



SCHEDULE AT-A-GLANCE

MONDAY, JULY 18, 2022

11:00 AM - 1:00 PM REGISTRATION AND NETWORKING WITH SPONSORS

1:00 PM – 1:30 PM OPENING OF CONFERENCE AND NATIONAL ANTHEM

Ernie Clevenger, HCAA President, Carol Berry, CEO and Joanie Verinder,
Emcee

1:30 PM – 2:30 PM KEYNOTE: TRANSFORMATIVE TPAs

Has there ever been a more compelling time for a change in what TPA's are bringing to the marketplace? We are in the middle of a resignation crisis, with healthcare at the epicenter of both the pandemic and the burnout. The conventional approaches have failed to deliver value to regular families, and TPAs offer the best vehicle to drive true value and innovation through the *GATEWAY* to the future. Flexibility and focus give TPA's the ability to save lives and millions of client dollars. It's not about telling clients what they should do but being intentional about directing them down roads that make unique and compelling options easy.

Presented by: Lee Lewis, Chief Strategy Officer and GM Medical, Health Transformation Alliance

2:30 PM – 3:00 PM BREAK AND NETWORKING WITH SPONSORS

**3:00 PM – 4:15 PM OPERATIONALLY NAVIGATING THE CHALLENGING LEGAL LANDSCAPE
WHILE CONTINUALLY IMPROVING SERVICE TO YOUR CLIENTS (PART II)**

In this session we will continue our discussion from the Executive Forum regarding the evolving legal changes affecting the third-party administrator / self-funded group health plan business and the approaches our members are taking towards compliance. We have been discussing compliance for the last year, but what are HCAA members doing about:

- Improving Quality and Cost for their Members with the Provider price data requirements
- Helping Educate Plans and Members on Advanced EOB's
- Calculating Non-Network Qualified Payment Amounts and entering into LOAs and Direct Contracts to Avoid Problems
- Educating Members and Plans on How Best to Utilize Price transparency and shopping requirements
- Other hot topics/late-breaking changes

Presented by: Michelle Bounce, COO, JP Farley Corporation; Jeff Walter, President, Professional Benefit Administrators, Inc. and John Barlament, Employee Benefits Attorney, Reinhart Boerner Van Deuren. Introduction by Ernie Clevenger, President HCAA.

4:15 PM – 4:20 PM SPONSOR SHOWCASE – SURGERY PLUS

4:20 PM – 4:30 PM MONDAY SUMMARY
Joanie Verinder, Emcee

4:30 PM – 5:30 PM FIRST TIME ATTENDEE RECEPTION

5:30 PM - 7:00 PM WELCOME RECEPTION

TUESDAY, JULY 19, 2022

7:30 AM - 8:30 AM BREAKFAST & NETWORKING WITH THE SPONSORS

8:30 AM - 9:30 AM #DOTHEIMPOSSIBLE:RESILIENCE

Are you properly prepared to overcome rejection, deal with the mental health challenges of a global pandemic, or navigate unexpected regulations with a healthy mindset? In fact, if your business took a sudden turn today, how would you respond?

In today's volatile world, the most important skill we can develop is that of resilience. Being able to easily bounce back from the unexpected challenges of life and business gives you an advantage that will serve you well your entire life.

Jason Michaels grew up with the debilitating and often misunderstood neurological disorder Tourette Syndrome. By using his skills as a professional entertainer, Jason delivers a powerful program on RESILIENCE which teaches his five most effective resilience techniques, all while engaging his audience with his inspiring one-of-a-kind story, his eye-opening insights, and amazing demonstrations that help illustrate and teach his life-changing resilience strategies.

Immediately upon learning Jason's resilience strategies, you will be empowered to better overcome the challenges of life and business and thrive during these uncertain times.

Presented by: Jason Michaels, Professional Speaker, Best-selling Author, and International Award-winning Entertainer

9:30 AM – 10:00 AM BREAK AND NETWORKING WITH SPONSORS

10:00 AM – 11:00 AM HCAA'S 'SPORTS CENTER' – A LIGHTNING ROUND OF QUESTIONS ASKED OF BROKERS AND PLAN SPONSORS

HCAA brings the lightning and the thunder in this 60-minute session featuring two industry benefit advisors and two innovative employers. Caryn Rasnick of 90 Degree Benefits-Florida will pepper the advisors and employers with your 'burning' questions in a lightning round fashion and allow them 3 minutes to answer on each topic.

