

THE POWER OF PARTNERSHIPS

A "BLUEPRINT" FOR SUCCESS

SALES ADVANTAGE • JANUARY 22-24, 2024 • CARIBE ROYALE, ORLANDO, FL



Monday, January 22

11am

Registration (*sponsored by Hello Heart*)
Caribbean Registration East

Community Workshops (Round 1 of 2)

Workshops provide an environment that foster the exchange of ideas and dialogue amongst BCBS associates from similar roles and backgrounds.

Engaging Executive Audiences

Sales & Account Management Community

Caribbean Ballroom 4-7

Anna Bunger, Executive Director, Market Insights & Consulting, Consortium Health Plans
Heather Siebenaler, Principal Account Manager, Blue Cross and Blue Shield of Minnesota
Andrea Wilson, Senior Leader, Major Accounts, Blue Cross and Blue Shield of Minnesota

Cultivating executive-level relationships is key in National Account sales and retention strategies, but finding mutually beneficial ways to forge and maintain these partnerships can be difficult. Join this interactive workshop to hear best practices from BCBS colleagues around opening communication lines with executives and receiving buy-in to successfully engage an executive audience. Pivoting to a more tactical discussion, the session will also outline how to effectively leverage Consortium products and tools to enhance your personal sales toolkit at the executive level and beyond.

2-2:45pm

This session is closed to sponsor attendees.

Network Portfolio Positioning: Selling Select networks & BlueHPN

Network Community

Boca 1-2

Sarah Oliver, Senior Vice President, Market Insights & Consulting, Consortium Health Plans
Alina Pabin, Director, National Solutions and Network Management & Development, Blue Cross Blue Shield of Michigan
Laurel Johnson, Director, Market Insights and Consulting, Consortium Health Plans

During this engaging workshop, dive into the science behind crafting employer-specific map visualizations for BCBS network solutions. Discover key tactics to strategically position these solutions with National Accounts and consultants to effectively communicate the value of BCBS networks, with a particular focus on Select Networks and BlueHPN. Hear best practices from BCBS of Michigan on specific successes they've found when highlighting employer-specific Select Network and BlueHPN opportunities.

This session is open to sponsor attendees.

Delivering our Brand Promise to Serve as the Member's Champion

Marketing & Communications Community

Boca 5-6

Sondra Imperati, Vice President, Brand Strategy, Blue Cross Blue Shield Association

Our brand is one of our most important assets and we measure its effectiveness by tracking Net Promoter Score by Plan, throughout the system and with competitors. Learn about the experience measures that predict NPS and how we're doing against our Top 3 Competitors. We'll share how top NPS Plans are bolstering their member experience with the chance for you to offer your insights.

This session is closed to sponsor attendees.

Optimize Blue's UDS Performance

Actuarial & Underwriting Community

Boca 3-4

Bradley Bartle, Vice President & Chief Actuary, Actuarial Services, Wellmark
Elizabeth Knape, FSA, MAAA, Senior Vice President, Actuarial & Analytics, Consortium Health Plans

Ashley Mills, Executive Director, Actuarial & Analytics, Consortium Health Plans

Kristen Wyer, Director Key Account Strategy, Wellmark

Review system-wide UDS optimization activities, understand how Plans are building new processes and cross-team collaboration to strengthen competitive position, and discuss how you can engage with consultants to understand Blue's position and influence how Blue is positioned in consultant analyses.

This session is closed to sponsor attendees.

Leveraging Artificial Intelligence to Prevent Misdiagnosis

(sponsored by Covera Health)

Clinical Strategy Community

Hibiscus

Aaron Friedkin, President, Covera Health

Diagnostic imaging is an essential component of nearly every episode of care and represents a critical point in a patient's journey that determines what happens next. Learn how Covera Health's end-to-end platform is unlocking AI-powered insights to improve patient care while enabling payers, providers, and other stakeholders to leverage radiology to support population health and care coordination.

This session is open to sponsor attendees.

