



**6th Annual
NATIONAL EMPLOYERS'
HEALTH COMMUNICATIONS
SUMMIT**

A National Business Group on Health® Event

Delivered by National Leadership Committee on
Consumerism and Engagement

**May 18-19, 2016
Washington, DC**

PERSONALIZATION IN ACTION:



**CRACKING THE CODE
TO JUST-IN-TIME ENGAGEMENT**



**National
Business
Group on
Health®**



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Agenda for Wednesday, May 18, 2016

- 1:00 p.m. Registration Open and Lunch Available – 1st Floor, Lobby and Conference Rooms A & B**
National Business Group on Health
20 F Street, NW (Near Union Station)
Washington, DC 20001
- 1:30 p.m. Welcome – 1st Floor, Conference Rooms A & B**
- *Brian Marcotte, President & CEO, National Business Group on Health*
 - *Jack Sullivan, General Director, Benefits, Union Pacific Railroad, and Theresa Monti, Vice President of Corporate Total Rewards, The Kroger Co. (NLCCE Co-chairs)*
- 2:00 p.m. Keynote Address – 1st Floor, Conference Rooms A & B**
Uncovering the Root of Behavior Change in Health and Communications
Kristin Carroll, Chief Executive Officer, [Rescue | The Behavior Change Agency](#)
Hear the leader of the award-winning behavior change marketing company guide employers through an evidence-based process for designing effective communication campaigns. Through real-life examples in public health and human resources, Kristin will set the stage for the two-day event, and highlight the “must-dos” involved in a successful just-in-time communication strategy. She will also describe the behavior change continuum and its application in communications, policy change and culture change.
- 3:00 p.m. Short Exercise Break – 1st Floor, Conference Rooms A & B**
Led by Cindy Magnuski, Senior Manager, Silver&Fit, American Specialty Health
- 3:25 p.m. BREAKOUT SESSION I: Choose one from below**
- **Breaking the Old Paradigm – 2nd Floor, The David Scherb Boardroom**
Opening presentation led by Leslie Pilliod, Director, Benefits and Well-being, Target Corporation
Outdated print materials make it exceedingly difficult to get the right information, in front of the right person, at the right time. This session is intended as a “how-to” for those who are looking to transition from paper to electronic communications, and to streamline messaging. Attendees will discuss how to make the bold move toward simplification and gather tips for how to do so seamlessly and effectively.
 - **Data Analytics: Letting the Numbers Work for You – 1st Floor, Boardroom**
Workshop led by Grace Prudente, Director, Digital Analytics, Consumer Reports
In this session, employers will learn how to leverage their data dashboards to drive an effective employee engagement strategy. Attendees will discuss how to interpret and get the most out of their data (e.g., claims data, webpage views, email click-throughs, program enrollment rates) to effectively personalize employee communications.
 - **There’s an App for That – 1st Floor, Videoconference Room**
Mobile demonstrations led by Kelley Haslun, Senior Director, Total Rewards Communication, PepsiCo, Inc., Joanne Nieves, Manager, Communications, Total Rewards, Pitney Bowes, Inc., and Julie Ewry, Manager, Benefit Communications and Training, HCR ManorCare, Inc.



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Wednesday, May 18, 2016 Continued

In the digital age, employees are looking for ways to receive and digest information faster. As such, employers are leveraging mobile platforms to ensure that employees can access benefits and wellness information where and when they need it. In this session, employers will demonstrate the platforms they are using to keep their employees engaged and “in-the-know” at all times.

- **Speaking the CDHP Language – 2nd Floor, DC Conference Room**

Opening presentation led by Brenna Shebel, Director, Health Care Cost and Delivery, National Business Group on Health

This session will provide tips and strategies for communicating to employees around total replacement CDHP. Employers will learn how to positively frame high-deductible plan options to make them resonate, as well as how to communicate the value of an accompanying HSA.

