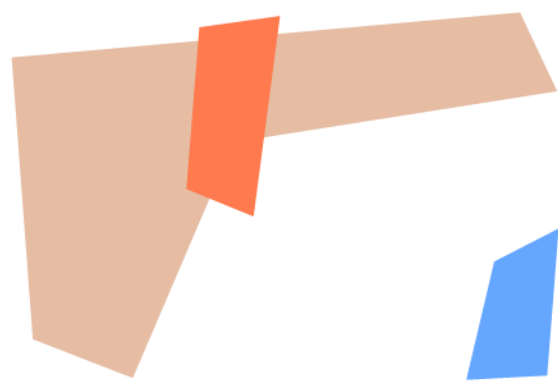


Benefitfocus






One Place[®] Virtual

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

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

Billy Mullins, Senior Director, Software Engineering, 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**

Linda Caliri, Consumer Benefits, Benefitfocus

Stephen Lance, Senior Vice President and Business Unit Leader, 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: Roadmap to ROI**

● Traci McGinnis, Senior Manager, Health Insights, Benefitfocus

Chris Metcalf, Principal Product Manager, 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 when the benefits community needs it most. This session will take a deep dive into Health Insights, including tools customers can use right now to achieve ROI and a look into the roadmap, so we can help you tackle whatever the future brings!

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

- 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 coming soon!*

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

- *Coming Soon!*

WEDNESDAY, MARCH 3

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

- *Coming Soon!*

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

- 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 coming soon!*

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

- **Health Care Technology: Big Data or Big Brother?**

B’Nay Ferguson, Director, Channel Sales

“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, BenefitsPlace, 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**

- Wendie Carbone, Customer Success Manager, Benefitfocus
- 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.

- **The Role of the Broker: Evolving with the Benefits Landscape**

Jen Peery, Senior Benefitplace Advisor, Benefitfocus

Brokers serve many essential functions in the benefits ecosystem. They are market experts, guiding employers of all sizes on strategy and helping them contain costs. To those employers, brokers are trusted advisors, while health plans and benefits providers see brokers as the connective tissue to employer customers. During this session, we’ll discuss how the role of the broker is evolving as health care and benefits do too. No matter where you sit in the ecosystem, you’ll gain valuable insights as panelists share best practices for working together.

- **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 tricks, you’ll leave the session with the ability to start using these valuable features today!

The Total Economic Impact™ of Benefitplace for Health Plans

Lindsey Griffin, Communication Specialist, Benefitfocus

Any significant investment warrants asking the question, “*What will I receive for my money?*” To answer this, Forrester developed the Total Economic Impact (TEI) methodology, which has been used for over two decades to help companies analyze costs and benefits. Forrester recently completed a TEI report 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, along with a closer look at the TEI methodology.

1:40 – 2:25 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.

- Best Practices for Benefits Education and Engagement
- Building the Right Benefits Packages for your Employee Demographics
- 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

- *Coming soon!*