

March 2-3, 2021

Benefitfocus' annual One Place conference brings benefits and health care leaders from across the country together for two days of collaboration, networking and inspiration.

We have designed an agenda to foster connections - connections between members of the benefits ecosystem and connections to the products and insights you need to tackle today's biggest challenges. Join us for thought provoking general sessions from industry experts, breakouts that dive deep on trends impacting your business and small-group networking to foster meaningful connections.

- All
- Employer
- Health Plan
- Broker
- Benefit Catalog Seller

## TUESDAY, MARCH 2

### 1:00 – 1:30 p.m. ET | General Session

#### ● One Place 2021 Keynote Address

Steve Swad, President and CEO, Benefitfocus | And Guests

Join Benefitfocus President and CEO Steve Swad, and guests from the Benefitfocus team and community, to kick-off One Place and learn how Benefitfocus is delivering on its commitment to help employers, health plans and brokers improve the benefits experience – *and improve lives with benefits.*

### 1:35 – 2:15 p.m. ET | Breakout Sessions

#### ● Simplifying the Benefits Experience: 2021 Employer Address

Logan Butler, Senior Manager, Solution Marketing, Benefitfocus

Lauren Leong, Director, Product Management, Benefitfocus

Clarke Wallace, Vice President, Customer Success, Benefitfocus

Following Keynote, join members of Benefitfocus' Customer Success and Product Management teams to dive deeper into our solution roadmap for employers. You'll walk away from this session with insight into the investments Benefitfocus is making to our products, platform and service to deliver ROI, improve outcomes and help simplify the benefits experience for you and your employees.

#### ● Roadmap to Growth and Efficiency: 2021 Health Plan Address

Courtenay Cone, Senior Director, Account General Management, Benefitfocus

Ashley Jackson, Senior Solution Engineer, Benefitfocus

John Tyler, Vice President, Customer Success, Benefitfocus

John Wilson, Vice President, Product Management, Benefitfocus

Following Keynote, join members of the Benefitfocus team to dive deeper into the solution roadmap for health plans. You'll walk away from this session with insight into the investments Benefitfocus is making to our products, platform and service to help you drive growth, increase operational efficiency and better engage with your customers, members and brokers.

#### ● Serving Customers Together: 2021 Broker Address

Rebecca Burton, Broker Service Manager, Benefitfocus

Scott Prince, Director, Channel Sales, Benefitfocus

2020 brought challenges to benefits and HR professionals across the country, highlighting their need for strong broker and technology partners. With these partnerships more important than ever, how is Benefitfocus strengthening support for brokers and our mutual customers to help you grow and retain business? Join this session to find out!

### Improving Lives with Benefits: 2021 Benefit Catalog Seller Address

Rachel Hicks, Product Marketing Manager, Benefitfocus  
Stephen Lance, Senior Vice President, Benefit Catalog, Benefitfocus  
Jonathan Slocum, Program Manager, Benefitfocus

A silver lining of the COVID-19 pandemic, employers are increasingly recognizing the need for a holistic wellness strategy, with the voluntary benefits and specialty products offered through the Benefit Catalog key to delivering on that strategy. Benefit Catalog Sellers, this session is just for you! We'll explore year-over-year trends in the products employers offered their employees and what their employees selected, highlighting actions we can take together to make sure individuals and families choose and use the products they need most.

### Health Insights: Value and Vision

Traci McGinnis, Director, Health Insights, Benefitfocus  
John Thomas, Chief Data Officer, Benefitfocus

Containing costs, improving population health and measuring performance – three things that are essential as health care and benefits professionals address the health and budget implications of a global pandemic. For over a decade, Benefitfocus' Health Insights has provided employers, brokers and third-party administrators with the data and tools they need to make their health care data actionable. Now, we're continuing to invest in the solution and customer community when you need it most. Join this session to learn how you can use Health Insights to achieve ROI today and get a look at our vision for the future from Benefitfocus Chief Data Officer John Thomas.

## 2:20 – 2:35 p.m. ET | Spotlight Sessions

Presented by Benefitfocus, Equifax, FutureFuel.io, PayActiv and Transamerica

In these TED-talk style sessions, One Place 2021 sponsors will share insights on the health care and benefits landscape and how they can help you address the needs of your business, your customers and your employees or members. *More details can be found on the One Place Conference Hub.*

## 2:40 – 3:25 p.m. ET | Roundtable Discussions

Year after year, you've told us that one of the most valuable aspects of One Place is the opportunity to meet other members of the Benefitfocus community – to discuss the challenges you face and how you are tackling them, to share best practices for the products you use, to strategize for the future, and so much more! Facilitated by Benefitfocus associates and customers, these small group discussions gather peers to discuss topics that are top-of-mind, creating connections that remain long after our event concludes.