Presented by: Bryce Heinbaugh, CEO and Managing Partner, IEN Risk Management Consultants; Desmond Joiner, Partner, HEALTHONE80; Rob Durham, President, HKM Direct Market Communications and Scott Fenn, Senior Vice President - Clinical Integration and Strategy, Infirmary Health moderated by Caryn Rasnick, Vice President-Operations, 90 Degree Benefits-Florida

11:00 AM – NOON BE INVINCIBLE – YOUR GATEWAY TO THE FUTURE

One of the characteristics of being Invincible is the ability to adjust & pivot when challenged with obstacles as you try to achieve your goal, vision or dream! Nothing was more evident of in these last two years as we've all had to adapt to whatever hurdle was thrown before us. Survival basically came down to making it thru the day and that's why I like to say: "win the day & be invincible, because it's your gateway to the future!"

Being Invincible is simply your willingness to pay the price to make your dreams come true. We've all paid that price, and now, it's time to do what it takes to have your invincible moment. You've got to analyze, adapt and hustle to achieve that goal. I'll show you how to make that impossible dream come true, overcome obstacles, make the correct "audibles" and be the best that you can be, as an individual, and as a team. Oh, of course, I can't pass up the opportunity to tell you about the filming of Invincible, how

much of it was real, and what it's like to be portrayed by Mark Wahlberg. So, to the Invincible HCAA Team, LET'S GO! See you under the arch in July!

Presented by: Vince Papale, Motivational Speaker, former Philadelphia Eagles Wide Receiver and inspiration for the film *Invincible*

NOON – 1:30 PM LUNCHEON, BUSINESS MEETING & MEMBER LONGEVITY AWARDS

1:30 PM – 2:30 PM MISSION VS. MARGIN

What sets healthcare apart from many industries is that responsibility for their clients' health is baked into their mission. About 60% of U.S. workers with non-federal health employee benefits, are in plans using some degree of Third-Party Administration (TPA) firm. TPAs support self-insured employers administer benefits and often offer many value-added services, either directly or through partnerships. Historically, TPAs were seen as administrative and claims processing solutions, but employers are increasingly relying on their TPA partners to help implement cost mitigation strategies and drive engagement – without increasing their rates.

As the cost of business continues to go up with new government compliance (NSA/TiC), inflation, salaries, etc., TPAs are feeling mission-bound to tackle the task of protecting their clients' financial health and their member's healthcare benefits.... but at what point does this "mission" sacrifice the "margin?" When writing new business and retaining current business, how does this factor into a TPA's return on investment (ROI)? Join Lawrence Thompson, Chief Revenue and Strategy Officer at Advanced Medical Pricing Solutions (AMPS), as he discusses "mission" vs. "margin" from a variety of perspective, and how to drive growth for 2022 and beyond.

Presented by: Lawrence Thompson, Chief Revenue and Strategy Officer, AMPS

2:30 PM – 2:35 PM NEW PRODUCT LAUNCH – IKIGAI GROWTH PARTNERS

2:35 PM – 3:00 PM BREAK AND NETWORKING WITH SPONSORS

3:00 PM – 4:00 PM THE ROAD TO ADVOCACY BEGINS WITH TECHNOLOGY

You are increasingly expected to provide advocacy, concierge and 1-touch experience to members. And with all the changes in RBP and direct contracting, price transparency regulation, and technology innovation, there has to be a better way to serve our members. Human touch is key, but can technology help to scale the experience, and not clog up your member services teams with transactional calls about claims status, provider lookups and ID cards. Is there a way to support members, deliver a great human touch, and scale?

Join us for a thought-provoking discussion with three of your fellow TPA colleagues and learn how they have embraced technology in various aspects of their operations, which enhance both the Plan's finances, as well as improve the member's overall experience.

Presented by: Michelle Bounce, COO, JP Farley Corporation; Eric Schulman, Director of Business Development, 90 Degree Benefits-Houston and Terri Raimondi, Senior Vice President Business Development and Marketing, Benefit Management LLC moderated by Ramesh Kumar, co-founder and CEO, zkipoint Health

4:00 PM – 4:30 PM WHAT IS VALUE BASED HEALTH CARE?

Value-based healthcare is a healthcare delivery framework that incentivizes healthcare providers to focus on the *quality* of services rendered, as opposed to the *quantity*. Under a value-based healthcare model, healthcare providers (including hospitals and physicians) are compensated based upon patient health outcomes. Clinicians who participate in value-based care agreements are rewarded for promoting healthy patient outcomes, reducing the chronic disease burden, and helping their patients live healthier lives through evidence-based medicine.

Value-based healthcare programs are vital to a larger quality strategy to reform how healthcare is delivered and paid for. According to the Centers for Medicare and Medicaid Services (CMS), value-based care supports the triple-aim of providing better care for individuals, better health for populations, at a lower cost.

