Reducing your health care costs begins with improving employee health. Make sure your health plans and wellness programs are properly adapting to the latest research and trends for optimal impact on your bottom line by attending the 29th Annual Health Benefits Conference & Expo (HBCE).

HBCE will inspire and engage with innovative employer case studies and expert-led sessions. As an attendee, you will learn about the most pressing issues impacting the industry today, participate in small-group discussions, meet face-to-face with industry experts and network with your peers. You will also have the unique opportunity to hear about a wide range of relevant topics, all at one value-based event. Register today!

Who Should Attend HBCE?
Sessions at HBCE are designed for mid- to senior-level professionals from private and public sector organizations, hospitals and health care systems, and universities in the following fields.

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

Attendee Title Representation
These titles and more annually find value at HBCE.

- Benefits Analyst
- Benefits Manager
- Chief Financial Officer
- Deputy City Commissioner
- Director of Benefits and Compensation
- Director of Health and Welfare
- Director of Human Resources
- Health Coach
- Human Resource Generalist
- Manager of Employee Health
- Manager of Engagement and Well-Being
- Risk Manager
- Senior Director of Strategic Health Initiatives
- Senior Vice President
- Wellness Coordinator

Registration Includes:
- Access to more than 20 sessions
- Daily continental breakfast
- Lunch on Tuesday
- Two networking receptions
- Refreshment and networking breaks
- Session handouts and other supporting materials
The 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 of the 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 HA1213 to receive the discounted rate.

Hotel Reservation Deadline: December 16, 2019

---

Conference Advisory Committee

Nancy L. Bolton
Palm Beach County

David Blasewitz
City of Tampa

Mary Bradley
Pitney Bowes

Andrew E. Loyst, CEBS, FLMI
Gerdau Ameristeel

Deborah Napier
Gulf Power Company

Timothy L. Newman, M.D.
FirstEnergy Corporation

Rosa Novo
Miami-Dade County School District

Kim Stroud, M.A., LMHC
Manatee County, BOCC

Joan M. Troester, M.B.A., CHES®, SPHR
University of Iowa

Susan Tufts, M.A.
L.L. Bean Inc.

Gene Piatek
West Coast Business/Health Coalition (prior)
Health Benefits Conference & Expo (HBCE)
## Conference Schedule at a Glance

**SUNDAY, JANUARY 19, 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.-4:00 p.m.</td>
<td>Organizational Strategies for Health and Financial Wellness Course*</td>
</tr>
</tbody>
</table>

**MONDAY, JANUARY 20, 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-4:00 p.m.</td>
<td>Organizational Strategies for Health and Financial Wellness Course*</td>
</tr>
<tr>
<td>8:00-8:30 a.m.</td>
<td>Morning Preconference Registration</td>
</tr>
<tr>
<td>8:30-11:30 a.m.</td>
<td>Morning Preconference Session*</td>
</tr>
<tr>
<td>12:30-1:00 p.m.</td>
<td>Afternoon Preconference Registration</td>
</tr>
<tr>
<td>1:00-4:00 p.m.</td>
<td>Afternoon Preconference Session*</td>
</tr>
<tr>
<td>4:00-6:00 p.m.</td>
<td>Conference Registration</td>
</tr>
<tr>
<td>4:00-6:00 p.m.</td>
<td>Networking Reception in the Exhibit Hall</td>
</tr>
</tbody>
</table>

**TUESDAY, JANUARY 21, 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m.-6:00 p.m.</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>7:30-8:30 a.m.</td>
<td>Continental Breakfast and Registration</td>
</tr>
<tr>
<td>8:30-9:45 a.m.</td>
<td>Opening Session—Ron Loepke, M.D., M.P.H., FACOEM, FACP</td>
</tr>
<tr>
<td>10:00-11:00 a.m.</td>
<td>Featured Session—Leah Binder, M.A., M.G.A.</td>
</tr>
<tr>
<td>11:00-11:30 a.m.</td>
<td>Networking and Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td>11:30 a.m.-12:30 p.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>12:30-1:30 p.m.</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:30-2:30 p.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>2:30-2:45 p.m.</td>
<td>Networking and Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td>2:45-3:45 p.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>3:45-4:00 p.m.</td>
<td>Networking and Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td>4:00-5:00 p.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>5:00-6:00 p.m.</td>
<td>Networking Reception in the Exhibit Hall</td>
</tr>
</tbody>
</table>