RFP Process – Mastering the Art with Insights from Industry Peers

Proposal Development Community

Boca 7-8

Lori Benvenuto, Director, Employer Healthcare Strategy Program Manager, Consortium Health Plans

Anne Santos, Director, Consultant Relations, Consortium Health Plans

Managing all aspects of a complex proposal – from scheduling to submission – is a time and resource-intensive process. Join this session to learn directly from BCBS colleagues about strategies they've employed in 2023 to streamline and simplify their work while optimizing resources, achieve better outcomes, and navigate various challenges to excel in the competitive and fast-paced National Account landscape.

This session is closed to sponsor attendees.

<p>2:45-3:15pm</p>	<p>Connection Break Caribbean Foyer</p>
<p>3:15-4pm</p>	<p>Community Workshops (Round 2 of 2) <i>Workshops provide an environment that foster the exchange of ideas and dialogue amongst BCBS associates from similar roles and backgrounds.</i></p> <p>Engaging Executive Audiences <i>Sales & Account Management Community</i> Caribbean Ballroom 4-7 Anna Bunger, Executive Director, Market Insights & Consulting, Consortium Health Plans Heather Siebenaler, Principal Account Manager, Blue Cross and Blue Shield of Minnesota Andrea Wilson, Senior Leader, Major Accounts, Blue Cross and Blue Shield of Minnesota</p> <p><i>Cultivating executive-level relationships is key in National Account sales and retention strategies, but finding mutually beneficial ways to forge and maintain these partnerships can be difficult. Join this interactive workshop to hear best practices from BCBS colleagues around opening communication lines with executives and receiving buy-in to successfully engage an executive audience. Pivoting to a more tactical discussion, the session will also outline how to effectively leverage Consortium products and tools to enhance your personal sales toolkit at the executive level and beyond.</i></p> <p><i>This session is <u>closed</u> to sponsor attendees.</i></p> <p>Network Portfolio Positioning: Selling Select networks & BlueHPN <i>Network Community</i> Boca 1-2 Laurel Johnson, Director, Market Insights and Consulting, Consortium Health Plans Sarah Oliver, Senior Vice President, Market Insights & Consulting, Consortium Health Plans Alina Pabin, Director, National Solutions and Network Management & Development, Blue Cross Blue Shield of Michigan</p> <p><i>Delve into the science behind crafting employer-specific map visualizations for BCBS network solutions. Discover key tactics to strategically position these solutions with National Accounts and consultants to effectively communicate the value of BCBS networks, with a particular focus on Select Networks and BlueHPN. During the session, you will also hear best practices from BCBS of Michigan on specific successes they've found when highlighting employer-specific Select Network and BlueHPN opportunities.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p> <p>Optimize Blue's UDS Performance <i>Actuarial & Underwriting Community</i> Boca 3-4 Bradley Bartle, Vice President & Chief Actuary, Actuarial Services, Wellmark Elizabeth Knape, FSA, MAAA, Senior Vice President, Actuarial & Analytics, Consortium Health Plans Ashley Mills, Executive Director, Actuarial & Analytics, Consortium Health Plans Kristen Wyer, Director Key Account Strategy, Wellmark</p> <p><i>Review system-wide UDS optimization activities, understand how Plans are building new processes and cross-team collaboration to strengthen competitive position, and discuss how you can engage with consultants to understand Blue's position and influence how Blue is positioned in consultant analyses.</i></p>

