29th Annual Health Benefits Conference + Expo

Keynote Speaker and Session Preview

January 20-22, 2020

Sheraton Sand Key Resort | Clearwater Beach, Florida | www.HBCE.com | #HBCE
For 29 years, the Health Benefits Conference & Expo (HBCE) has been a premier source of education and information. 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.

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

One of the nation’s highest value conferences, HBCE registration includes:

- More than 20 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:

- Ajinomoto Foods North America, Inc.
- American Greetings
- Checkers Drive-In Restaurants Inc.
- City Gas Co.
- City of Clearwater
- City of Dayton
- City of Ocala
- City of Sarasota
- City of West Palm Beach
- Greene County, Missouri
- Gulfstream Aerospace
- Herman Miller, Inc.
- Hillsborough County Public Schools
- Huntington Ingalls Industries
- Kforce Inc.
- Lehigh University
- Leon County Schools
- Lithia Motors, Inc.
- North Kansas City School District
- Oklahoma State University
- Otter Products
- Perkins+Will, Inc.
- Plex Systems Inc.
- Rayonier, Inc.
- Rooms To Go
- Roper Technologies, Inc.
- School Board of Sarasota County
- Shamrock Foods Co.
- St. Lucie Public Schools
- Union Bank
- U.S. Sugar Corp.
- Wagstaff, Inc.
- Web.com

This conference is an outstanding combination of a benefits and wellness engaging learning opportunity. I have over 50 takeaway direct action items. So glad I attended.

Tammy O’Berry
Assistant HR Director, Richland County Government
Columbia, South Carolina

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 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.
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. Visit www.ifebp.org to learn more!
Ron Loeppke, M.D., M.P.H., FACOEM, FACPM
Vice Chairman
U.S. Preventive Medicine, Inc.

Tuesday, January 21, 2020
8:30-9:45 a.m.

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

By now, we have all seen the conflicting headlines about the effectiveness of wellness programs. Therefore, 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, absenteeism and presenteeism, with a measurable positive impact on your employer’s bottom line.

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

Tuesday, January 21, 2020
10:00-11:00 a.m.

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

Employers are continually looking for transparency in the health care industry—to 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.
More than 20 sessions covering a wide variety of topics will be offered at HBCE in 2020. Here is a brief preview of sessions you will find at HBCE.

1. **Generational Economics: Engaging the Most Diverse Workforce in History**
   
   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 these different generations respond to technology, education, communication and their own health varies drastically. Expecting all generations to respond equally to wellness programs is outdated thinking. This engaging presentation will highlight the defining characteristics of each generation, share the latest research and case studies, and send you home with concrete strategies to engage a multigenerational population in your wellness program.

2. **CASE STUDY**
   
   **Year-Round Benefits Communication Improves Employee Decision Making**
   
   You’ve introduced a new benefits 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 is 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 benefits program.

3. **Is Functional Medicine the Future of Health Care and Solution to Chronic Illness?**
   
   It’s taken awhile, 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.

4. **Wellness and Value-Add Benefits: No Good Deed Goes Unpunished?**
   
   In an effort to encourage employee health and add value to their health and welfare benefit offerings, more and more 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.

5. **Discrimination in Employee Benefits . . . and the Civil Rights Act?**
   
   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 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 and testing and the 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 the #MeToo era, when we are seeing an increase in Equal Pay Act claims, often 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 compensation strategy.

6. **CASE STUDY**
   
   **Creating a Culture That Is Well For Tomorrow**
   
   Worksite wellness is more than a steps challenge, a health risk assessment or a biometric screening. It is having an environment and culture that support wellness through all facets of an organization, going 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 checking boxes to a culture that is Well For Tomorrow.

Subject to change. Full program details will be available later this fall.
Organizational Strategies for Health and Financial Wellness
A Certificate Series course from the International Foundation of Employee Benefit Plans
www.ifebp.org/certificateseries

A great way to jump-start earning your Certificate in Strategic Benefits Management from the International Foundation of Employee Benefit Plans.

Sunday, January 19-Monday, January 20, 2020

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 Addressed 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

Separate registration fee is required for the Organizational Strategies for Health and Financial Wellness preconference.
Through December 19, 2019—$1,275
After December 19, 2019—$1,575

I learned a lot to take back to my company but even more to use personally to improve myself as a person.

Dawna Kennedy
Manager, Benefits, Sarasota Memorial Health Care System
Sarasota, Florida
Preconference Options

Legally Compliant Communications—And the Consequences of Miscommunication

Monday, January 20, 2020 | 8:30-11:30 a.m.

Marilyn A. Monahan
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 the ACA. Common misconceptions and traps for the unwary will be discussed—including a look at the potential consequences of the miscommunication of plan terms.

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

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

Michelle Spehr, M.A., M.Ed., MCHES, CWWPC, CWF
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, 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, the cultural norms of the organization must authentically support personal and professional well-being as well. 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.

REGISTER EARLY. Preconference sessions consistently sell out. Registration for each preconference is $175 if you register by December 19, 2019.
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

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

Meet with more than 50 service providers offering products and services that can assist you. The exhibit hall is also home to:

- Two networking receptions—Monday and Tuesday evening
- Continental breakfast daily
- Refreshment breaks
- Prize drawings

Explore Clearwater Beach

Clearwater Beach features 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, from deep sea fishing to an array of exceptional dining options—there is something for everyone. Visit www.hbce.com for more details.
Exhibitor and Sponsorship Opportunities

Do you have a qualified service provider you would like to see participating at HBCE? Have them exhibit at or sponsor this event. 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 Benefits:
• 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 all conference publications
• Product/service listing in the Conference Program.

Popular Sponsorship Opportunities

Keynote Session and Tote Bag  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@ifebp.org

For Sponsorships
Diane Mahler
(262) 373-7656
dianem@ifebp.org
**REGISTRATION/2020**

**Health Benefits Conference & Expo (HBCE)**

Full first name ______________ M.I. ______ Last name ______________

**Employer**

Title ______________

Address ____________________________________________________________________________

City __________________________________________ State ________ Country ________ ZIP/Postal code ______________

Phone ________________________________________________________________________________

Email ________________________________________________________________________________

Title ________________________________________________________________________________

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

### Early Bird Registration by December 19, 2019

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**Conference Rate Registration after December 19, 2019**

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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” 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
- CMA
- CPA
- HRCI
- Insurance producer**
- MMW
- PHR
- SHRM
- Other specify 

**CEBS Compliance—Visit www.cbcs.org/compliance for more information.**

License in the state of ______________

**Payment Must Accompany Order**

Please make checks payable to Health Benefits Conference & Expo. Secure fax (262) 364-1818 to: edreg@ifebp.org

**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.

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**Credit card**

Cardholder’s name (print) ______________________

### Hotel Information

- Sheraton Sand Key Resort
- Special room rate: $195—single or double
- Hotel deadline: December 16, 2019
- Phone: (727) 595-1611
- For reservations: Call HBCE for an alternative, toll-free at (888) 334-3327, option 2.

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**Register by December 19 for early bird pricing!**

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Groups of four or more save an additional 20% with team pricing!

*Prices valid through December 19, 2019.*

Wonderful conference! Great content. Relevant, motivating and knowledgeable speakers. Well organized. Amazing!

Vivianne Janssens  
Manager, Health and Welfare, Roper Technologies, Inc.  
Lakewood Ranch, Florida