4:50 p.m. **Employer Spotlights – 1st Floor, Conference Rooms A & B**

Carolinas HealthCare System

Presentation led by Kati Davis, Manager, LiveWELL, Carolinas HealthCare System and Lucy Dean, Assistant Vice President, Human Resources, LiveWELL, Carolinas HealthCare System

Learn about the journey of Carolinas HealthCare System as they introduced *Your Health and Retirement at CHS*: the robust integrated communications campaign developed for CHS to plan, partner and participate with teammates to prepare for a consumer-directed health plan transition.

Dell, Inc.

Presentation led by Tedd Klipsch, Senior Communications Advisor, Global Human Resources, Compensation and Benefits, Dell, Inc. and Heidi Henderson, Associate Partner, Communication, Aon Hewitt.

Hear how Dell, Inc. used personalized messaging techniques to engage team members in their enrollment decisions and around the new CDHP to ultimately get results that exceeded goals.

5:40 p.m. **Community Service Activity – 1st Floor, Lobby and Conference Rooms A & B**

Short presentation led by Miriam Selman, Director of Corporate Partnerships, Children's National Health System

Participants will perform a community service activity that will benefit the patients and families at *Children's National Health System*, a Washington, DC-based medical center that exclusively provides pediatric care.

6:15 p.m. **Capitol View Rooftop Cocktail Reception – 11th Floor, Rooftop Terrace**

Join your colleagues on the rooftop terrace to network and connect over hors d'oeuvres while enjoying skyline views of nearby DC landmarks and monuments.

Music entertainment provided by Capital Blend.

7:45 p.m. **Reception Concludes**

Day two continues on next page.



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6:15 a.m. **Early Morning Bootcamp** *(optional)*

Meet us at 6:15 a.m. in the lobby of the [Hyatt Regency](#) where we'll depart for a 30-minute dynamic *Core and More* boot camp! The workout will incorporate low impact movement, balance, flexibility, and strength with lots of fun for positive results.

Led by Cindy Magnuski, Senior Manager, Silver&Fit, American Specialty Health

8:30 a.m. **Breakfast Available** – 1st Floor, Lobby and Conference Rooms A & B

National Business Group on Health
20 F Street, NW (Near Union Station)
Washington, DC 20001

9:00 a.m. **Employer Benchmarking Challenge** – 1st Floor, Conference Rooms A & B

Led by Shari Davidson, Vice President, Health Care Cost and Delivery, National Business Group on Health

10:00 a.m. **Short Exercise Break** – 1st Floor, Conference Rooms A & B/Outdoor Activity

Led by Cindy Magnuski, Senior Manager, Silver&Fit, American Specialty Health

10:20 a.m. **Breakout Session II: Choose one from below**

- **Navigating Multicultural Health and Benefits Communication: A Global Perspective** – 2nd Floor, DC Conference Room
Workshop led by Jayne Lux, Vice President, Global Business Group on Health
This session will focus on how communication strategies may change, beyond simple document translation, when operating under a global umbrella. Employers will discuss how to effectively engage, through a targeted segmentation approach, disparate racial, ethnic and socio-economic populations, and how to seamlessly navigate issues of cultural sensitivity.
- **Meeting the Needs of the Whole Employee: A 360° Approach to Well-being** – 2nd Floor, The David Scherb Boardroom
Workshop led by Pamela Rich, Manager, Workforce Well-being, National Business Group on Health
This session will focus on how employers are communicating about the benefits, programs and policies that support holistic well-being. Session participants will share the dimensions of well-being (e.g., physical health, emotional health, financial security) that they are focusing on at their company and discuss if and how they have altered their communication strategy to reflect these dimensions. Participants will also share how they are engaging employees in the various benefits and programs that are offered across the organization that drive employee-well-being.
- **Turn Open Enrollment Upside Down** – 1st Floor, Boardroom
Opening presentation led by Melissa Trivette, Senior Group Benefits Analyst, Lowe's Companies, Inc.
Attendees will explore best practices and innovative approaches for personalizing open enrollment communications. This session will offer effective strategies for maximizing employee understanding and engagement with the annual enrollment process.