	<p><i>This session is <u>closed</u> to sponsor attendees.</i></p> <p>Consultant Lightning Round <i>Consultant Relations Community</i> Boca 7-8 Anne Santos, Director, Consultant Relations, Consortium Health Plans</p> <p><i>Bring what you know. Learn from your colleagues. In this interactive session, attendees will participate in a lively discussion to share feedback on how to maximize engagement with our key channel partners. After the session, attendees will receive a recap of the conversation to socialize with Plan colleagues.</i></p> <p><i>This session is <u>closed</u> to sponsor attendees.</i></p> <p>Building Community: Using Collective Experiences as Part of Your Marketing Strategy <i>Marketing & Communications Community</i> Boca 5-6 Jeff Babey, Horizon, Director, Sales Enablement & Education, Horizon Blue Cross Blue Shield of New Jersey Dana Holmes, Vice President, Corporate Communications & Public Relations, Health Care Services Corporation Sara Kilmon, Director, Marketing & Communications, Consortium Health Plans Theo Retos, Manager, Program & Project Management, Talent Effectiveness and PRIDE ERG Co-Chair, Blue Shield of California</p> <p><i>2023 has been the year of experiences – The Eras Tour, the Barbie movie, Sphere Las Vegas. It’s collective and immersive. The best brands enable this desired togetherness and are doing it well. How are BCBS Plans utilizing collective, interactive social events and experiences as part of their overall marketing strategy? Hear about using this type of creative outreach to establish or cultivate relationships with key accounts or your communities.</i></p> <p><i>This session is <u>closed</u> to sponsor attendees.</i></p>
4-5pm	<p>Boys & Girls Club Giving Back Activity Porte Cochere</p> <p><i>Join us for the first ever Sales Advantage giving back activity. You’ll create mental health kits and write notes of positive affirmation for Members at Boys & Girls Clubs of Central Florida. Think of the advice you’d give to your 12-year-old self. Stop by the selfie/hashtag station on your way out and post your photo to further the impact.</i></p> <p><i>This event is <u>open</u> to sponsor attendees.</i></p>
5-6pm	<p>Private Reception Boca Patio</p> <p><i>Open to first-time Sales Advantage attendees and 2024 Excellence Award recipients.</i></p> <p><i>This event is <u>closed</u> to sponsor attendees.</i></p>
5-6pm	<p>Sponsor Cocktail Reception Caribbean 1-3</p> <p><i>Come mix it up with your 2024 Sales Advantage sponsors and fellow attendees.</i></p>

<p>6-9pm</p>	<p>Sales Advantage 2024 Welcome Reception <i>(sponsored by Coupe Health, HSA Bank & Prealizer)</i> The Grove</p> <p><i>The perfect way to end the first day—reconnect with colleagues and build new relationships over dinner and drinks.</i></p> <p><i>This event is <u>open</u> to sponsor attendees.</i></p>
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<p>Tuesday, January 23</p>	
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<p>7-7:45am</p>	<p>Breakfast <i>(sponsored by Headspace)</i> Caribbean 1-3</p>
<p>8-8:10am</p>	<p>Opening Remarks Caribbean 4-7 Dave Busch, President & Chief Executive Officer, Consortium Health Plans</p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>8:10-9am</p>	<p>The Blueprint for Success: BCBS Strategic Priorities Caribbean 4-7 Joe Albano, Vice President, Commercial and Specialty Markets, Horizon Blue Cross Blue Shield of New Jersey Noah Berger, Regional Vice President - Southeast National Accounts, Elevance Health Sarah Oliver, Senior Vice President, Market Insights and Consulting, Consortium Health Plans (moderator) Claire Verity, Market President, Regence BlueShield</p> <p><i>A panel of BCBS executives outline their vision and priorities for the future, providing a glimpse into what's next for both the healthcare industry and Blue.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>9-9:45am</p>	<p>The Current & Future State of the Healthcare Industry Caribbean 4-7 Sally Kim, Director, Health Plan Research, Advisory Board</p> <p><i>We examine the healthcare industry's increasingly tough business climate dominated by increasing costs, tightening margins, and staffing upheaval. This array of urgent, disruptive market forces mean that leaders must navigate an unusually high number of short-term crises and opportunities and that strategic choices have an outsized impact on their long-term goals.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>9:45-10:05am</p>	<p>Break & Sponsor Expo Caribbean 1-3</p>
<p>10:05-10:45am</p>	<p>A Prescription for Affordability with Synergie Medication Collective Caribbean 4-7</p>