**WEDNESDAY, JANUARY 22, 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-11:00 a.m.</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>7:30-8:30 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
</tr>
<tr>
<td>8:30-9:30 a.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>9:30-9:45 a.m.</td>
<td>Networking and Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td>9:45-10:45 a.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>10:45-11:00 a.m.</td>
<td>Networking and Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td>11:00 a.m.-12:00 noon</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>12:00 noon-12:15 p.m.</td>
<td>Break</td>
</tr>
<tr>
<td>12:15-1:15 p.m.</td>
<td>Concurrent Sessions</td>
</tr>
</tbody>
</table>

*Separate registration and fee required.*
Preconference Options

Sunday, January 19-Monday, January 20, 2020 | 8:00 a.m.-4:00 p.m.

Organizational Strategies for Health and Financial Wellness

A Certificate Series course from the International Foundation of Employee Benefit Plans
www.ifebp.org/certificateseries

HBCE is proud to offer, in partnership with the International Foundation of Employee Benefit Plans, the Organizational Strategies for Health and Financial Wellness course. This course is a great way to jump-start earning your Certificate in Strategic Benefits Management from the International Foundation.

The complexities of managing total rewards programs in today’s changing landscape require a broad, strategic perspective as well as the ability to align programs with overall business needs and human resource goals. This course will give you the tools you need to measure the effectiveness of your programs.

Topics include:

- The value of financial literacy and wellness
- Making the business case for health and financial wellness programs
- Return on investment
- Impact on organizational workforce and succession planning
- Identifying what can and cannot be measured
- Tailoring solutions to your population’s demographics
- Tailoring your organization’s communication strategy
- Individual and population retirement income management

Crystal V. Hover, CEBS
CEO and Chief Strategist
Kitchen Table Consulting
Los Angeles, California

Linda Robertson, M.S.F.S., CEBS, CFP, ChFC
Director of Planner Operations
Financial Finesse, Inc.
El Segunda, California

*A separate registration fee is required for the Organizational Strategies for Health and Financial Wellness preconference.
Before December 19, 2019—$1,275 | After December 19, 2019—$1,575
Monday, January 20, 2020 | 8:30-11:30 a.m.

**Legally Compliant Communications—And the Consequences of Miscommunication**

**Marilyn A. Monahan**  
Owner, Monahan Law Office

Join this interactive discussion to learn what employers have to do, and what they should do, both to ensure that employees understand the terms of their health plan and to limit the employer’s exposure to liability. The program will review the disclosure (and distribution) rules in ERISA and other key laws governing health plans, with a particular emphasis on best practices, and how the legal requirements have changed in light of ACA. Common misconceptions and traps for the unwary will be discussed—including a look at the potential consequences of the miscommunication of plan terms.

Monday, January 20, 2020 | 1:00-4:00 p.m.

**Creating a Thriving Culture: It’s a Two-Way Street**

**Michelle Spehr, M.A., M.Ed., CWF, CWWPC, MCHES®**  
Health and Wellness Consultant  
The Benefit Services Group, Inc.

**Rebecca Johnson, M.S.**  
Co-Founder and Chief Operations Officer  
ViDL Solutions

When it comes to creating a high-performing organization that can sustain the test of time, business leaders and HR and well-being professionals often focus on efforts to improve the health and productivity of individual employees. While this is clearly an important part of the equation, developing a thriving organization is a two-way street. Not only do employees need resources and tools that support self-care and are in alignment with the latest thinking on health and human nature, but the cultural norms of the organization must also authentically support personal and professional well-being. While most HR and wellness professionals recognize this truth, many struggle to lead their organizations away from outdated approaches and into new paradigm approaches.

This preconference intensive will explore the reciprocal relationship between individual well-being and organizational health through the lens of a simple framework. It is a workshop experience designed so participants leave with information (data, resources and case studies), inspiration (interactive learning exercises, opportunities for collaboration and space for self-reflection) and practical strategies (actionable takeaways, tools and resources) so they can have greater impact and influence in their organizations and on the lives of those they serve.
OPENING SESSION

Wellness Works and Prevention Pays—If Done in the Right Ways

Ron Loeppke, M.D., M.P.H., FACOEM, FACPM
Vice Chairman
U.S. Preventive Medicine, Inc.