Roundtable discussions will be held live through our video conference platform. There is limited attendance capacity for each roundtable, and only one roundtable per registrant may be selected.

- Delivering Value to your Customers through Health Insights
- Opportunities and Challenges for Employers in Business Services
- Opportunities and Challenges for Employers in Computers and Electronics
- Opportunities and Challenges for Employers in Financial Services
- Opportunities and Challenges for Employers in Health Care
- Opportunities and Challenges for Employers in Manufacturing
- Opportunities and Challenges for Employers in Retail
- Opportunities and Challenges for Employers in the Public Sector
- Opportunities and Challenges for Employers
- Use Cases and Best Practices for Health Plans: Quoting
- Use Cases and Best Practices for Health Plans: Enrollment
- Use Cases and Best Practices for Health Plans: Exchange
- Use Cases and Best Practices for Health Plans: Billing and Payments

## 3:30 – 4:30 p.m. ET | General Session

### How 2020 Shaped the Future of Health Care

Dr. Regina Benjamin, 18<sup>th</sup> U.S. Surgeon General, Health Care Disparity Expert & Preventative Medicine Advocate  
Dr. Esther Choo, Associate Professor, Oregon Health & Science University  
Marcus Osborne, Senior Vice President, Health Transformation, Walmart  
Moderated by Peter Allen, Senior Vice President, Sales and Marketing, Benefitfocus

Over the course of the last year, health care has been impacted by a confluence of disruptive forces, including the COVID-19

pandemic, expected legislative changes from a new administration and increased attention on issues of health equity and access to care. In this interactive panel discussion, industry experts will share their reflections and takeaways from a tumultuous year, highlighting the implications for employers and insurance carriers – and for the future of health care.

## WEDNESDAY, MARCH 3

### 11:30 a.m. – 12:30 p.m. ET | General Session

#### ● **The Future of Work**

Farai Chideya, Author and Analyst on the Future of Work, Jobs, Presidential Politics and Race Relations  
Soraya Darabi, Venture Capitalist, Trendspotter and Serial Entrepreneur  
Kweilin Ellingrud, Senior Partner, McKinsey  
Seth Mattison, Internationally Renowned Expert on Workforce Trends and Generational Dynamics  
Moderated by Robin Kirby, Chief Human Resources Officer, Benefitfocus

From social media and smart phones to automation and the freelance economy, technology and cultural changes have significantly impacted the way we work over the last decade. During this thought-provoking discussion, experts will examine those changes, including the COVID-19 pandemic, and discuss implications for the future. You'll leave this session with new perspectives on how to take advantage of the evolving dynamics of work while leading teams and businesses through disruption to innovation.

### 12:35 – 12:50 p.m. ET | Spotlight Sessions

#### ● Presented by Beam Dental, Benefitfocus, Happify Health, Lincoln Financial Group and The Hartford

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### 12:55 – 1:35 p.m. ET | Breakout Sessions

#### ● **Health Care Technology: Big Data or Big Brother?**

Sarah Bigger, Client Relations Consultant and Health Care Futurist, Consociate Health  
Phil Bruns, Chief Technology Officer, CareATC  
Christopher Condeluci, Principal, CC Law and Policy  
Moderated by B'Nay Ferguson, Director, Channel Sales, Benefitfocus

"Hiding within [existing] mounds of data is knowledge that could change the life of a patient, or change the world," said professor, research and entrepreneur Atul Butte. This is the challenge many organizations face today; hiding within its health care data are insights that could create positive outcomes for individuals, companies and the health care industry, but the potential of that data's use must be balanced with privacy concerns. Panelists in this session will discuss the benefits and risks of health care data collection and use, along with best practices for communicating with members and employees about this complex topic.

#### ● **Lessons Learned from Virtual Open Enrollment**

● Jessica Borchik, Senior Director, Benefit Catalog Advisors, Benefitfocus  
● Gaby Marroig, Vice President, Customer Success, Benefitfocus  
● Melanie Ricci, Customer Success Manager, Benefitfocus

With many employees working remotely or on modified schedules in socially distanced work environments, open enrollment (OE) looked a lot different this year. Employers, this is a session you won't want to miss as we examine how COVID-19 changed benefit packages and evolved OE education and communication. This session will highlight product features that supported these changes and dig into the data to review year-over-year trends. Perhaps most importantly, we'll discuss what we learned that can be carried forward into the future.

