28th Annual Health Benefits Conference + Expo

January 28-30, 2019
Sheraton Sand Key Resort | Clearwater Beach, Florida | www.HBCE.com | #HBCE

Keynote Speaker and Session Preview
Finding the Right Formula to Positively Change Outcomes

As employers today continue to struggle to reduce health care costs while trying to improve employee engagement, identifying a clear path to what works and what doesn’t can feel seemingly impossible. New technologies, specialized offerings and program strategies promise great results, but how do you know if they will ultimately help you achieve the goals at hand?

The Health Benefits Conference & Expo (HBCE) is here to help. At HBCE, forward progress begins as you learn about proven approaches used by recognized employers and public sector entities. Hear their firsthand stories of success and failure, and uncover key takeaways from their initiatives. You will also garner valuable insights from leading experts and industry practitioners about up-and-coming issues and trends that will help you identify the right formula for your organization to positively change outcomes.

Content Designed for You

Sessions at HBCE are crafted for mid- to senior-level professionals from private and public sector employers, hospital and health care systems, and universities in the following fields:

- Employee benefits and total rewards
- Wellness, health promotion and population health management
- Human resources
- Occupational health and safety
- Workers’ compensation and absence management
- Employee health services, including on-site/near-site clinics.

Registration Includes

Voted one of the nation’s best value conferences, HBCE registration includes:

- More than 25 sessions
- Continental breakfast (daily)
- Lunch (Tuesday)
- Two networking receptions
- Refreshment and networking breaks
- Session handouts and other supporting materials
- Full access to the exhibit hall with more than 50 service providers on hand.
Past Attendee Organizations

Attendees at HBCE represent a diverse selection of organizations from across the country. A sampling of past attendee organizations includes:

- Arkansas State University
- ASCIP—Alliance of Schools, Southern California
- Boeing Company
- Burger King
- Cargill
- City of Austin
- City of Greensboro
- City of Miami
- Coca-Cola
- Cook Children’s Health Care System
- Coors Brewing Company
- Delta Airlines
- Farmer Brothers Coffee
- Georgia Tech Hays Companies
- Green Plains Inc.
- Honeywell, Inc.
- IBM Corporation
- Lippert Components
- Leon County Schools
- Mayo Clinic
- Montana University System
- ONEOK, Inc.
- Orange County Human Resources
- Purdue University
- Siemens Corp.
- Target Corporation
- Toyota North America
- UnitedHealthcare
- UPS
- University of Wisconsin
- Walt Disney World Co.
- Walmart
- World Bank

“HBCE always addresses new and relevant topics to meet a variety of needs. Speakers are always true experts in their field.”

Randi Lynn
Athens-Clark County Unified Government

Sheraton Sand Key Resort

Beautifully situated on ten private, pristine acres of Clearwater Beach, the Sheraton Sand Key Resort boasts 375 airy and relaxing guest rooms overlooking the Intracoastal Waterway or Gulf of Mexico. Unwind at the end of each day by the beautiful pool, or take a leisurely walk along the beach. The Sheraton Sand Key Resort offers a multitude of outdoor activities—from beach volleyball to tennis—for guests to participate in, and the resort is conveniently located within walking distance of a variety of restaurants and attractions. There are no resort fees at the Sheraton Sand Key Resort, and complimentary parking is provided for all guests.

Discounted conference room rate: $195 single/double

Please contact the hotel directly at (727) 595-1611 to make your reservation, and mention code HA21AA to receive the discounted rate.
## Conference Schedule

### Sunday, January 27, 2019
- Health Care Cost Management Course ................. 8:00 a.m.-4:00 p.m.

### Monday, January 28, 2019
- Health Care Cost Management Course ................. 8:00 a.m.-4:00 p.m.
- Morning Preconference Check-In ........................ 7:30-8:30 a.m.
- Morning Preconference Session ......................... 8:00-11:30 a.m.
- Afternoon Preconference Check-In ..................... 12:00 noon-12:30 p.m.
- Afternoon Preconference Session ...................... 12:30-4:00 p.m.
- Conference Registration ................................ 4:00-6:00 p.m.
- Networking Reception in the Exhibit Hall ............. 4:00-6:00 p.m.

### Tuesday, January 29, 2019
- Exhibit Hall Open .................................... 7:15 a.m.-6:00 p.m.
- Continental Breakfast and Registration ............... 7:15-8:30 a.m.
- Opening Session ...................................... 8:30-9:45 a.m.
- Networking and Refreshments .......................... 9:45-10:15 a.m.
- Concurrent Sessions .................................. 10:15 a.m.-12:30 p.m
- Lunch .................................................. 12:30-1:30 p.m.
- Concurrent Sessions .................................. 1:30-2:30 p.m.
- Networking and Refreshments .......................... 2:30-2:45 p.m.
- Concurrent Sessions .................................. 2:45-5:00 p.m.
- Networking Reception in the Exhibit Hall ............. 5:00-6:00 p.m.