By now, we have all seen the conflicting headlines about the effectiveness of wellness programs. Now, more than ever, you are being asked to make the business case supporting the development or continuation of these programs in your workplace. What we know for certain is that random acts of wellness do not work. In this session, you will hear about new validated and evidence-based wellness and prevention strategies yielding compelling clinical and financial results at companies around the globe. Learn why good employee health continues to be good business and how integrating features from other successful programs can result in lower health care costs and less absenteeism and presenteeism, with a measurable positive impact on your employer’s bottom line.

FEATURED SESSION

Health Care Costs and Quality Measures—How to Find and Use Resources

Leah Binder, M.A., M.G.A.
President and CEO
The Leapfrog Group

Employers are continually looking for transparency in the health care industry so they can effectively remove barriers for their employees receiving appropriate care. Do you know what resources are available? Hear about how to find data, and learn how employers have used provider cost and quality measures to impact the benefits offered to their employees.
City of Tampa Near-Site Wellness Centers

Dave Blasewitz  
Benefits Manager  
City of Tampa

Hear how the City of Tampa has partnered with CareATC to change the direct primary care model for employees, dependents and retirees in their health plan. Learn how the city leverages its wellness centers, online wellness portal, nurse liaison and health coach to avoid unnecessary health care utilization and spending and improve population health. Discussion will focus on how specific chronic conditions, such as diabetes, can be managed through this model of care.

Wendy White  
Director of Client and Clinical Services  
CareATC, Inc.

Leading and Perfecting the Business Case for Your Wellness Program: Creative Methods to Improve Engagement and Sustainability

Kim Farmer, AES, CCWS, CPT  
Wellness Specialist  
Mile High Fitness and Wellness

According to business experts, a business case is intended to convince key decision makers of the merits of a particular course of action. The business case for your wellness program needs to contain key components to convince your leadership team to commit the proper amount of time and resources for a sustainable program. Significant results in a wellness program can help employers control health care costs, improve employee productivity and enhance workforce engagement. A holistic model incorporating all dimensions of wellness is necessary in order to see improved health outcomes.

“I learned a lot to take back to my company, but even more to use personally to improve myself as a person.”  
Dawn Kennedy  
Sarasota Memorial Health Care System
Year-Round Benefits Communication Improves Employee Decision Making

Jennifer T. Benz  
SVP, Communications Leader  
Segal Benz

You’ve introduced a new benefit plan that you’re super excited about, and you think your employees should be too. Will your people embrace it or ignore it? Regardless of the size of your budget, it’s essential that you engage your people not only when you’re making plan changes but throughout the year. A thoughtful plan rollout and employee engagement strategy are key to achieving high adoption rates and ongoing satisfaction. Because that’s what it takes for your people to use the programs you offer—effective communication.

To see how it’s done, this session will look at a case study: the successful high-deductible health plan implementation at Roper Technologies. You will learn firsthand tips, tricks and tactics, and you’ll come away from this session with a strategy you can use for your next big benefit program launch.

Lighthouse Group’s Three-Year Focus on a Complete Wellness Program

Dawn Duffy  
Strategic Health Manager Benefits  
Lighthouse Group

Eleni Kontos  
Account Manager  
WellRight

Lighthouse Group employees seek to understand and educate their clients by empowering them to make decisions that protect what matters most—their family, home, business and health. For the past three years, Lighthouse has offered a complete wellness program to its employees that does the same. With over 20 office locations, differing roles and variation in daily work routine, Lighthouse realized that a one-size-fits-all program would fail to engage all of its employees and wouldn’t create lasting behavior change. By partnering with WellRight, it could allow each employee to build a program that is custom to their needs while creating a workplace culture that is focused on happiness and healthy habits.

Duffy, along with the wellness champions, uses the program as central place to connect staff and build a culture that attracts and retains employees. Since implementation, they have experienced some amazing results in engagement and reduced health care costs.
Conducting a Self-Audit of Your Health and Welfare Plan

Marilyn A. Monahan
Owner
Monahan Law Office

Scrutiny of health plans—by both DOL and IRS—is increasing. Whether plans are self-funded or fully insured, employers need to be prepared. This program will take you through the essential steps every self-audit should include in order to ensure that employers are prepared for an audit and are satisfying their fiduciary obligations. The program will also feature a discussion of common pitfalls, practical compliance tips and best practices.