	<p>Chris Ford, Chief Innovation Officer, Synergie Medication Collective Razia Hashmi, MD, MPH, FAAFP, Vice President Clinical Affairs, Blue Cross Blue Shield Association</p> <p><i>Discover actionable strategies and cost containment techniques employed by BCBS Plans in collaboration with Synergie Medication Collective to help large employers achieve significant savings on pharmaceutical expenses.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>10:45-11:45am</p>	<p>Insights from BCBS Consultant Partners Caribbean 4-7 Jennifer Calhoun, Partner, Mercer Kevin Fyock, North America Innovation & Commercialization Leader, Health Solutions, AON Craig Jannino, Senior Vice President, Chief Operating Officer, Consortium Health Plans (moderator) Courtney Stubblefield, ASA, MAAA, Managing Director, Health & Benefits, WTW</p> <p><i>This panel of leading large market consultants will speak to overall healthcare trends, surfacing what's top of mind for large employers. They will also share their perspectives on BCBS performance along with some advice for your next finalists meeting.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>11:45-11:50am</p>	<p>Stretch Break (sponsored by Hinge Health) Caribbean 4-7 Amy Hudson, Vice President, Major Accounts, Blue Cross Blue of Minnesota Bijal Toprani, DPT, Physical Therapy Consultant, Hinge Health</p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>11:50am-12:20pm</p>	<p>Network Optimization: Introducing the Blue National Physician Performance Dataset Caribbean 4-7 Emily Kipping, AVP, Provider Analytics, Blue Health Intelligence Jennifer Nowak, Managing Director, Network Solutions, Value Based Programs, Commercial Markets, Blue Cross Blue Shield Association (moderator) Julie Scherer, Chief Data Scientist, Motive Medical Intelligence</p> <p><i>Learn about the new Blue National Physician Performance Dataset (“the dataset”) that delivers individual provider-level quality, appropriateness, and cost of care data across 20 specialties, including primary care. Enabled by Motive Medical Intelligence and Blue Health Intelligence, the national dataset is now available for BCBS Plans to utilize to address national account employer needs.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>12:20-1:20pm</p>	<p>Lunch Boca Patio</p>
<p>1-2pm</p>	<p>Sponsor Expo Caribbean 1-3</p> <p><i>Take this opportunity to immerse yourself in the expo hall and learn about your 2024 Sales Advantage sponsor offerings. You never know where the conversation may take you!</i></p>

Breakouts (Round 1 of 3)

Bridging Equity & DEI Gaps Across the Reproductive Health Continuum

(sponsored by Progyny)

Boca 1-2

Holly Day, Senior Vice President, Health Plan Partnerships, Progyny
Lissa Kline, Senior Vice President of Member and Provider Services, Progyny
Darlice Rocha, Health Equity Program Manager, Independence Blue Cross
Abby Sherkow, Product Strategy, Blue Shield of California

The complexity and evolving nature of the reproductive and women's health landscape makes it particularly susceptible to gaps in care and access for members. In this session, Progyny, a leading reproductive and women's health benefits company, will discuss with two BCBS Plans, how we can bring the idea of equity to life in this space, including through access to interdisciplinary expertise, outcomes-focused coverage by design, and the value a holistic care advocate brings to a respectful member experience. Join us for this important conversation, as we discuss what's next for our efforts to truly bridge the equity and DEI gaps across the reproductive health continuum.

This session is closed to sponsor attendees.

Network Optimization: Use Cases for the Blue National Physician Performance Dataset Strategies

Boca 3-4

Brad Bare, Divisional Vice President, National Network Optimization, Health Care Service Corporation
Chris Fanning, Senior Vice President Commercial Markets, Blue Cross and Blue Shield of Minnesota
Sarah Oliver, Senior Vice President, Market Insights & Consulting, Consortium Health Plans

This session will delve into the growing footprint of alternative health plans offerings in the marketplace and what that means for National Accounts. We'll then get into practical use cases for the new national BCBS dataset, including network optimization, member navigation, provider search tools, and more. Hear how two BCBS Plans are utilizing the data to drive members to providers based on quality, appropriateness, and cost of care results. Learn how this dataset can help BCBS Plans position against competitor solutions.

This session is closed to sponsor attendees.

Beyond Chronic Care: Anticipating & Addressing Changing Population Needs

(sponsored by Teladoc Health)

Boca 5-6

Glen Davis, MD MBA, Vice President, Clinical Programs, Teladoc Health
Michael Kobernick, MD, MS-HSA, MS-PoPH, FAAFP, Senior Medical Director, Blue Cross Blue Shield of Michigan

Like many organizations, Blue Cross Blue Shield of Michigan serves a population whose demographics and care needs are changing—on top of record-low member engagement with healthcare providers and astronomical demand for GLP-1 medications. Join us to explore how BCBS Michigan is reimagining its use of virtual care to address these challenges.

