

BOOST YOUR EMPLOYEES' HEALTH IQ

4TH ANNUAL NATIONAL EMPLOYERS' HEALTH BENEFITS COMMUNICATION SUMMIT

May 7–8, 2014, Washington D.C.



A National Business Group on HealthSM Event

Agenda for Wednesday, May 7, 2014

- 1:00 p.m. Registration Open and Lunch Available – 1st Floor, Lobby and Conference Rooms A & B**
Lunch is generously sponsored by Anthem Blue Cross & Blue Shield
National Business Group on Health
20 F Street, NW (Near Union Station)
Washington, DC 20001
- 1:45 p.m. Welcome and Opening Plenary: Benchmarking with Industry Peers – 1st Floor, Conference Rooms A & B**
Eligible for 1.2 CEBS credits
Employers will engage in small group discussions based on industry, sharing top benefit communication changes and strategies for 2015.
- Brian Marcotte, President & CEO, National Business Group on Health
 - Theresa Monti, Vice President, Total Rewards (Compensation & Benefits), The Kroger Co.
 - Brenna Shebel, Director, Institute on Health Care Costs and Solutions, National Business Group on Health
 - Shari Davidson, Vice President, National Business Group on Health
- 2:45 p.m. Break – Pedometer Alert!**
We encourage you to use this time to network and get a few steps in. 
- 3:00 p.m. BREAKOUT SESSION I: Choose from one below**
- **Promoting Employee Engagement & the Value of Wellness Programs - 2nd Floor, The David Scherb Boardroom**
Eligible for 1.5 CEBS credits
If you build it, will they come? Participants will share and learn best practices for engaging employees in wellness programs, including how to communicate the value of these programs to a diverse workforce.
 - **Say What? You, Your Employees, and Health Literacy – 1st Floor, Boardroom**
Eligible for 1.5 CEBS credits
Led by Beccah Rothschild, Senior Outreach Leader, Consumer Reports



In this session, participants will interact with an industry expert and participate in a hands-on learning experience. Attendees will learn ways to simplify complicated health benefits information and reduce insider jargon to improve employee understanding.

- **Five Benefit Communication Mistakes You Don't Want to Make** - 2nd Floor, DC Boardroom

Eligible for 1.5 CEBS credits

Led by Lisa Gill, Editor, Prescription Drugs, Consumer Reports

In this session, participants will interact with an industry expert and participate in a hands-on learning experience. Attendees will learn how to avoid common communication mistakes and instead, craft clear and compelling open enrollment materials, newsletters and employee wellness stories.

- **Personalizing and Targeting Messages for Increased Impact** - 1st Floor, Videoconference Room

Eligible for 1.5 CEBS credits

When it comes to communication, one size does not fit all. Participants will learn why targeted communications that are framed for a particular audience are more likely to be read, understood, acted on and perceived as credible.

4:25 p.m. Breakout Session II: Choose from one below

- **Social Media and Technology as Messaging Assets** - 1st Floor, Videoconference Room

Eligible for 1.5 CEBS credits

Participants will learn and share the online, mobile and social media strategies they use to engage employees and dependents in health, wellness and benefits initiatives.

- **Say What? You, Your Employees, and Health Literacy (Repeat)** 2nd Floor, The David Scherb Boardroom

Eligible for 1.5 CEBS credits

Led by Beccah Rothschild, Senior Outreach Leader, Consumer Reports

In this session, participants will interact with an industry expert and participate in a hands-on learning experience. Attendees will learn ways to simplify complicated health benefits information and reduce insider jargon to improve employee understanding.

- **Five Benefit Communication Mistakes You Don't Want to Make (Repeat)**- 1st Floor, Boardroom

Eligible for 1.5 CEBS credits

Led by Lisa Gill, Editor, Prescription Drugs, Consumer Reports

In this session, participants will interact with an industry expert and participate in a hands-on learning experience. Attendees will learn how to avoid common communication mistakes and instead, craft clear and compelling open enrollment materials, newsletters and employee wellness stories.