Total Workplace Wellness: Why Mental Health Is Essential to Your Well-Being Initiative

Tramaine EL-Amin, M.A.
Assistant Vice President
Strategic Partnerships
Mental Health First Aid USA
National Council for Behavioral Health

While 75% of employers report having a workplace wellness program, many of them are missing an essential component: mental health. The human and economic impact of mental health and substance use problems manifest through lost productivity, lack of engagement and underutilization of employee assistance programs. Acquaint yourself with the customizable Mental Health First-Aid (MHFA) at Work training and determine whether it is a good fit for your organization. MHFA prepares staff at all levels of your organization to identify and react to crises and noncrisis situations while reviewing the signs and symptoms of depression, anxiety, trauma, suicide and substance abuse. Applying MHFA in your workplace removes mental health stigma and the barriers to the right supports for your employees.
Wellness and Value-Added Benefits: No Good Deed Goes Unpunished?

In an effort to encourage employee health and add value to their health and welfare benefit offerings, an increasing number of employers are exploring benefits such as wellness programs, telemedicine, employee assistance programs, on-site clinics, and specified illness and disease and other gap insurance. While these benefits may seem like a simple and cost-effective means to add value to your benefit plan, it is important to remember that these “simple” plans often come with not-so-simple compliance obligations that are frequently overlooked.

Case Studies in Successful Health Care Cost Savings Through Data Mining

This presentation will provide a framework for collecting and analyzing various key data elements needed to generate meaningful and actionable insights to help identify and address drivers of health care costs. Hear data analytics case studies to help identify drivers of their success. Learn how you can use case studies based on data mining and to implement health management programs and evaluate their success. Key topics include:

- Strategies for purchasing that can help employers with sustainable long-term partnerships and solutions
- Understanding data limitations
- Use of benchmarking to monitor program performance relative to similar peer groups.
The Last Generation of Health Benefits Managers: Switzerland as a Solution

Colleen M. Murphy
President
The ClareFolio Company

Business leaders know that the cost of health care in the United States (18% of GDP) is unsustainable. They also bear the burden of providing coverage to half of all Americans through employer-sponsored insurance. But what choices do they have? Where might they find a solution? The answer: Switzerland. While “Medicare for All” gets front-page coverage, an alternative vision is to consolidate health insurance from four systems (employer, Medicaid, Medicare and Obamacare) to one. But what do employers think of a system where they have no role? We propose a conversation—over coffee and dessert—to learn about the Swiss system and discuss the future of health insurance in the U.S.

Creating a Culture That Is Well For Tomorrow

Lydia L. Caraveo, M.S.
Wellness Program Manager
Grinnell Mutual

Nicolle L. Smith, SHRM-SCP
Director of Employee Benefits
Grinnell Mutual

Worksite wellness is more than a step challenge, a health risk assessment or a biometric screening. It is having an environment and culture that supports wellness through all facets of an organization, which goes beyond the physical dimension. Creating a wellness support network within a company can be a daunting task, but the outcome is invaluable. Learn how Grinnell Mutual transformed from an organization of checking the boxes to a culture that is Well For Tomorrow.
Discrimination in Employee Benefits . . . and the Civil Rights Act?

Carrie B. Cherveny, Esq.
Senior Vice President
Strategic Client Solutions
Chief Compliance Officer
Employee Benefits Southeast
HUB International Southeast

In today’s very challenging labor market, employers often find themselves developing “creative” approaches to attract and retain top talent. Those efforts often include enriching various components of the employee benefits programs for hard to recruit/retain segments of the employee population. Sometimes these offerings can create discrimination risks under federal employment laws. While many of us understand the challenges and risks associated with discrimination tests and IRS rules, we rarely talk about the implications for Title VII of the Civil Rights Act or the Equal Pay Act. This conversation is especially important in this #MeToo era where we are seeing an increase in Equal Pay Act claims, oftentimes including allegations of discriminatory bonus and benefits programs. In this session we will talk about the interplay of these important employment laws and the impact they may have on your benefits offering and your benefits and compensation strategy.

Is Functional Medicine the Future of Health Care and Solution to Chronic Illness?