This session is open to sponsor attendees.

2-2:45pm

	<p>Managing Pharmacy Costs & Emerging Therapies for Large Employers Boca 7-8 Anna Bunger, Executive Director, Market Insights & Consulting, Consortium Health Plans Kim Foerster, Director, Pharmacy Account Management, Blue Cross Blue Shield of Michigan Monica Giotta, Director, Pharmacy ASO and RX Product Development, Florida Blue</p> <p><i>Be part of this transformative conversation where we explore strategies for Blue Cross Blue Shield national account health plans to assist their large employers in effectively reducing pharmacy costs while navigating the ever-evolving landscape of biosimilars and gene therapies. Join us and be part of the solution to create sustainable, cost-effective pharmacy benefit plans for a healthier future.</i></p> <p><i>This session is <u>closed</u> to sponsor attendees.</i></p>
<p>2:45-3pm</p>	<p>Connection Break/Rotation Caribbean 1-3</p>
<p>3-3:45pm</p>	<p>Breakouts (Round 2 of 3)</p> <p>Using AI to Fight Fraud & Support Prepayment Controls Boca 1-2 Himanshu Arora, Chief Data and Analytics Officer at Blue Cross Blue Shield of Massachusetts Jennifer Stewart, Senior Director Fraud Investigation and Prevention, Blue Cross Blue Shield of Massachusetts</p> <p><i>Our national clients are looking to see how we are controlling costs and increasing our effectiveness at fighting fraud; AI plays a critical role in improving efficiency, controlling costs and fighting fraud. We increasingly see AI called out in capability and finalist agendas. With this prevalence of AI, Blues plans need to embrace opportunities to improve efficiency in operational areas, and the effectiveness of PI and fraud programs. Learn how to be more familiar with AI as a tool to achieve those objectives, and how to include it in conversations with clients and consultants.</i></p> <p><i>This session is <u>closed</u> to sponsor attendees.</i></p> <p>Empowering Health Plans: Unlocking the Potential of Cancer Care Optimization <i>(sponsored by Private Health Management)</i> Boca 3-4 Tommy Axford, FSA, MAAA, Senior Vice President, Business Development & Strategic Partnerships, Private Health Management Noah Berger, Regional Vice President - Southeast National Accounts, Elevance Health Angela DeFilippo, Senior Associate, Market Insights & Consulting, Consortium Health Plans Natalya Gertsik, PhD, ClearCancer Solution, Private Health Management</p> <p><i>Cancer is a formidable adversary placing a significant burden on members, employers, and the healthcare system. Through strategic partnerships, health plans can play a differentiated role in reducing the impact of cancer. At this session, PHM discusses how to optimize health plan design, enhance access to specialized providers, elevate care management to deliver precision medicine, and apply clinical sophistication to existing data analytics to transform the fight against cancer for all stakeholders.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>