5:45 p.m. Community Service Activity: Project Create- 1st Floor, Conference Rooms A & B

The community service activity is generously sponsored by Aon Hewitt



6:15 p.m. Capitol View Rooftop Cocktail Reception – 11th Floor, Rooftop Terrace

The cocktail reception is generously sponsored by Kaiser Permanente

Join your colleagues on the rooftop terrace to network and connect over hors d'oeuvres while enjoying skyline views of nearby DC landmarks and monuments.

7:30 p.m. Reception Concludes

Agenda for Thursday, May 8, 2014

8:00 a.m. Breakfast Available – 1st Floor, Lobby & Conference Rooms A & B

National Business Group on Health
20 F Street, NW (Near Union Station)
Washington, DC 20001

8:30 a.m. Exemplary Communication Tactics from Leading Employers – 1st Floor, Conference Rooms A & B

Eligible for 1.2 CEBS credits

- *Kristi Allender, Manager, Total Rewards, Employee Benefits, Nissan North America, Inc.*
- *Suzanne Riss, Vice President - HR Communications Manager II, JPMorgan Chase*
- *Mary Burnett, Cigna Healthy Life Program Manager, Cigna*
- *Kathryn Rider, Global Director of Employee Health, Cigna*

9:45 a.m. Refreshment Break - Pedometer Alert!

We encourage you to use this time to network and get a few steps in.

The refreshment break is generously sponsored by Best Doctors, Inc.



10:15 a.m. Participant Engagement: The Ultimate App – 1st Floor, Conference Rooms A & B

Eligible for 1.5 CEBS credits

- *Lori Block, Principal – Engagement Strategist, Buck Consultants, a Xerox Company*
- *Amy Bloomquist, Program Manager, Health and Well-being, Carlson, Inc.*

With all the buzz about social media, gamification, and, of course, the drive to go mobile, it's easy to forget that the "app" employers really need to launch to achieve their objectives is the engagement "app." Likewise, with all the emphasis on employees' physical health, it's easy to overlook other "ailments" such as poor financial health, which, like poor physical health, has a negative impact on the workplace.

By applying the levers of engagement, employers can realize a greater return on their investment in programs designed to improve the total well-being of their populations. During this educating and nutrient-packed session, attendees will learn how to put the principles of engagement into action, and hear about one employer's experiences in developing and launching its benefit engagement "app" that's created a "HealthWise" population "be well."



- 11:30 a.m. Lunch Presentation: Engaging Employees at their Point of Need – 1st Floor, Conference Rooms A & B**
Lunch is generously sponsored by Castlight Health
- *Scott Matthews, Vice President of Product Marketing, Castlight Health*
- 12:40 p.m. Breakout Session III: Choose one from below**
- **Cost Transparency Tools: Implementing and Getting Employees to Use Them - 1st Floor, Videoconference Room**
Eligible for 1.5 CEBS credits
As employers increasingly adopt transparency tools to support employee health care decision-making, the challenge has shifted to increasing employee utilization of these tools. Participants will learn and discuss methods for increasing engagement with price transparency tools.
 - **Applying Principles of Marketing and Behavioral Economics to Benefits Communications - 2nd Floor, The David Scherb Boardroom**
Eligible for 1.5 CEBS credits
Led by Lori Block, Principal – Engagement Strategist, Buck Consultants, a Xerox Company
Habits are hard to break. Attendees will learn how integrating marketing and behavioral economic principles into benefits communications can make healthier choices easier and lead to enhanced behavior change.
 - **Budget-Conscious Communications: Capitalizing on Vendor Resources - 1st Floor, Boardroom**
Eligible for 1.5 CEBS credits
Even with a limited budget, benefits communicators can still plan and execute high-quality outreach campaigns by collaborating with their vendors. Attendees will learn and share ways to stretch their dollars by incorporating vendor resources.
- 2:00 p.m. Interactive Design Thinking Activity- 1st Floor, Conference Rooms A & B**
Eligible for 1.8 CEBS credits
- *Liam Scanlan, Director - Product, Marketing & Customer Experience, Fidelity Investments*
This interactive activity will invite attendees to approach the problem from a personal perspective, while learning about the design thinking approach/principles.
- 3:30 p.m. Evaluations & Adjourn**