

AGENDA

TUESDAY, OCTOBER 6, 2020

8:00 – 8:30 AM

Morning Workout Activity

Jumpstart your day! Get active and participate from the comfort of your own environment.

8:00 – 10:00 AM

Discovery Hall Open

Visit our first-ever virtual Discovery Hall to learn about our exhibiting companies and their latest health and well-being products and services. Exhibitors include: *Castlight Health, Catapult Health, Fitbit, Fruitstreet, Ginger, Grand Rounds, Grayce, Hello Heart, IBM Watson Health, Limerick, Meru Health, MetLife, Ovia, Quantum Health, Rally Health, Sleepcharge by Nox Health, Teladoc Health, Unmind and Welltok.*

8:30 - 9:45 AM

Access & Explore On-Demand Video Library

Our on-demand library includes curated content available at your fingertips. Easily accessible and self-paced, you can watch these sessions at your own convenience.

- **How to be Foodsmart -- Adapt to Remote Work, Fight COVID and Overcome Food Insecurity**
One-third of the workforce is now working remotely - and struggling with their weight as a result. For example, half of women and a quarter of men in a WebMD study said that they have gained weight in recent months. Beyond just their weight, many employees are struggling financially, making it hard to put healthy food on the table. And yet, good nutrition is more important than ever to reduce COVID-19 risk factors like diabetes and cardiovascular disease. Join this session to hear creative ways to help employees eat nutritiously on a budget, including through subsidies, telenutrition and food prescriptions. Speakers will also share how to help furloughed and low-income employees through SNAP benefit accessibility, targeted food subsidies and personalized grocery discounts.
 - Dexter Shurney, MD, *Chief Medical Officer, Foodsmart by Zipongo*
 - Theresa Bindig, *Registered Dietitian, Foodsmart by Zipongo*
- **Connected & Resilient: The New Employee Engagement**
The world has changed significantly in the last few months and every workplace has been impacted. While creating engaging employee experiences has always been relevant, employers are now looking at engagement through a very different lens. This session will explore what employee engagement means in the context of our world today, including how organizations can align their strategy with employees' desire to feel empowered to care for their health and happiness and bridge the physical and emotional distance created by COVID-19. Speakers will discuss the importance of cultivating resilience, and helping employees stay fit and connected no matter where they are
 - Lorna Borenstein, *CEO and Founder, Grokker*

Behavior Change Lightning Talks: How to Quit a Habit

- **The Science of Motivational Incentives to Help Overcome Addiction**
Some health programs use financial incentives and achieve great outcomes, while others fail to see results. Do financial incentives for behavior change work? And what determines whether they'll succeed or fail? In this session, speakers will share the theory, research, and practical application of incentives across the U.S. to reveal best practices in their design and implementation with a specific focus on smoking cessation and addiction.
 - Eric Gastfriend, MBA, *Co-Founder & CEO, DynamiCare Health*
 - David Gastfriend, MD, *Co-Founder & Chief Medical Officer, DynamiCare Health*
- **Outsmarting Addiction Using the Evidence on Habit Formation**
Why is it so hard to quit a habit? For many people, even mildly addictive substances can result in powerful feedback loops that can lead to long-term habits. This session will take a deep dive into the science of habit formation, using nicotine as an example of how and why we become addicted to substances that harm us. Speakers will explore the role of nicotine as a "gateway" to alcohol and other drug addictions, while also showcasing simple, yet effective strategies to help employees quit and promote healthy outcomes.
 - Yusuf Sherwani, MD, *CEO and Co-Founder, Quit Genius*

Behavior Change Lightning Talks: How to Start a Habit

- **Forget Willpower. How to Develop Healthy Habits Built to Last**
We all want healthier habits and for many that includes eating more nutritiously and exercising more consistently. But what exactly is a habit? And how do habits develop? This session will explore what must happen for healthy habits to truly take hold, how our brains adapt to support new habits, and why we should all stop trying to rely on willpower.
 - Allison Grupski, PhD, *Director of Behavior Change, WW*
- **The ROI of a ZENFUL Habit**
Prolonged stress is like a tax on an organization — paid through productivity loss and increased health care costs. Providing a habit-forming mental health program that includes meditation and mindfulness can improve job satisfaction, well-being and health while reducing work-related stress. This session will explore how to bring Zen into your life – and sustain it – to achieve positive personal and organizational ROI.
 - Jay Williams, *Head of Corporate Wellness Programs, Journey Meditation*

10:00 - 10:45 AM**Business Group on Health Welcome & Living with COVID-19: What Does the Next Year Look Like?**

James Hamblin has been covering the COVID-19 pandemic since its inception and is uniquely positioned to predict how we are likely to live and work differently in 2021 - and beyond.