	<p>Evaluating & Implementing Effective Mental Health Programs for the Modern Workforce <i>(sponsored by Learn to Live)</i> Boca 5-6 Brooks Deibele, Enterprise Sales Leader, EB Shareholder, Holmes Murphy Amy Hudson, Vice President, Major Accounts, Blue Cross and Blue Shield of Minnesota Sharon Koenig, Director of Total Rewards and HR Operations, Midco</p> <p><i>Three out of four Americans who suffer from mental health problems will never seek help and with poor mental health estimated to cost employers \$48 billion annually, this is one session you can't afford to miss. See how Blue Cross and Blue Shield of Minnesota evaluates, selects, and measures the success of mental health options for their employees and clients. Learn how Midco, a BCBS-MN client, implemented a new mental health program for their employees, including how they generated employee engagement, reduced costs, tracked progress, and evaluated the program's success.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p> <p>Navigating Healthcare Policy Shifts: An Exclusive Legislative Update for BCBS National Accounts Boca 7-8 Amanda Schwartz, MPS, Executive Director, Federal Affairs, Blue Cross Blue Shield Association</p> <p><i>Stay ahead in the dynamic world of healthcare policy and legislation. In this briefing, we'll provide essential updates on the latest healthcare policies and legislative changes, equipping you with the knowledge needed to navigate the evolving landscape, offer tailored solutions, and continue delivering optimal benefits to our clients.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>4-4:30pm</p>	<p>Health Equity Is All of Us Caribbean 4-7 Razia Hashmi, MD, MPH, FAAFP, Vice President Clinical Affairs, Blue Cross Blue Shield Association Kendell LeBray, Director, Quality Improvement and Health Equity, Health Care Services Corporation</p> <p><i>Discover how HCSC is actively addressing health disparities, fostering inclusivity, and championing equitable healthcare access as they share their vision along with the BCBSA for a more inclusive healthcare future.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>4:30-4:45pm</p>	<p>National Account Excellence Awards Caribbean 4-7 Rebekah Elgin-Council, Senior Vice President & Chief Marketing Officer, Blue Cross Blue Shield of Alabama Jason Treece, Vice President Strategic Account Management, Arkansas Blue Cross Blue Shield</p> <p><i>Join us in raising a glass and celebrating your peers while recognizing exceptional achievements in National Account sales and account management.</i></p>

	<i>This session is <u>open</u> to sponsor attendees.</i>
4:45-5:30pm	<p>Keynote Speaker- Trust & Rapport: The Foundation of Closing the Deal Caribbean 4-7 Stephanie Chung, Founding Chief Growth Officer and Global Brand Ambassador, Wheels Up</p> <p><i>Hear about tried-and-true tactics from the field with innovations in brain science to help sales professionals achieve more. Sales pros will become adept at building rapport and trust, asking targeted questions, selling through storytelling, and, most importantly, closing the deal.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
5:30-6:30pm	<p>Sponsor Cocktail Reception (<i>sponsored by Trust Mineral</i>) Caribbean 1-3</p> <p><i>Before heading out to dinner, come grab a beverage and chat about the day's events while continuing to meet our generous 2024 Sales Advantage sponsors.</i></p>
6:30pm	Sponsor Hosted Dinners (<i>on own</i>)

Wednesday, January 24

7-7:45am	<p>Breakfast Caribbean 1-3</p>
8-8:45am	<p>Breakouts (Round 3 of 3)</p> <p>Innovating For Employers: Weight-loss Medications & Game-changing Metabolic Health Solutions (<i>sponsored by Wondr Health</i>) Boca 5-6 Becca Humphreys, MBA, MSN, RN, NEA-BC, ONC, Director, Clinical Client Relations, Blue Cross of Idaho Dr. Reetika Kumar, Vice President Strategic Clinical Solutions, Independence Blue Cross Jode Lemmon, Vice President, National Health Plan Sales, Wondr Health</p> <p><i>Discover how BCBS Plans are responding to employer demand for weight-loss medications in their quest to prevent and reduce the cost of chronic metabolic health conditions. In this session, we will share insights and experience to help you understand employer challenges and respond with an inclusive weight management solution that controls costs, achieves measurable outcomes, and transforms workforce health in year one.</i></p> <p><i>This session is <u>closed</u> to sponsor attendees.</i></p> <p>Driving Engagement & Value in the Commercial Market (<i>sponsored by apree health</i>) Boca 3-4 Collin Gravalin, Director of Product Management, Blue Cross and Blue Shield of Minnesota Bryan Preston, Vice President, Health Plan Partnerships, apree health Corey Tauer, Senior Director New Sales & Strategic Relationships, Blue Cross and Blue Shield of Minnesota</p>