Missy Chase Lapine
Nutrition Coach and Author
Sneaky Chef Foods

It’s taken a while, but we may finally be headed for a shift from our current sick care system—diagnose a disease and match it with a corresponding drug—to more of a functional medicine approach. Since one in two adults has at least one chronic health condition, and chronic diseases account for 86% of all health care costs, this may be the ideal time for a paradigm shift.
Placemaking: An Engaged Approach to Employee and Community Well-Being

Jane Ellery, Ph.D.
Senior Professor
Ball State University

Peter Ellery,
Ph.D., M.L.A.
Research Principal
E2 Praxis LLC

Insurance carriers today look beyond claims to set health care and stop-loss premiums for employers. Actuarial and underwriting tables now include social determinants of health. What does this mean? Employee benefits and wellness professionals must have a better understanding of issues such as access to transportation, housing and healthier foods. Placemaking is a forward-thinking way to best understand these issues. During this session, we will examine how placemaking helps you and the individuals with whom you work better understand how health is affected by where employees live, work and play. You will discover how placemaking is an approach to sustainable (broadly defined) community change, discuss theoretical foundations supporting “engagement” as a health-enhancing practice and learn ways to include “producer/contributor” thinking in future behavior change efforts for employees.

Fostering Resilience: How to Help Employees Bounce Back in the Face of Life’s Obstacles

Dana Labat, Ph.D.
Instructor
Clinical Psychologist
Naturally Slim

Co-Speaker
To Be Announced

Studies prove it, and employers know it: Healthy employees are more productive employees. But when it comes to employee well-being, physical health—healthy weight, in-range biometrics and low risk of disease—is only part of the equation. Mental health—an employee’s ability to manage stress, regulate emotions and use positive coping mechanisms—matters too, in a capital B-I-G way.

Resilient, mentally healthy employees are less likely to burn out, form unhealthy habits that lead to chronic disease development or use harmful behaviors to cope with life’s curveballs. And for employers, that can mean fewer sick days taken, less turnover, and a reduction in claims and prescription drug costs.

In this session, employers will learn how to improve employee mental health and foster resilience so that they can create a more productive workforce.
Reimagining Open Enrollment Strategies for Innovative Employee Communication

Jenna-Leigh Igoe, CEBS
Vice President
Practice Leader and Employee Benefits Consultant
Fallon Benefits Group

Dr. Kathleen Lang Stone, CEBS, EVP, SHRM-SCP, SPHR
Strategy and Development
Fallon Benefits Group

Fallon Benefits Group, (FBG), an employee benefits broker, gathered specific open enrollment data to uncover opportunities for improvement, including the amount of paper used, miles traveled and meetings scheduled. Our findings, coupled with survey feedback from clients, presented an opportunity to innovate the open enrollment process. We realized there is a better way to deliver open enrollment information to employees and dependents. The subsequent actions we took not only benefited our clients but also had a positive impact on the environment. This session shares the data collected and provides innovative ideas for future open enrollment communication and meetings.
City of Houston Mental Health Management

Nicole B. Hare-Everline, CHES®
Assistant Director
Human Resources Department
City of Houston

Learn how the City of Houston has implemented initiatives to reduce stigma and increase utilization of their employee assistance program (EAP) and other behavioral health resources. By implementing options that leverage and align vendor resources, the city has been able to achieve continuity of care between the EAP and health plan—and provide a bridge to its well-being programs. Hear examples of how these initiatives help City of Houston employees receive the help they need when they need it most, whether it’s in response to a critical incident or help with a personal issue.

Itron Fitness—Wellness Based on Community and Competition

Darren D. Rieger
Director of Benefits
Itron, Inc.

At Itron Inc., we believe that encouragement, community and competition help fuel success. In 2015, the initiative Itron Fit took shape to unite and engage Itron employees through healthy and fun physical activities. The program focuses on fitness to strengthen peer relationships across the company, reduce stress, and help improve overall health and well-being. The goal of Itron Fit is to help create a high-performing culture of employees in motion by promoting health and wellness through physical activity and community involvement. The Itron Fit program provides several options to stay fit and connected with fellow employees.
Generational Economics: Engaging in the Most Diverse Workforce in History

Brett R. Powell, B.A., CWPC
Vice President
Wellness Consultant
American Institute for Preventive Medicine

There are more Millennials in the workforce than any other generational cohort. For the first time in history there are four very distinct generations working side by side. The way in which these different generations respond to technology, education, communication and their own health varies drastically. Expecting all generations to respond the same way to wellness programs is outdated thinking. This engaging presentation will highlight the defining characteristics of each generation and share the latest research and case studies, and it will send you home with concrete strategies to engage a multigenerational population in your wellness program.