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- **From the Assembly Line to the C-Suite – 1st Floor, Videoconferencing Room**

Opening presentation led by Shari Davidson, Vice President, Health Care Cost and Delivery, National Business Group on Health

Employers will focus on segmenting health and benefits communications for different work groups within their organization and, particularly, learn how to do so effectively within the bounds of legal and IT barriers. This session will also emphasize various high-touch, personalized messaging requirements for employees of different generations/life stages.

- **11:35 a.m. Lunch Presentation: Cutting-edge Innovations in Personalized Health Communication – 1st Floor, Lobby and Conference Rooms A & B**

Presentation will begin promptly at noon.

In 2015, the National Business Group on Health founded the Health Innovations Forum (HIF) to identify and evaluate technology or solutions-based startups with the potential to improve employee health and/or the efficiency, delivery or consumer experience within the health care system. Hear how startups are improving employee engagement – and health – across a multitude of programs through personalized, relevant and timely communications from the two Business Group leads—Brian Marcotte and Dannielle Sherrets.

- **12:50 p.m. Breakout Session III: Choose one from below**

- **Giving a Voice to Employees: Leveraging Them as Partners in Shaping Effective Messaging – 1st Floor, Videoconferencing Room**
Workshop led by Betsy Woods Brooks, Principal, Buck Consultants LLC, A Xerox Company and Caren Belli, Senior Advisor, Compensation and Benefits Communications, CVS Health
This session will explore the value of first-hand employee feedback (e.g., open enrollment surveys, focus groups, testimonials). Attendees will also discuss the potential for getting employees more involved in the HR communication design and implementation process in order to gauge messaging success and acquire future direction for more targeted communication efforts.
- **When Life Gives You Lemons...Make Lemonade! How to Capitalize on Communication Challenges – 2nd Floor, DC Conference Room**
Opening presentation led by Penney Berryman, Communication Specialist, Seton Healthcare Family.
Those responsible for HR communications are not always dealt the easiest messages to convey to their employees. In this session, attendees will learn how to communicate tough messages as a result of plan changes that they have little control over, as well as how to recover from communication “faux pas.”
- **Driving Employees to the Right Tools and Health Care Services – 2nd Floor, The David Scherb Boardroom**
Opening presentation led by Jennifer Burns, Senior Manager, Health Care Cost and Delivery, National Business Group on Health
This session will explore ways to enhance just-in-time engagement with transparency, second opinion and other health care navigation tools. Conversation will also focus on how to drive



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utilization of telehealth services and smarter site-of-care decisions. Attendees will discuss communication tactics for educating and steering employees toward these tools at the time of need.

- **Structuring Your Communication Calendar to Maximize Engagement** – 1st Floor, Boardroom
Demonstrations by Kate Stemle, Senior Wellness Manager, Benefits, Human Resources, Citrix Systems, Inc. and Janice Fieldman, Senior Manager, HR Communications, Raytheon.
Keeping employees and their dependents engaged in their benefits year-round remains a key challenge for employers, but is also key to just-in-time engagement. If health and benefits communications are fresh, frequent, and high-touch, the chances of reaching employees at the time of need are high. This session will provide demonstrations of annual communications calendars and will unlock strategies for effective, year-round messaging.

2:15 p.m. Strategic Communication by Disease State: Innovative and Personalized Tools for Keeping Your Employees Informed, On Track and Healthy – 1st Floor, Conference Rooms A & B

Strategic partners of the Leadership Committee will share tools and strategies for engaging employees around a specific health state with an emphasis on communication that is personalized, timely, and high-touch.

- **The Right Care at the Right Time: Improving Mental Health in the Workplace** – *Seth Cohen, Vice President, Strategic Accounts, Castlight Health*
- **Empowered Decisions!™: Personalized Pain Management** – *Doug Metz, Chief Health Services Officer and Executive Vice President, American Specialty Health*
- **Managing High Cost Immunologic Conditions: A Data-driven, Targeted Messaging Approach** – *Ryan Schoenecker, Vice President, Business Development, West, Best Doctors, Inc.*
- **Changing the Cancer Experience: Real-Time Intercept™** – *Kara Trott, CEO, Quantum Health, Inc.*

3:30 p.m. Evaluations and Adjourn – 1st Floor, Conference Rooms A & B