Value-Based Healthcare vs. Fee-for-Service

There are fundamental differences between a value-based healthcare model and the more traditional fee-for-service (FFS) model. Under the FFS model, healthcare providers are compensated based upon the amount, or quantity, of services delivered. These services can include office visits, tests, procedures, or other treatments. Reimbursement rates are established for each service clinicians provide.

With the FFS model, clinicians are paid for each service individually. Therefore, healthcare providers are, in effect, incentivized to provide a greater number of services per patient.

After the passage of the ACA in 2010, the US healthcare system began to experience a shift in the way that healthcare services are delivered and paid for. Many healthcare delivery reforms were put in place to emphasize quality of care over quantity. These reforms, collectively, are often referred to as value-based healthcare.

Presented by: Steve Rasnick, President, 90 Degree Benefits – Florida

4:30 PM – 5:30 PM EMERGING LEADERS RECEPTION

5:30 PM – 7:00 PM SECOND NIGHT RECEPTION

WEDNESDAY, JULY 20, 2022

7:30 AM - 8:30 AM BREAKFAST & NETWORKING WITH THE SPONSORS

8:30 AM – 9:30 AM STOLEN FOCUS: WHY YOU CAN'T PAY ATTENTION—AND HOW TO THINK DEEPLY AGAIN

In the United States, teenagers can focus on one task for only sixty-five seconds at a time, and office workers average only three minutes. Like so many of us, Johann Hari was finding that constantly switching from device to device and tab to tab was a diminishing and depressing way to live. He tried all sorts of self-help solutions—even abandoning his phone for three months—but nothing seemed to work. So, Hari went on an epic journey across the world to interview the leading experts on human attention—and he discovered that everything we think we know about this crisis is wrong.

We think our inability to focus is a personal failure to exert enough willpower over our devices. The truth is even more disturbing: our focus has been stolen by powerful external forces that have left us uniquely vulnerable to corporations determined to raid our attention for profit. Hari found that there are twelve deep causes of this crisis, from the decline of mind-wandering to rising pollution, all of which have robbed some of our attention. In *Stolen Focus*, he introduces listeners to Silicon Valley dissidents who learned to hack human attention, and veterinarians who diagnose dogs with ADHD. He explores a favela in Rio de Janeiro where everyone lost their attention in a particularly surreal way, and an office in New Zealand that discovered a remarkable technique to restore workers' productivity. In this radical presentation based on the book, Hari reveals how we can reclaim our focus—as individuals, and as a society.

Presented by: Johann Hari, New York Times best-selling author, Ted-talk speaker, Executive Producer of and Oscar-nominated film, 'The United States vs. Billie Holiday' and documentary series.

9:30 AM - 10:00 AM BREAK AND NETWORKING WITH THE SPONSORS

10:00 AM – 11:00 AM YOU GIVE MEMBERS ALL THE TOOLS – WHY AREN'T THEY USING THEM???

What is a big contributor to member health plan fatigue? Too many apps! In this session, we will learn why apps alone fail. We'll also learn how to measure and influence member engagement with your apps and portals to assure healthcare platform success.

Presented by: Dr. Joe Hodges, DBA, CEO/Chief Disruption Officer, CareValet and Brett Lee, Chief Technology Officer, CareValet

11:00 AM – NOON NOT YOUR MOMMA’S EAP.....

In the current chaotic world in which we live, employees must manage multiple competing demands both on the home front and in the workplace. As a result, mental health concerns and needs for treatment are rising exponentially. Therefore, employers are compelled to use every tool in their arsenal to help their employees strike an optimal “work/life/balance.” The demand for both an expedient and easy access to mental health resources is at an unprecedented high. By participating in this session, attendees will gain a unique insight into the under-utilized and undervalued benefits offered through a variety of Employee Assistance Programs. This session will highlight the increasing importance of having this valuable additional resource which serves both the employee and employer. Additionally, we will explore innovations in the behavioral health space and the introduction of innovative programs geared toward specific populations to serve the unique needs of plan sponsors.

Presented by: Paul Kowalski, VP – TPA / Reseller Sales, Teladoc Health; Jerry Jarvis, VP of Commercial Sales, SilverCloud Health and Kellie Jax, Regional Vice President of Employer Sales, Magellan Healthcare, moderated by Julie Wohlstein, CEO/President of Centrix Benefit Administrators.

NOON – 12:15PM CLOSING REMARKS

Joanie Verinder, Emcee and Ernie Clevenger, HCAA President