Pharmacy Benefit Management Procurement: Strategies for Savings

Mike Stull, M.B.A.
Chief Marketing Officer
Employers Health

Benefits professionals are responsible for managing the full spectrum of employee benefits. And while pharmacy benefit costs continue to rise, just a small portion of a team’s time is spent managing this complex and costly benefit. In this session, attendees will learn the common tricks and traps in pharmacy benefit management (PBM) contracting, the effects of specialty and limited distribution drugs on the bottom line, and how to make the most of a PBM through effective plan design.
The intimate conference environment and multitude of events in the exhibit hall make this a great way to grow business, build brand awareness and most importantly make valuable connections that last! **Encourage your service providers to participate!**

**Exhibit Opportunities Include:**
- Two all-access conference registrations including sessions, receptions, continental breakfasts and lunch
- Pre- and postconference mailing list
- Six-foot table and two chairs
- Complimentary Wi-Fi
- Carpet and wastebasket
- Pipe and drape back wall and draped sidewalls/rails
- Company listing in all conference publications
- Product/service listing in the conference program
- And more!

**Exhibitors Include:**
- A&S Financial
- American Hearing Benefits
- AngioScreen
- BenefitsLink.com
- Businessolver
- CareATC
- CareHere, LLC
- Delta Dental Insurance Company
- ELAP Services
- Epic Hearing Healthcare
- Faison Group
- HealthFitness
- Industrial Physical Capability Services Inc.
- The Leapfrog Group
- LifeSecure Insurance Company
- Motion Connected
- National Wellness Institute Inc.
- Naturally Slim
- SALGBA
- Trion, A Marsh McLennan Agency
- WellRight
- WINFertility

**Contact Us Today!**

For Exhibits—Sandra Lange  |  (262) 373-7657  | sandral@ifebp.org
Visit [www hbce com](http://www.hbce.com) for more details!
Maximize your brand exposure among nearly 300 attendees with a sponsorship at HBCE. A variety of opportunities are available at numerous price points to fit any budget. Whether you are exhibiting and want to draw greater attention to your booth, or you want to grow your brand awareness among health and wellness decision makers, sponsorships are a great tool to help you achieve your business goals and positively impact your bottom line.

**Popular Sponsorship Opportunities**

- Keynote Session and Tote Bag
- Lanyard for Name Badges
- Network Receptions or Refreshment Breaks
- Design Your Own Wellness Sponsorship
- Attendee Lunch
- Wi-Fi

**What Is Included With a Sponsorship?**

- Complimentary or discounted conference registrations (includes access to sessions, continental breakfasts, Tuesday lunch and networking receptions)
- Company logo or name on eye-catching sponsor banners and event signage
- Sponsor ribbon affixed to your company attendees’ name badges
- Company listing in the Exhibitor and Sponsor Directory
- Additional value-added bonuses (posted on www hbce com)

**Contact Us Today!**

For Sponsorships—Diane Mahler | (262) 373-7656 | dianem@ifebp.org

Visit www.hbce.com for full details!
Five Reasons to Attend HBCE

1 **High-Quality Education**

HBCE is committed to providing the quality education that organizations need for their health and wellness programs to flourish. Making this conference both valuable and affordable is our priority. Start your 2020 the right way by getting to know the latest trends and solutions from experts and peers who have faced the same challenges!

2 **Visit the Exhibit Hall**

The exhibit hall is loaded with service providers offering unique products and services that are ready to help you. In addition, the exhibit hall is also home to:

- Two networking receptions (Monday and Tuesday evening)
- Continental breakfast daily
- Refreshment breaks
- Prize drawings.

3 **Develop a Strong Peer Network**

Beyond the expert presenters and case studies, HBCE is the best place to create a network of peers who are facing the same challenges as your organization and who may have solutions that your organization has not tried yet.

4 **Hear a Wide Range of Topics**

There are numerous facets of health and wellness programs, which is why there are numerous topics and sessions to choose from at HBCE. The session topics presented touch on a large variety of subjects and issues your plan may face, with the convenience of being all in the same conference!

5 **Explore Clearwater Beach, Florida!**

Voted as the best beach in 2016, 2018 and 2019, Clearwater Beach has an abundance of activities to participate in and make your trip memorable! Take time after the busy conference days to explore and enjoy the beautiful area!

---

**Earn Continuing Education Credit**

Get your continuing education (CE) done while attending a conference that will provide answers not only to your organization’s wellness questions but to your own as well! Sessions at HBCE may qualify for CE credit for the following designations and professions.