- James Hamblin, MD, *Preventive Medicine Physician and author, lecturer in health policy at Yale University and writer at The Atlantic*

11:00 - 11:45 AM**Breakout Sessions**

1. **Predict, Protect, Prevent: Building the Ideal Approach to Mental Well-being in Today's Climate of Extreme Disruption**
Massive disruption is driving "change fatigue" and exacerbating a spectrum of workplace issues—from extreme stress and burnout to rising mental health issues. To make matters worse, research from meQuilibrium finds that many HR leaders believe the traditional approach to behavioral and mental health care is struggling to meet the current situation. Using primary research from Fortune 500 companies and workplace personas, presenters will discuss the behavioral health challenges facing large employers today. Panelists will also share the innovations that they are implementing to move their mental health

strategy to the ideal future ideal state where mental health is not stigmatized, and where mental and physical health are viewed holistically.

- Dana H. Born, *Faculty Chair, Senior Executive Fellows Program; Faculty Advisor, Black Family Fellowship; Lecturer in Public Policy, Harvard Kennedy School of Government*
- Jill Sochor, *Global Leadership and Professional Development, Ford Motor Company*
- Erik Sossa, *Vice President, Global Benefits & Wellness, PepsiCo, Inc.*
- Jan Bruce, *CEO and Co-founder, meQuilibrium*

2. Connecting the Dots Between Employee Health and Productivity

Business has long intuited a connection between employee health and productivity. Now, leveraging studies across multiple industries and regions, we have a robust catalog of data showing the importance of employee health, particularly health decisions and behaviors, when evaluating workforce productivity. This session showcases those results - leveraging metrics used by the C-Suite to gauge business performance - and walks through methods you can use to do a similar study in your population.

- Craig Kurtzweil, *Vice President, Center for Advanced Analytics, UnitedHealthcare*
- Leslie Pilliod, *Senior Director Health & Wellbeing Benefits, Target*

12:00 - 12:30 PM

Mind Stretch: Transforming Loneliness: The Power of Social Connection

With 61% of Americans reporting loneliness, we are on track to add another looming health epidemic to our list of post-COVID19 disasters. But what is loneliness exactly, and why should individuals and business care? In this talk, Dr. Parneet Pal will take a deep dive, answering these questions through the lens of evolutionary biology, social genomics, psychology and organizational health. She will offer the evidence-based power of social connection as a practical solution - and how employees and business can harness it - to create better health, resilience and innovation.

- Parneet Pal, MBBS, *Chief Science Officer, Wisdom Labs*

1:00 - 1:45 PM

Breakout Sessions

1. Telemedicine's Next Transformation: Navigating the New Care Delivery Landscape and Implications for Employers

COVID-19 has accelerated the adoption of telemedicine beyond our wildest imagination. And that's good news for patients with chronic diseases, who often struggle with access to care and are more vulnerable to the effects of COVID-19. But some organizations are taking telemedicine to the next level, moving beyond simple e-visits to completely new care delivery models that are purpose-built for serving the complex medical and behavioral needs of patients with conditions like type 2 diabetes. This session will bring together three Medical Directors to discuss the future of telemedicine and the opportunities ahead for large employers. They'll discuss three transformations in care delivery, how Comcast is rethinking virtual care in light of COVID-19, and how we can better tailor virtual care to employees based on risk.

