



Health Care Administrators Association
The Value of Connection



HCAA Reports | NEWSLETTER

Third Quarter, 2019

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President's Message

By Joanie Verinder, HCAA President



Wow! If you missed this summer's TPA Summit, you really missed out! We broke the 400 attendees mark for our largest TPA Summit ever and had participants from 4 countries outside of the U.S. This record-breaking crowd was not disappointed as the content was exceptional. Our opening keynote, Bill Stainton, had us connecting the dots on where the next great idea may be coming from. Tuesday was fast and furious, with Darren Woodson's 4 Cs, taking us from "content" to "compelled." He might have been one of the hardest hitting softies in the NFL and he showed he still has it with a message that "hit" home with everyone.

There was no catching your breath as Adam Russo showed us what self-funding in 2020 and beyond can look like. He was definitely on his game! The afternoon had breakouts and the feedback has been very positive with all areas of TPA life getting a little something to take home.

We closed an incredible few days with even more goodness. Free Market Medical Association founders Dr. Keith Smith and Jay Kempton discussing how TPAs can find and collaborate with providers who are transparent and believe in the market.

If you missed Larry Thompson's discussion on what Medicare for all would look like, then you missed one of the best researched and presented talks on the impact to all parties in the equation if this were to happen.

Thank you to all of our great speakers, planning committee and emcee. A special shout out to all of the record-breaking attendees for attending, networking and participating. The conference isn't a success without you.

If you weren't able to make it, hopefully I've created enough FOMO so that you just absolutely can't miss our upcoming events. November 5-6 will be the inaugural TPA Connect in Baltimore, MD. This is an opportunity to get your non-HCAA friends involved. We are bringing the best of some past conferences to showcase for an easy in and out day of education. Conference favorite Mike Sullivan will be talking about medical cannabis and benefit plans – lessons from Canada's legalization experience. You won't want to miss!

We are also busy planning HCAA's Executive Forum for February 24-26: Vision 2020: Why Not Self Funding For All. Please plan to join us for an amazing time at the Wynn in Las Vegas.

This time of year brings our traditional crazy "busy" season (although nowadays, when isn't it busy?!). Please take time to take care of yourself and your loved ones as you are out there taking care of business. I wish you much success!

Joanie Verinder
HCAA President

Fun Fact: "Keep Calm and Carry On" is repurposed propaganda. The slogan was originally created by the British government as a form of propaganda to urge citizens to stay civil during World War II. Alas, it never caught on. Until in 2005 a poster was discovered, and many companies started using it (or some derivation of it) as a slogan for its products. So, during this busy season, Keep Calm and Carry On!

Thank You for TPA Summit 2019



We would like to thank our TPA Summit 2019 Conference Attendees, our Speakers and most of all our Conference Sponsors/Partners for making this year's TPA Summit a HUGE success with record-breaking attendance!

And don't forget to visit the following two tabs on the HCAA website: [TPA Summit Past Conference Materials](#) for the conference brochure and presentations and the [Past Summit Photo Gallery](#) for a wide array of photos of the conference! Many thanks for your participation in this event!

2019 Corporate Sponsors



Platinum Sponsors



Conference Sponsors



Platinum Sponsors (Continued)



We look forward to seeing you all next year for
HCAA's TPA Summit 2020 in St. Louis on July 13-15, 2020!

All TPAs are Invited for a Special One-Day Event!



Registration is now OPEN for All TPAs – both members of HCAA and non-members!

Have you heard about HCAA's inaugural event – TPA Connect? This one-of-a-kind event is exclusive to HCAA member TPA leaders and prospective new TPA members and is an important step in expanding the education, networking and advocacy reach of HCAA to new faces in new markets. Reserve your seat today to join other TPA leaders in Baltimore on November 5-6 as we challenge each other into "Forging New Bonds Across Self-Funding!"