- CEBS Compliance
- CHES/MCHES
- Insurance Producers
- NWI
- PHR/SPHR/GPHR
- SHRM-CP/SHRM-SCP
Save the Date for 2021!

30th Annual Health Benefits Conference + Expo

January 25-27, 2021

Sheraton Sand Key Resort
Clearwater Beach, Florida
www.HBCE.com | #HBCE
About Clearwater Beach, Florida

Clearwater Beach, Florida has been voted the No. 1 Beach in the U.S. for 2016, 2018 and 2019 by Trip Advisor. The city offers an abundance of activities to participate in at the end of each day. From aquariums and shopping to first-class restaurants and the beautiful beach, there is something for everyone!

Known for its soft, white-sand beaches and calm waters, this destination city is a great place to explore and relax. Take time after a day of educational sessions to enjoy the sun and wind down at one of the many fine restaurants and various cafes, or explore the numerous shops and entertainment just adjacent to the beach. For transportation, Clearwater Beach makes getting around fun and convenient. Jump on the Clearwater Jolley Trolley and easily get to various hot spots around the city. Catch a sunrise or sunset and take in the beauty that the city has to offer.
REGISTRATION/2020
Health Benefits Conference & Expo (HBCE)

Attendee Information (Please print clearly)

Full first name __________________________ M.I. _______ Last name __________________________
Employer ____________________________________________________________________________
Title ___________________________________________ Address ____________________________________
City ___________________________________________ State _______ Country _______ ZIP/Postal code _______
Phone ________________________________________ Email __________________________________________
(Unique email needed for each attendee)
Form completed by ___________________________ Phone ___________________________

Registration Information

Badge name ______________________________________ Badge title ________________________________
Special assistance—specify ______________________ Special dietary requirements—specify ______________________
To qualify for team discount, please provide name(s) of other attendees from your organization: ______________________________________________________

A separate registration form is required for each individual attending from the same organization, and registrations must be received at the same time.)

SUBSTITUTION AND CANCELLATION: Policies have changed. For information on cancellation and substitutions, please visit hbce.com.

Conference Registration Rates

Health Benefits Conference & Expo | January 20-22, 2020 | Clearwater Beach, Florida

<table>
<thead>
<tr>
<th>Early Bird</th>
<th>Conference Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Register by December 19, 2019</td>
</tr>
<tr>
<td></td>
<td>Individual</td>
</tr>
<tr>
<td>Gov’t/Public (P/PT)</td>
<td>$445</td>
</tr>
<tr>
<td>Corporate/Private (C/C)</td>
<td>$495</td>
</tr>
<tr>
<td>Service Provider (S/S)</td>
<td>$645</td>
</tr>
<tr>
<td>Sunday/Monday Certificate Series—Organizational Strategies for Health and Financial Wellness</td>
<td>$1,275</td>
</tr>
<tr>
<td>Monday Morning Preconference (PCAM/PCO)</td>
<td>$175</td>
</tr>
<tr>
<td>Monday Afternoon Preconference (PCAM/PCO)</td>
<td>$175</td>
</tr>
</tbody>
</table>

Hotel

Sheraton Sand Key Resort
Ask for the special conference rate of $195—single or double—and mention the “Health Benefits Conference & Expo” HA1213. A (1) one-night deposit is required. Reserve early for the conference rate and a lower government rate (ID required). Hotel deadline is December 16, 2019. Phone: (727) 595-1611. If sold out, call HBCE for an excellent alternative, toll-free at (888) 334-3327, option 2.

Continuing Education Credit (for HBCE conference sessions)

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

□ Actuary □ Attorney □ CFP □ CHES/MCHES □ CIMA □ CPA □ HRCI □ Insurance producer** □ NWI □ SHRM □ Other, specify ______________________ Licensed in the state of ____________________________________________

**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.

Public Sector Employer’s Purchase Order # ___________________________________________ (Please send/fax copy with this form.)
□ Please invoice/bill my company.

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 # ____________________ Total $ ____________________
Credit card # ____________________ 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

<table>
<thead>
<tr>
<th>Registration fee $</th>
<th>Preconference fee $</th>
<th>Total $</th>
</tr>
</thead>
</table>

Register online at: www.hbce.com
Email to: edreg@ifebp.org

Secure fax (262) 364-1818

International Foundation
P.O. Box 89954, Chicago, IL 60695-9954

Questions? Contact us at www.hbce.com | (888) 334-3327, option 2.