- Samuel Peik, MD, *Senior Director of Health Services and Corporate Medical Director, Comcast NBCUniversal*
- Shantanu Nundy, MD, *Chief Medical Officer, Accolade*
- David Harrison, MD, *VP, Clinical Care, Virta Health*

2. Reimagining Your Mental Health Strategy to Align with Diverse Employee Needs

It's clearer than ever that overall well-being is linked to mental health, and that chronic stress takes a significant and detrimental toll on health and well-being. This session will explore the link between chronic stress and well-being, underscoring the critical importance of addressing the spectrum of mental health needs for all. Panelists will discuss strategic and tactical considerations to better understand the mental health issues in your employee population and reimagine your benefits through the lens of diversity and inclusion. Fidelity will bring these considerations to life by sharing firsthand how they transformed their mental health offerings, with new benefits and anti-stigma initiatives aimed at making mental health resources more accessible and welcoming to employees.

- Beth Adler, *Senior Manager of Strategic Benefits Initiatives, Fidelity Investments*
- Tamara Sims, PhD, *Director, Behavioral Science, Health Solutions Thought Leadership, Fidelity Investments*
- Megan Bourque, *Senior Consultant, Health & Welfare Benefits, Fidelity Investments*

3. Cultivating a Psychologically Healthy Workplace: Kaiser Permanente's Journey

How do you create an organizational culture that supports employees' psychological health and well-being? This session will showcase Kaiser Permanente's quest to develop a robust mental health and wellness strategy that does just that. Speakers will describe the foundational elements of their multi-component strategy, as well as do a deep dive into their mental health stigma campaign that includes training, mental health advocates and story sharing. Panelists will share results from their efforts, including a focus on how they evaluate their mental health initiatives.

- Maria Dee, *Executive Director, Workforce Wellbeing, Human Resources, Kaiser Permanente*
- Jennifer Christian-Herman, PhD, *Executive Director, Strategic Customer Engagement Product Innovation & Evaluation, Kaiser Permanente*

3:30 - 4:15 PM

The Future of Equitable Health Care

The COVID-19 pandemic has put a spotlight on longstanding racial and ethnic health disparities in the U.S., igniting a call to action to eliminate these gaps in health and health care once and for all. But what can well-being or benefit leaders do to close gaps in health and health care? This panel will point employers and their partners toward opportunities and approaches to advance health equity – along with metrics to gauge results. Speakers will bring forward the breadth and human toll of disparities, along with recommendations for changes employers can make through contracting and benefit and program design.

- Michael Triplett, *President, U.S. Commercial, Cigna*
- Valerie Montgomery Rice, MD, *President and Dean, Morehouse School of Medicine*

4:30 - 4:40 PM

Helen Darling Award Presentation

Join us as we honor the recipients of Business Group on Health's prestigious Helen Darling Award for Excellence in Health Care Value and Innovation which recognizes outstanding employers that encourage the implementation of programs and innovations that promote the efficient and cost-effective use of health care resources.

5:15 - 6:15 PM

Wine Down & Best Employers: Excellence in Health & Well-being Celebration

Join us for our annual recognition celebration as we honor the 2020 recipients of the *Best Employers: Excellence in Health & Well-being* and *Global Distinction* awards which recognize the best workforce well-being programs in the U.S. and globally with innovative holistic approaches to well-being, encompassing emotional, financial, social, and community well-being.

Wednesday, OCTOBER 7, 2020

Please note: All times are listed in Eastern (ET).

8:00 – 10:00 AM

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8:30 - 9:45 AM**Access & Explore On-Demand Video Library**

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10:00 – 10:50 AM**Business Group on Health Welcome & Diversity & Inclusion and Employee Well-being: An Inside Look**

In a time of economic and social uncertainty, diversity and inclusion are more important than ever to a company's strategy. Our opening keynote, Kate Feather, will discuss the crucial role that diversity and inclusion play in Lincoln Financial's overall well-being and workplace strategy. Although the workplace has become more inclusive over time, there is still significant work to be done. She'll share how the role of Chief Diversity Officer has evolved, how her team collaborates to foster a culture that promotes wellbeing, and what she sees ahead for the future of work.

- Kate Feather, *VP, Culture & Engagement, Lincoln Financial Group*

11:05 - 11:50 AM**Breakouts****1. Mental Health in the COVID-era Workplace**

In the face of a global health and economic crisis, employees are experiencing a crisis of their own: increased anxiety about an uncertain future, and limited access to mental health care services. In this session, speakers will explore how to support employee mental health during the pandemic. Panelists will share insights on what

it means to employees for their employer to bring mental health to the forefront during this difficult time, and how this moment has shaped the future of workforce mental health in the post-outbreak world.