**Keynote: Medical Cannabis and Benefit Plans:
Lessons from Canada's Legalization Experience**

Mike Sullivan, CEO and Co-Founder, Cubic Health



Constructive Disruption: Data and Technology as Driving Forces for Healthcare Delivery Change

Paul Gallese, Managing Principal, Inner Circle Health Advisors, a Healing Waters Advisors Company and Senior Fellow, The BDO Center for Healthcare Excellence and Innovation



Direct Primary Care – Can Improving Care Really Lower Costs for Employers?

Jay Keese, Executive Director of the Direct Primary Care Coalition and CEO of Capitol Advocates



Navigating Real Healthcare Reform: It May Be Simple, But It Sure Ain't Easy

Sal Nuzzo, Vice President of Policy, The James Madison Institute



Are the Significant Potential Benefits of RBP Worth the Pain? And Yes, There Will Be Some Pain!

Steve Rasnick, CEO, Self Insured Plans, LLC, a member of 90 Degree Benefits

Find out more on the HCAA website

Contact Sara at sayers@hcaa.org or (888) 637-1605 ext 103 to reserve your seat!

Updated AHP Microlearning Course Now Available



The banner features a green background with a dark blue header bar on the left containing the text "Microlearning Course". Below this, the main title "ASSOCIATION HEALTH PLANS: Everything You Need to Know" is displayed in dark blue. A dark blue ribbon on the left side contains the text "Now Updated to Address the Latest Legislative Changes Affecting AHPs!". On the right side, there is a graphic of three speech bubbles above five stylized human figures, all in shades of blue and green.

Everyone is talking about them. What are Association Health Plans (AHPs)? How do you set one up? What are the laws that govern them? Can anyone participate in them? **We have your answers!**

Comprehensive and insightful, this advanced course covers every aspect that experienced life and health insurance brokers and producers, underwriters, actuaries, TPAs, attorneys, accountants and employee benefit specialists and other self-funding industry professionals need to consider when proposing to develop an Association Health Plan. Written by industry expert, Lawrence Thompson, you will find out what you need to know to stay current with developments in this important area of health care. From the comfort of your own home, you'll learn more about the importance of AHPs and the impact of the Presidential Executive Order authorizing their development. The course also includes an Editor's Review of the March 28th ruling and its implications.

Find out more and sign up today!

Executive Forum 2020 Registration Opens October 1

HCAA's
EXECUTIVE FORUM '20

Vision 2020
Why Not Self Funding For All?

Announcing Our
New Dates and Venue:

February 24-26
The Wynn | Las Vegas
#HCAAAExecForum | hcaa.org

Executive Forum 2020 is an event you sure don't want to miss! Registration Opens October 1, 2019 – Register early for the all-time best rates!

- **1.5 days** of self-funding engaging educational content
- **1** incredible Las Vegas venue
- **450+** professionals interested in the latest impacts to self-funded healthcare
- **Countless** opportunities to network with peers, learn from experts and engage in thought-provoking conversations

HCAA Executive Forum offers a program covering strategic ideas focused toward third party and benefit administrator executive leadership and provides critical points of view – often disruptive – which are meant to challenge and to provoke thought, while providing education for all attendees.

Save the Date and be on the lookout for more details coming soon on speaker announcements and on [our website!](#) We hope to see you in Las Vegas in February!

Leverage Your Free HR360 Benefit Today



HR360 is an online resource that provides a Compliance and HR Library, set of Tools, Forms, and Training resources that are unsurpassed – all included as part of your membership in HCAA. Not sure what HR360 is all about?

[Click here for the HR Library Tour for HCAA Members](#)

We encourage all our members to take advantage of this valuable asset to help your business. For a personalized login, please contact our HCAA office at 888-637-1605 or hcaainfo@hcaa.org.

