachowski considers headwinds the perfect metaphor for the change impacting organizations and individuals today. The first woman to fly on the Air Force Thunderbirds, Nicole’s encourages us to think differently about the headwinds of change we face – organizationally and personally. During this session, she will offer lessons on leadership, followership and overcoming adversity.

**11:50 a.m. –  
12:00 p.m. ET**

### **Closing Remarks**

Suzanne Leary, Chief Customer Officer, Benefitfocus

While our time together at Health Plan Place will end, the conversations and connections have just begun. As we close the conference, we’ll share highlights from the event and next steps to continue learning from and supporting each other.

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