- Laura Cocca, *Benefits & Wellbeing Analyst, Boston Medical Center*
- Sarah Pedersen, *VP, Customer Success, Big Health*

2. Using Social Determinants and AI to Personalize Care for Chronic Conditions

Nearly half of Americans have more than one chronic health condition. Yet, traditional treatment doesn't always meet patients when, where and how they want, sometimes leading to suboptimal care. How can we provide a more individualized treatment approach, including one that addresses the underlying factors that influence employee health and well-being? In this session, speakers will discuss how social determinants of health data and artificial intelligence can be leveraged to create a personalized treatment pathway for individuals with chronic conditions. Speakers will focus on how this approach is being used to address the physical and behavioral health needs among employees receiving their benefits from the Self-Insured Schools of California, along with the outcomes of this strategy.

- Nicole Henry, *Health Benefits Coordinator, Self-Insured Schools of California*
- Cynthia "CJ" Mark, *Chief Commercial Officer, Vida Health*

3. Supporting Musculoskeletal Health at Home and at Work

According to the Business Group's 2021 Health Care Strategy and Plan Design Survey, the number one condition driving employers' health care costs is musculoskeletal health. This session will explore two employer approaches to addressing this top cost driver. One organization will share how they have integrated physical therapy into the suite of services offered by their on-site health center. Another organization will discuss their use of a virtual physical therapy program that enables employees to access services wherever they are. Panelists will share the details of their strategy, including its impact, as well as next steps.

- Liz Harrington, *Vice President, Health and Wellness Benefits Manager, PNC Financial Services Group*
- Sara Correnti, *MS RD LD, Manager, Health and Welfare Member Wellness Products, Concordia Plan Services*

12:05 – 12:35 PM**Mind Stretch: A Modern Conversation on Grief in the Workplace**

When employees walk through the company door, they become part of your team. But when the worst thing happens in their lives, we often ask them to navigate it alone. Why? Because we don't know what to do. We say the wrong thing or nothing at all. They disengage, and sometimes leave altogether. Leslie Barber breaks down grief (from death, divorce, health problems and other painful life moments), because what you know about it may be wrong. It's time to get prepared so that you can support your people in life's most challenging times. Leslie's practical tools and inspiring framework will shift your thoughts of grief from a taboo topic to a universal source of connection.

- Leslie Barber, *Founder and CEO, Grief Warrior*

1:05 – 1:50 PM**Breakout Sessions****1. Leading on Time Away Through COVID-19 and Beyond**

Expanding family benefits, just-in-time pandemic leaves, growing caregiver conflicts and the “PTO bomb”—what will the future of leave and well-being look like? Three leading voices will share insights on trends impacting employees, families and businesses and how companies will manage leaves in the tighter times ahead while ensuring high-quality employee experiences.

- Julie Norville, *Senior Vice President, Time Away Strategy Leader, Aon*
- Leny Riebli, *Group Vice President, Human Resources, Ross Stores, Inc.*

2. Bridging the Behavioral Health Access and Quality Gap with Plan Design

Using plan design to encourage employees to make informed decisions is a long-standing practice in the physical health space. Many employers have Centers of Excellence programs for oncology, bariatric and spine and joint care. And nearly all employers guide members to in-network medical providers with copay and coinsurance differentials. But with behavioral health care, do these same plan design strategies work? Or are there more effective plan design variations that can support access to behavioral health care? This session will showcase how two large employers are tailoring their plan design to address some of the most pressing cost and quality concerns – access to outpatient care and steerage to high-quality residential treatment for substance use disorders. The panel will explore each employers' strategy and review metrics and results.

- Kate Mellor, *Vice President, Behavioral Health Client Strategy, Optum*
- Maria Fraga, *Global Head of Benefits and Wellness, Manulife & John Hancock*
- Kelsey Neystel, *Healthcare Benefits Strategy & Planning, Southwest Airlines*

3. Texas A&M Takes Action: Supporting At-Home Health During the Pandemic

When the gravity of the pandemic became clear last spring, it also became clear that Texas A&M needed a plan to support employees' health and well-being as they transitioned to work from home. This session will explore how the university helped their workforce stay active, connected and well throughout this uncertain time. Speakers will discuss the inception of their strategy, how it's kept employees engaged and plans for the future of their well-being programs.