2020 Sponsorship Opportunities Await



HCAA is pleased to present its 2020 Sponsorship Program! Year after year, HCAA has seen an increase in TPA membership and an unprecedented increase in attendance for both the Executive Forum and TPA Summit. HCAA is committed to bringing cutting edge education to its members and our attendance increases reflect that.

HCAA offers several levels of Partnership & Sponsorship opportunities. You can choose to sponsor a particular event in several ways or provide general sponsorship for all of our programs. Partnership & Sponsorship is a great way to build recognition of your organization within HCAA as well as give back to your industry.

[Download the brochure](#) outlining all of the opportunities and their accompanying benefits that are available this coming year. You will notice that many opportunities have already been spoken for and are sold out! We have several new sponsorship opportunities at lower price points this year as well. If you are interested in sponsoring the Executive Forum and/or the TPA Summit in 2020 you will need to commit quickly in order to secure your spot and maintain your visibility.

Don't miss out on your opportunity to put your company front and center to the self-funding industry. Contact Susan Crolla at scrolla@hcaa.org if you're interested in becoming a sponsor for 2020.

HCAA Videos on Demand



Have you visited the [HCAA YouTube](#) page lately to see the newest insights from industry experts, speakers, HCAA executives and members? Here are some recent videos to check out!



Elevating Leadership Across HCAA's Emerging Leaders

Erik Therwanger, Founder of Think GREAT described his compelling Emerging Leaders session at HCAA's TPA Summit.



A 360-Degree View of the Self-Funded Marketplace

Patrick Travis, Specialist Leader at Deloitte Consulting, LLP described his compelling session at HCAA's TPA Summit.

New CSFS Designees

Congratulations to the latest round-up of dedicated individuals who have shown a commitment to serving self-funded health care plans!



Mario Civera
Carlos Coloma
Christian Duncan
James Hall
Sharon Hall
Dominique Kelly
Alexa Krause

Raphael Ramos
Stephanie Rice
Alex Savary
Paul Schandel
Meagan Schiffer
Gwen Snyder
Nolan Waterfall

Catch Up with HCAA on Social Media!



Here's a brief highlight of a few top posts from this past quarter! Don't miss out on the ongoing insights we share on Twitter and LinkedIn by following our accounts!

Top Tweet earned 914 impressions

Adam Russo, Chief Executive Officer, @ThePhiaGroup will be speaking in #Dallas for the #HCAATPASummit! Have you signed up to hear his take on "Self-funding in 2020 and Beyond- True Consumerism"?
ow.ly/D12V30p1I7z pic.twitter.com/BILudXmr 2y



Top media Tweet earned 808 impressions

The 2019 #HCAATPASummit has officially kicked off in #Dallas with a welcome address by HCAA's #president!
pic.twitter.com/E85vvbCmcP



Top media Tweet earned 531 impressions

👂 You heard right! Registration is OPEN for the Inaugural Event: TPA Connect 2019! "Forging New Bonds Across Self-Funding." #TPAConnect in #Baltimore! 📅 November 5-6, 2019
ow.ly/AdHk30p8OvH pic.twitter.com/8Xso3M HkXF



Health Care Administrators Association (HCAA)
2,029 followers
2w

We're bringing the best of the best to HCAA's newest event: #TPAConnect! Take a sneak peak of our speaker line up and their hot topics here:



TPA Connect is Bringing the Best of the Best
myemail.constantcontact.com

3
Like Comment

Health Care Administrators Association (HCAA)
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2mo

Happy #HCAATPASummit! Things will be kicking off very soon! We're excited to see old and new friends at registration in #Dallas! Don't forget to check out our awesome sponsors tables!



11
Like Comment

Health Care Administrators Association (HCAA)
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1mo

Employers and consumers are looking for new solutions to the healthcare challenges being faced today, including the complexity of benefits, gaps in care and rising costs. Thinking outside the box is key right now. Details from Man ...see more



Top Payer Growth Strategies
managehealthcareexecutive.com

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Like Comment

Get Social with HCAA!