### Wednesday, January 30, 2019
- Exhibit Hall Open .................................... 7:30-11:00 a.m.
- Continental Breakfast ................................. 7:30-8:30 a.m.
- Concurrent Sessions .................................. 8:30-10:45 a.m.
- Networking and Refreshments .......................... 10:45-11:00 a.m.
- Concurrent Sessions .................................. 11:00 a.m.-1:15 p.m.

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### Educational Host

HBCE is hosted by the International Foundation of Employee Benefit Plans. With more than 60 years of experience, the International Foundation has a strong reputation for producing quality benefits education, including the highly respected CEBS® program. The Foundation offers more than 60 educational offerings annually, plus a suite of e-learning courses, research services on health and wellness programs, and more. [www.ifebp.org](http://www.ifebp.org)
Healthy Pleasures: Applying the Science of Happiness for Successful Behavior Change and Health Improvement

“Changing behaviors represents the single biggest opportunity to improve health outcomes while bringing costs under control.”
(Ernst & Young Report, 2012)

If behavior change is so critical to the health of employees and families as well as to health care costs, what are the pathways and methods to support successful change? Is behavior always difficult to change? Are people really unmotivated? Does health improvement always involve arduous self-discipline and denial? Is everything that feels good really bad for you?

Health promotion efforts have often focused on changing unhealthy behaviors. Yet following all the latest behavioral health prescriptions doesn’t necessarily explain or ensure health and vitality. The healthiest, most robust people seem to indulge in many small, daily pleasures and cultivate a positive, optimistic view of their lives.

From sensual delights to selfless pleasure, from optimism to laughter, scientific studies suggest that doing what feels good pays off twice: immediate enjoyment and better health. In this keynote session, we will explore practical, evidence-based strategies that can enhance happiness, increase productivity, improve health outcomes and even, at times, reduce health care costs.
More than 25 sessions covering a wide variety of topics will be offered at HBCE in 2019. Here is a brief preview of sessions you will find at HBCE.

1. **CASE STUDY: Using Big Data and Operational Integration to Revolutionize Engagement**
   Learn about one employer’s proactive, tailored outreach program combining comprehensive, integrated data and big-data analytics. This platform incorporates benefits, job factors, health risks, job performance, business characteristics and community metrics to improve well-being and performance for its employees.

2. **Mindfulness: The Prescription for Monkey Brain**
   We spend most of our time multitasking, which has increased the diagnosis of “monkey brain” syndrome, when we lose control of what is happening due to excessive multitasking and mindless activities. These factors make us much less efficient in our jobs because we no longer have the ability, or desire, to complete simple tasks, thereby decreasing employee productivity. Mindfulness training is an affordable benefit offering that combats this syndrome, has a high ROI and increases our livelihood.

3. **Case Study: Digital Health as a Scalable Solution to Reduce Opioid Use**
   Opioid use and overdose has sharply increased over the past decade. To combat this epidemic, hear how Vail Resorts partnered with Hinge Health to implement a 12-week digital health program to address chronic back and joint pain with wearable-sensor guided exercise therapy and 1:1 behavioral coaching. Additionally, you will receive the results of two randomized controlled clinical studies conducted by Hinge Health.

4. **Case Study: How to Build a Successful Financial Wellness Program**
   Hear how Bell Partners, Inc., implemented a financial wellness program as part of its Well Bell program in 2017. Learn about its employee benefits survey, vendor selection process, implementation, communication strategy, incentives and integration with the outcomes-based wellness program. Hear lessons learned, as well as scalable ideas for low- or no-cost programs to support financial wellness, such as student loan consolidation, vendor discounts and day-care discounts.

5. **Beyond Perks and Benefits: What Employees Really Want From Work**
   What does it take to create a thriving culture that draws in and retains employees? At employers of choice, employees feel valued, inspired and connected to their work and co-workers. Thriving employees means a competitive business advantage, including improved employee engagement and retention, increased creativity and innovation, improved leadership effectiveness, and stronger, more cohesive leadership teams. Learn what it takes to build a thriving culture and how to position yourself as a strategic leader.

6. **Why Should Worksite Wellness Programs Focus on Multicultural Competency?**
   Many people confuse diversity with multicultural competency or use the terms interchangeably. While diversity is a good starting point, diversity does not equal multicultural competency, nor do you achieve diversity by varying your team considering race alone. Evaluate your program to see its effectiveness across cultural lines and whether it is in compliance with laws designed to eliminate discrimination and promote inclusion in wellness programs.