- Jessica Rubie, *Executive Director, Texas A&M University*
- Christina Keast, *Director, Channel Development and Execution, Fitbit Health Solutions*
- Lauryn D'Angelo, *Strategic Account Manager, Fitbit Health Solutions*
- Kourtney Bassett, MS, CHES, *Employee Wellness Coordinator, Texas A&M University*

2:05 - 2:35 PM**Social Determinants: Leading with Analytics**

Commercial health plan managers have long suspected that low wage and minority workers are struggling with personal health care costs and not getting the care they need. However, without credible data on key health metrics within their own plan, there was little an employer could do. That's all changed. We will present a vision for the future of commercial health plans, including Aetna's recently deployed analytic tools that enable plan sponsors to identify where social determinants create disparities and then implement concrete,

ROI-based solutions. With these new tools, plan sponsors can help workers overcome barriers to good health, lower overall plan costs and create a data-driven roadmap to true health equity.

- Andy Hiles, F.S.A, *Vice President, Plan Sponsor Insights & Health Equity Solutions, Aetna, a CVS Health company*
- Garth Graham, MD, MPH, FACP, FACC, *Vice President, Chief Community Health Officer, CVS Health*

3:20 - 4:05 PM

Mental Health: An Executive Priority

From an executive's perspective, it makes good business sense to support employees' mental health. Nearly one in five adults in the U.S. are affected by a mental health condition or addiction in a given year, detracting from their ability to be present or engaged at work. But while studies indicate that mental health programs produce a positive return on investment, stigma remains a common barrier to program and benefit utilization. In this session, panelists will discuss the role of leadership in opening up a dialogue and changing the way that mental health is addressed in the workplace. Speakers will share how they gained executive buy-in to make mental health a priority and examples of ways leaders are making a difference at their organizations.

- Alison Cupito, *Global Mental Health Lead, Accenture*
- Sheri Bronstein, *Chief Human Resources Officer, Bank of America*
- Garen Staglin, *Chairman, One Mind*

4:20 - 4:50 PM

Employee Anxiety: The Next American Pandemic?

Prior to COVID-19, mental health in the U.S. was in crisis with an estimated 40 million American adults living with anxiety. According to Sharecare's *Flatten the Curve* survey 92% of people reported experiencing worry in April compared to 38% before COVID-19, with 21% experiencing severe stress and anxiety; and perhaps more telling is the 34% national increase in anxiety medication prescriptions from April to May. In this session, Pamela Shipley will interview-neuroscientist and addiction psychologist Dr. Jud Brewer about the impact COVID-19 is having on our country's mental health crisis. They'll explore the neuroscience behind anxiety; how racial disparities and socioeconomic inequities exacerbate the problem; and how employers can use digital therapeutics not only to help foster healthier behaviors and improve well-being but also build mental resilience in times of adversity.

- Judson Brewer, MD, PhD, *Director of Research & Innovation, The Mindfulness Center at Brown University*
- Pamela Shipley, *Executive Vice President and Chief Operating Officer, Sharecare*

5:05 - 5:35 PM

On the WAY to Wellville: Walmart's Journey to Improving the Health of the Community and Business Group on Health Closing Remarks

Employers increasingly recognize that that to positively influence the health and well-being of their workforce – and also their customers – they must look beyond individual behavior change and address the conditions of the communities in which employees live, work and play. That's why Walmart has joined forces with Wellville, a nonprofit dedicated to improving equitable well-being in five U.S. communities. In this session, speakers will discuss their informal partnerships with one another and with local community organizations. Specific initiatives include everything from childcare to the ZP challenge and working with public health on messaging around COVID-19. Walmart will share why their well-being team is focused on social determinants of health, what the partnership with Wellville entails and how they plan to scale this initiative going forward.

- David Hoke, *Senior Director, Associate Health & Well-being, Walmart Stores, Inc.*
- Esther Dyson, *Executive Founder, Wellville*