

Using the Power of Disruption to Improve Health:

Transformation through Personalization

NOVEMBER 14, 2024 • 8 A.M. - 12:30 P.M. ET

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Using the Power of Disruption to Improve Health Transformation through Personalization

Knoxville, TN
Thursday, November 14, 2024

- 8:00 am ***Exhibit Hall/Networking***
- 9:00 am ***Welcome***
Phil Belcher, CEO, HealthCareTN
- 9:10 am ***Keynote Address: Personalization as a People Strategy***
Michelle Martin, Senior Vice President, Total Rewards Experience,
Paramount Global
- 9:30 am ***The Future of Personalized Benefits: Enhancing The Employee Experience through Benefits***
Matt Gregory, Vice President, Client Advocate, Lockton Companies, Moderator
Manon Neu, Client Executive, Embold Health
Chris Reed, Director, Value Creation, Quantum Health
Andrea Stelk, Vice President of Commercial Solutions, Progyny
- 10:15 am ***Exhibit Hall/Networking***
- 10:45 am ***Can Pharmacy Transparency Personalize Benefits and Result in Affordability?***
Jeff Townsend, Vice President of Member Services, HealthCareTN, Moderator
Greg Baker, CEO, AffirmedRx
Michael Navin, CEO/Founder, Peek Healthcare Technologies Inc.
Susann Schlotterback, Executive Director, Integrated Account Management,
Merck
Christine Stickler, Director of Employee Benefit and Risk Management,
City of Knoxville
- 11:50 am ***Customizing Benefits for a Diverse Workforce***
Matthew Sydney, CEO/Founder, Beanstalk Benefits Inc
- 12:20 pm ***Closing Remarks/Door Prizes***
Phil Belcher, CEO, HealthCareTN
- 12:30 pm ***Adjourn***

Speakers

Michelle Martin



Michelle Martin is Senior Vice President, Total Rewards Experience at Paramount Global and is responsible for employee health & wellbeing, engagement and development of HR policies. Michelle has an extensive background in supporting health and well-being. She is a champion for workplace mental health programs and is committed to designing and implementing programs and policies that help employees live their best life. Michelle is a Certified Employee Benefits Specialist with a certification in global benefits management. She holds an MBA from Adelphi University. Michelle is an active member of the human resources community and is on the board of directors of the Northeast Business Group on Health, the Workplace Advisory Board for the American Psychiatric Association and she chairs the board of The Leapfrog Group.

Matt Gregory



Matt Gregory is an executive and market leader for Lockton, working from Lockton's Nashville office. He has 20+ years of experience across employee benefits, risk management and HR technology. Serving as a partner within Lockton, the only truly independent and privately held firm in the global top 10, Matt has responsibilities spanning office culture, operations, client success and community involvement.

Manon Neu



Manon Neu is a Client Success Executive at Embold Health, where she leverages her extensive background in benefits and customer success to enhance client engagement and improve healthcare outcomes. With over a decade of experience in high-impact roles across the healthcare and technology sectors, Manon is skilled in building impactful client relationships. Manon is passionate about creating client-centered experiences that foster long-term value and satisfaction and holds a strong commitment to advancing healthcare quality and access through evidence-based solutions. Manon received a B.S. in exercise science from The Ohio State University and resides in Ohio with her husband and two kids.

Speakers

Chris Reed



Chris Reed is the Director of Value Creation at Quantum Health, responsible for advancing the organization's ability to create new and greater dimensions of value for self-insured employers. Accomplished by serving as a consultative partner to executive leadership and via a center of excellence strategy, Chris' focus is on ideating, executing and hardwiring value creation opportunities into the Quantum Health business model.

Andrea Stelk



Andrea has built her career at the intersection of clinical practice and program strategy, with a strong focus on advancing Women's Health. She began as a Registered Nurse and Clinical Educator, specializing in Labor & Delivery, OB/GYN, High-Risk Obstetrics, and GYN Surgery, spending over a decade in patient care. Her clinical expertise laid the foundation for her transition into the medical technology and benefits industry, where she focuses on program development, launching innovative solutions, and supporting new business initiatives. As VP of Commercial Solutions at Progyny, she is committed to continuously improving Family Building and Women's Health outcomes. Andrea received her Bachelor of Science in Nursing from Valdosta State University in Georgia, is certified in Inpatient Obstetric Nursing, and continues to maintain her Registered Nursing license.

Speakers

Greg Baker



As CEO of AffirmedRx, Greg Baker leads the company's mission to deliver better health outcomes, predictable costs, and partnerships that empower employers to take control of their pharmacy benefits. With decades of experience as a pharmacist, businessman, and entrepreneur, Greg is redefining the role of a pharmacy benefit manager (PBM) by focusing on three core areas: Cost Transparency, Data Control, and Patient Health Improvement. He is driven by a commitment to creating a clinically-focused PBM that prioritizes patient care over profits.

Greg leverages his extensive background in pharmacy, including his role as Pharmacy Lead at Premise Health, where he was recognized for achieving high levels of operational efficiency, clinical excellence, and customer service, providing significant value within the broader pharmacy healthcare ecosystem. His experience as a Pharmacy Supervisor at Walgreens and a Senior Pharmacy Consultant at Blue & Co. allowed him to collaborate with employers across various industries to customize clinical care solutions that deliver the highest quality at the lowest cost. Under Greg's leadership, AffirmedRx recently won the 2024 PBMI Innovation Award, further demonstrating the company's commitment to transparency and patient-centered care. Previously, Greg led a pharmacy organization that won both the 2018 PBMI Innovation Award and the 2019 APhA Pinnacle Award. Additionally, he was the first community pharmacist appointed by the HHS Secretary to the National Advisory Council for the Agency of Healthcare Research and Quality, where he advocated for expanding the role of pharmacy in improving public health outcomes.