7. **Diabetes Epidemic: Actionable Approaches to Address Adherence, Cost and Improved Outcomes**
   Diabetes is the leading traditional drug cost driver for employers, accounting for more than 10% of total drug expenditures and representing the most expensive therapy class in traditional drug spending. Hear a multifaceted approach on how to manage spend via different utilization management strategies, identify and address adherence issues from a global perspective, improve clinical pathway selections and increase patient engagement to drive clinical outcomes.

*Full program details will be available later this fall.*
Health Care Cost Management
A Certificate Series course from the International Foundation of Employee Benefit Plans
www.ifebp.org/certificateseries

Sunday, January 27-Monday, January 28, 2019 | 8:00 a.m.-4:00 p.m.

New for 2019! HBCE is proud to partner with the International Foundation in bringing the Health Care Cost Management course to HBCE as a special preconference option. An integral part to either the Certificate in Health and Welfare Plans or a Certificate in Strategic Benefits Management, this course offers an in-depth analysis of the fundamental elements of health care cost management.

Topics Addressed Include:

• Cost influencers and trends
• Managing providers and patients
• Prescription drug cost management
• The impact of technology
• Data analysis and disease management
• Plan design, contributions and eligibility
• Value-based strategies
• Emerging and evolving issues
• Case study.

*A separate registration fee is required for the Health Care Cost Management preconference.
Before December 19, 2018—$1,250
After December 19, 2018—$1,550

Interested in completing your certificate in 2019? Complete two additional courses for either the Certificate in Health and Welfare Plans or the Certificate in Strategic Benefits Management.

2019 Dates and Locations
February 25-28, 2019 | Lake Buena Vista (Orlando), Florida
June 24-27, 2019 | San Diego, California

See www.ifebp.org/certificateseries for more information
**Mastering Workplace Wellness Laws**

Monday, January 28, 2019 | 8:00-11:30 a.m.

JoAnn Eickhoff-Schemek, Ph.D., FACSM, FAWHP  
Professor Emeritus  
Department of Educational and Psychological Studies  
University of South Florida, Tampa

Barbara J. Zabawa, J.D., M.P.H.  
Clinical Assistant Professor  
University of Wisconsin–Milwaukee  
Owner, Center for Health and Wellness Law, LLC

Complying with workplace wellness laws is challenging and evolving. This workshop will focus on incentive laws, including ADA and GINA updates that go into effect in 2019, as well as important data-privacy laws. Legal issues involving workers’ compensation and hiring qualified wellness professionals and vendors will also be addressed. Attendees will be provided with strategies that will effectively enhance compliance to these laws. The presenters will reference the textbook they authored, entitled *Rule the Rules of Workplace Wellness Programs* (published by the American Bar Association).

**Self-Funding Tutorial: Basic Concepts Through Advanced Tactics in Self-Funding a Health and Welfare Plan**

Monday, January 28, 2019 | 12:30-4:00 p.m.

Dean M. Hoffman  
Benefit Consultant  
Dean M. Hoffman, LLC

Self-funding group health and welfare plans is not a new concept for larger employers; however, many smaller employers are seeking this funding method as a result of the Affordable Care Act. This preconference will begin with the basics of self-funding and progress to more advanced concepts. Mr. Hoffman will break down third-party administrative (TPA) and administrative services only (ASO) funding models into easy-to-understand segments and explain the “plug and play” approach to stop-loss contracts, pharmacy plans, disease management, direct provider contracting, digital medicine, travel medicine and health care intelligence dashboards. You will review stop-loss contract types and terminal liability as well as how to align with the employer’s risk tolerance and financial goals. Emerging stop-loss practices will be discussed, including use of group captives and small group level-funded contracts. This robust session is suitable for all levels of expertise and organization size. Attendees will walk away well-grounded in the concepts of self-funding, partial self-funding and level funding.

**REGISTER EARLY.** Preconference sessions consistently sell out. A separate registration fee of $165 is required for each of the Monday preconference sessions.
Continuing Education

Sessions at HBCE may qualify for continuing education (CE) credit for the following designations and professions.

- CEBS Compliance
- CHES/MCHES
- Insurance Producers

- NWI
- PHR/SPHR/GPHR
- SHRM-CP/SHRM-SCP

Registration Policies

New cancellation policies effective for 2019 education programs. Cancel and transfer fees are based on registration fee paid: 60+ days of meeting is 10%; 31-59 days of meeting is 25%; within 30 days of meeting is 50%. Registration fee is forfeited once program commences. Name replacements do not incur administration fee. Fill out a registration form for the new individual, and indicate the name of the person being replaced. For details on the 2019 policy, see www.hbce.com/registrationinformation.