#### ● **Digging Into the Data: Case Studies in Controlling Health Care Costs**

● Anthony Jarusinska, Benefits Manager, American Eagle Outfitters  
● Rachel Uhrig, Senior Financial Analyst, Assurance Agency  
● Tamara Warn, Clinical Analytics Consultant, USI Insurance Services  
Moderated by Wendie Carbone, Customer Success Manager, Benefitfocus and  
Amanda Johnson, Customer Success Manager, Benefitfocus

For many employers and brokers, health care data is an untapped resource, but with the right tools, this data can be used to

control costs and improve outcomes for employees. Leveraging Benefitfocus Health Insights, and with the support of their data-expert customer success managers, these customers have unlocked the potential of their data. In this session, you'll hear directly from three diverse customers on what data they examined and what results they achieved.

### ● **Brokering the Benefits Ecosystem**

John Byers, Senior Vice President, Lockton

Nikki Cleves, National Technology Partnerships Sales Practice Leader, The Hartford

Scott Meehan, Vice President, Commercial, Medicare and Retail Sales, Blue Cross Blue Shield of Massachusetts

Moderated by Jen Peery, Senior Benefitplace Advisor, Benefitfocus

As the benefits landscape evolves, so too must its members. With benefits teams increasingly challenged to do more with less, they rely on a broker's expertise to not only advise on benefits strategy and contain costs, but to also address timely challenges like furloughs, management of a remote workforce and communication. During this session, panelists from across the ecosystem will share their perspectives on how brokers are connecting employers and insurance carriers to navigate the changing landscape.

### ● **ICYMI: Top Features and Functionality to Leverage Now!**

Sarah Collins, Solution Engineer, Benefitfocus

Katey Koll, Product Manager, Benefitfocus

Seth Roberts, Enterprise Platform Solution Specialist, Benefitfocus

Each year Benefitfocus Product and Engineering teams release features and functionality to make your job easier – and improve the way your employees enroll in and engage with their benefits. But in case you missed some of these enhancements, we'll highlight several during this must-attend session. Armed with demos, tricks and tips, you'll leave the session with the ability to start using these valuable features today!

### ● **Forrester Findings: The Value of Benefitplace for Health Plans**

Katie Byrne, Manager and Senior Consultant, Forrester

Arielle Trzcinski, Senior Analyst, Forrester

Moderated by Lindsey Griffin, Communication Specialist, Benefitfocus

For over 20 years, Forrester has helped companies analyze costs and benefits through a consistent, repeatable evaluation process. Forrester recently completed a study with Benefitfocus and one of its long-time health plan customers, and in this session, we're excited to share key insights from the report.

## 1:40 – 2:25 p.m. ET | Roundtable Discussions

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- Best Practices for Benefits Education and Engagement
- Building the Right Benefits Packages for your Employee Demographics
- Considerations and Best Practices for Retirement Plans
- Data Insights and Pandemic Planning
- Data Insights for Chronic Condition Management
- Data Insights for Prescription Drug Spend
- Data Insights for Detecting and Eliminating Fraud, Waste and Abuse
- Diversity and Inclusion: Considerations for Benefits Plans and Policies
- Employee Communication: Tips, Tricks and Lessons Learned
- Total Wellbeing: Products, Programs and Promotion
- Use Cases and Best Practices for Health Plans: Quoting
- Use Cases and Best Practices for Health Plans: Enrollment
- Use Cases and Best Practices for Health Plans: Exchange
- Use Cases and Best Practices for Health Plans: Billing and Payments

## 2:30 – 3:30 p.m. ET | Closing General Session

### ● **Resilience in the Workplace: A conversation with Adam Grant and Nora McInerney**

Adam Grant, Organizational Psychologist, Author, TED Speaker and Professor at The Wharton School, University of Pennsylvania

Moderated by John Emge, Customer Relationship Executive, Benefitfocus

Before it became a popular buzzword, resilience was an adjective used to describe goldfish or tires, something that didn't need much taking care of. Even the dictionary says that resilience is about the "ability to return to the original shape." But don't we want to allow ourselves to be altered by disruption, setbacks and change?

Every organization faces hard times – from external disruption and internal errors to customer complaints and employee conflicts. Similarly, everyone in the workforce experiences professional challenges. In our closing general session, Adam Grant and Nora McInerney discuss a new definition of resiliency and share insight in how to build it in our teams and ourselves.

# Thank you to our One Place 2021 sponsors!

## Leading

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## Supporting

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## Contributing

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