	<p><i>BCBSMN is reimagining the engagement experience by delivering a seamless digital and high touch solution for commercial health plan members. By combining real support from BCBSMN service team advocates with apree health’s robust technology and navigation platform we are now able to provide a 360-degree view of the member and specific guidance on next best actions. Learn how BCBSMN and apree health are providing members with vastly different engagement experience that eliminates complexities and delivers improved health outcomes, while achieving a sustainable cost trend.</i></p> <p><i>This session is <u>closed</u> to sponsor attendees.</i></p> <p>Meeting Consumers Where They Are with Virtual & Advanced Primary Care Boca 1-2 Matt Day, Senior Advisor Provider Strategy, Blue Cross Blue Shield of Massachusetts Nathan Johnson, Vice President, Integrated Products, Premera Blue Cross Bryan Mulford, Vice President, Commercial Markets & CFA Sales, CareFirst BlueCross BlueShield Sarah Oliver, Senior Vice President, Market Insights & Consulting, Consortium Health Plans</p> <p><i>During this panel discussion we will highlight external market factors driving the need for care delivery innovation. Hear how three BCBS Plans are meeting consumer needs through various virtual care and advanced primary care solutions, and gain insight into early impacts these models are having on the member/patient experience.</i></p> <p><i>This session is <u>closed</u> to sponsor attendees.</i></p> <p>Providing Data to Drive Decisions Boca 7-8 Claudia Castro, Senior Director, Clinical Client Solutions, Florida Blue Alya Nadjji, MPH, Manager, Health Equity Analytics, Independence Blue Cross</p> <p><i>Data is a powerful tool that can drive people to action, but where do you start? Starting with an internal strategy, learn how IBC has established analytic drivers for their health equity strategy that includes data reporting, defining what a disparity is and how to measure it, as well as the data needed to evaluate potential intervention targets and what behaviors data truly reflect. Moving to an external strategy, hear how Florida Blue’s Clinical Account Consulting team performs clinical data analytics that provides clients with reporting and consultative solutions that answers the “So What”.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>9-9:05am</p>	<p>Welcome Back Caribbean 4-7 Elizabeth Knape, FSA, MAAA, Senior Vice President, Actuarial & Analytics, Consortium Health Plans</p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>9:05-9:45am</p>	<p>Connecting Our Members to Care Caribbean 4-7 Ish Bhalla, Medical Director, Behavioral Health Value Transformation, Blue Cross Blue Shield of North Carolina James Polo, Vice President & Chief Medical Officer, Carelon Behavioral Health, Elevance Kate Unsworth, Executive Director, Market Insights & Consulting, Consortium Health Plans (moderator)</p>

	<p><i>Understanding who your members are and the care they may need is crucial to any health plan. See how two BCBS Plans are creating targeted behavioral health solutions that is not only increasing the members' quality of life but helping to manage their total healthcare spend.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>9:45-10:25am</p>	<p>Addressing Affordability & Cost Containment Caribbean 4-7 Aji Abraham, Senior Vice President of Health Plan Business Innovation and Market Solutions, Blue Cross Blue Shield of Michigan Anna Bunger, Executive Director, Market Insights & Consulting, Consortium Health Plans (moderator) Tim Lieb, Senior Vice President Commercial and Consumer Market, Blue Shield of California</p> <p><i>Dive into the forefront of cost-effective healthcare strategies as Plan leaders share their perspectives on lowering healthcare costs, unveiling innovative strategies, and offering valuable insights into the dynamic landscape of cost containment.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>10:25-11am</p>	<p>Connection Break & Sponsor Expo Caribbean 1-3</p>
<p>11-11:45am</p>	<p>The Stories Behind the Rx Wins Caribbean 4-7 Molly Johnston, National Accounts Account Consultant, CareFirst Blue Cross Blue Shield Christine Moynihan, Client Relationship Manager, Blue Cross Blue Shield of Massachusetts Tim Noonan, Director New Business, Hospital Market and West Michigan National, Blue Cross Blue Shield of Michigan Catie Rhodes, Vice President, Events & Sales Enablement, Consortium Health Plans (moderator)</p> <p><i>We saved the best for last! Don't miss out on this revealing session to hear the shared experiences from fellow BCBS associates in their journey to attract and retain new pharmacy business.</i></p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>
<p>11:45am</p>	<p>Closing Remarks Caribbean 4-7 Dave Busch, President & Chief Executive Officer, Consortium Health Plans</p> <p><i>This session is <u>open</u> to sponsor attendees.</i></p>