Things to Do at HBCE

Participate in Networking Receptions
A great way to kick off your HBCE experience, networking receptions put you in contact with peers from across the country. Grow your network and learn from their experiences at this valuable event.

Check Out the Exhibit Hall
Learn about products and services that can assist you in achieving your organizational goals by exploring the exhibit hall. More than 50 service providers will be on hand to help!

Explore Clearwater Beach
Clearwater Beach is home to an abundance of activities and attractions to take advantage of at the end of each day. From Siesta Key parks to the Clearwater Marine Aquarium, deep sea fishing to an array of exceptional dining options—There is something for everyone here. Visit www.hbce.com for details.
Exhibitor and Sponsorship Opportunities

Do you have a qualified service provider you would like to see participating in this event? Have them exhibit at or sponsor HBCE. It is a great way to grow existing business, build brand awareness and make valuable connections! Sign up early, the exhibit hall sells out every year!

**Exhibit Opportunities Include:**
- Pre- and postconference mailing list
- Two all-access conference registrations
- Six-foot table, two chairs, carpet and wastebasket
- Complimentary Wi-Fi
- Listing on www.hbce.com
- Company listing in the virtual conference and in all conference publications
- Product/service listing in the Directory of Exhibits and Sponsors.

**Popular Sponsorship Opportunities Include:**

- **Keynote Session and Tote Bag**
- **NEW! Mobile App**
- **Refreshment Break**
- **Attendee Lunch**
- **Conference Pens and Notepads**
- **Design Your Own Sponsorship.**

More options and full details are available online at www.HBCE.com.

**CONTACT US TODAY!**

**For Exhibits**
Sandra Lange  
(262) 373-7657  
sandral@hbce.com

**For Sponsorships**
Diane Mahler  
(262) 373-7656  
dianem@hbce.com
Health Benefits Conference & Expo (HBCE)

**Conference Registration Rates**

**Early Bird Register by December 19, 2018**

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<th>Team*</th>
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<tr>
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**Conference Rate Register after December 19, 2018**

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<tr>
<td>Service Provider (SP/P)</td>
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**Sunday/Monday Certificate Series—Health Care Cost Management (HCCM)**

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<tr>
<th>Monday Morning Preconference (PCPM/PCO2)</th>
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<td>$165</td>
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**Hotel**

Sheraton Sand Key Resort

Ask for the special conference rate of $195—single or double—and mention the “Health Benefits Conference & Expo” HA21AA. A (1) one-night deposit is required. Reserve early for the conference rate and a lower government rate (ID required).

Hotel deadline is December 28, 2018. Phone: (727) 595-1611. If sold out, call HBCE for an excellent alternative at (262) 373-7611.

HA21AA. A (1) one-night deposit is required. Reserve early for the conference rate and a lower government rate (ID required).

**Continuing Education Credit (for HBCE conference sessions)**

HBCE will apply for CE credit based on requests indicated below.

- Actuary
- Attorney
- CFP
- CHES/CHES/E
- CMA
- CPA
- HRCI
- Insurance producer**
- NWI
- SHRM
- Other, specify

*CEBS Compliance—Visit www.cebs.org/compliance for additional information.*

**Preapproval of programs/seminars is required in ALL insurance states. This process can take up to 90 days. Late requests could preclude insurance producers from earning credit. NOTE: Requests made for CE credit on this form do not guarantee administration of credit.**

**Payment Must Accompany Order**

Please make checks payable to Health Benefits Conference & Expo. (Please send fax copy with this form.)

**TAX DEDUCTIBILITY:** Expenses of training, including tuition, lodging and meals, incurred to maintain or improve skills in your profession may be tax-deductible. Consult your tax advisor.

Check # _______ Exp. date _______
Cardholder’s name (print) ____________________________

**Policies and Details**

**FEE:** Your registration fee includes access to all of the conference sessions, the exhibit area, continental breakfasts, lunch (day two only), refreshment breaks, receptions and all conference materials.

**TEAM PRICING:** Team pricing is available if four or more individuals from your organization will be attending.

**Registration/Order Summary**

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Register online at: www.hbce.com
E-mail to: info@HBCE.com
Secure fax (262) 364-1818
International Foundation
P.O. Box 689954, Chicago, IL 60695-9954
Questions, contact us at: www.hbce.com | (444) 779-7795

16BM-918

**SUBSTITUTION AND CANCELLATION:** NEW! Policies have changed. For information on cancellations and substitutions, please visit hbce.com.
Register today and secure early bird prices!

Government/Public Sector .............. $425/person*

Corporate/Private Provider .............. $475/person*

Service Provider ........................ $625/person*

Register teams of four or more and save an additional 20%!

*Prices valid through December 19, 2018.