Guided by the motto "Patients over Profits," Greg Baker is dedicated to ensuring that AffirmedRx remains a nimble force in a large industry, always committed to doing what is right for employers and their employees.

Speakers

Michael Navin



Michael Navin is the founder and CEO of Peek Healthcare Technologies, a company focused on improving access to and affordability of prescription medications through a unique prescription shopping platform. Based on his 27 years in the biopharmaceutical industry, Michael's experience and passion allowed him to create Peek®, enabling users to compare prices across various discount programs and insurance options, providing a more transparent and cost-effective way to purchase medications. In addition to the prescription pricing platform, other Peek technologies are designed to empower consumers to bio hack with Peek technologies to improve their lives through education and information in a single platform.

Susann Schlotterback



Susann Schlotterback is the Executive Director of Strategic Insights/Integrated Account Management at Merck and is responsible for leading the development of payer strategies that enables affordable access across market segments to Merck's portfolio of pharmaceuticals and vaccines. Strategic Insights operates as a center of excellence in the U.S. market to enable evolving market access strategies across a diverse group of stakeholders including Merck's Marketing, Global Market Access and Pricing, Center for Observational and Real-World Evidence (CORE), Federal and State Policy and US Strategy & Commercial Operations. Susann brings a breadth of experience from over 20 years at Merck, having held numerous positions and leadership roles across the sales and account management organizations focusing on our customers and patients. Prior to joining Merck, Susann worked as a Critical Care RN in multiple hospitals within Florida, Tennessee, Illinois, and Iowa.

Speakers

Christine Stickler



Christine Stickler joined the City of Knoxville the fall of 2011 as the Benefits Coordinator. In 2013, she was promoted to Benefits Manager with responsibility for planning, developing, implementing, and daily administration of the employee benefit programs offered through the City. In July 2017, Christine was promoted to Employee Benefits and Risk Management Director with the added responsibilities of overseeing the City's Risk Management Division, including occupational health, workers' compensation, general liability and property insurance.

Prior to her work at the City, Christine worked for 10 years as an Account Manager for a global consulting firm, specializing in Employee Benefits. She has also worked as a Financial Consultant, where she obtained her Series 7, 63 and 65 and Life & Health Insurance License. Christine is a graduate of The University of Tennessee with a bachelor's of science degree in Business Administration.

Christine can be reached by email at cstickler@knoxvilletn.gov or by phone at (865) 215-4236.

Matthew Sydney



Matthew Sydney is CEO of Beanstalk Benefits, which he founded after 25 years working in senior management and health technology. He's spent the last 15 years building and growing companies that improve employees' access to innovative benefits, and that make the benefits experience better for employers and employees alike. Prior to joining Beanstalk, Matt was the CEO and President of Picwell, an AI-driven benefits decision support solution that matches individuals to the right health benefits during open enrollment by predicting future care considerations, estimating out-of-pocket expenses, and accounting for individual preferences. Matt was EVP of Sales and Marketing at HealthEquity, a leading provider of health savings accounts (HSAs) and other health financial services. Previously, he held executive and management positions at LifeCare and IntelliHealth, an Aetna company.

The Value of Membership

HealthCareTN



We're stronger together

HCTN is a true partner, making it easy for you to get the support you need. Organized across Tennessee, HealthCareTN serves employers by creating:



One Voice

Join the only organization that unites leading employers to drive change in healthcare meaningful to health plan sponsors.



One Focus

Align with other employers who understand they have the reasons, responsibilities and leverage to create a value-based healthcare market.



Leading Employers

Engage with other leading employers to get expertise and crucial resources - allowing you to focus on the healthcare benefits your organization needs to succeed.

Collaboration: Create **One Voice**

- Take an active role in collectively tackling industry pain points with other employers
- Align with other employers who understand your struggles and can help you optimize your strengths and recognize your blind spots

Changing the Conversation to **One Focus** of What Matters

- Focus on driving value into healthcare. HCTN is agile to the crisis of the moment; Steadfast to establish lasting improvements

Participation: **Leading Employers**

- Support employer fiduciary responsibilities with more confidence in dealing with vendors, providers, and brokers; Clarity in establishing strategic objectives
- Change the dialogue with your current and future vendors to establish priorities and expectations through HCTN educational meetings and benchmarking
- Access the knowledge of peers; breed intelligence and contribute to the knowledge of all
- Collaborate nationally and regionally to enhance your effectiveness achieving results across a broader footprint

HealthCareTN Board of Directors



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2024

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Omada Health
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Pfizer
Pictsweet
Pilot Companies
Primasun
Progyny
Quantum Health
Rhodes College
Sanofi-Aventis
State of Tennessee
TeamHealth
Tennessee Pension Administrators LLC
Tennova
The Memphis Medical Society
Trinity Benefit Advisors
University Health System, Inc.
University of Memphis Health Promotion
Vida Health
WeCare
Willis Towers Watson

Patients over Profits



What is a **Public Benefit Corporation**?

“Public Benefit Corporations exist to undo some of the damage done in the past by callous, money-driven corporations, and to help people take responsibility for themselves, their companies and their planet.”

UpCounsel, “Public Benefit Corporations: Everything You Need to Know”

We promise to do what’s right. **Always.**

AffirmedRx was created to transform pharmacy benefit management (PBM). Our mission is clear: to champion transparency, patient-centric care and innovative solutions in an industry often plagued by opacity and complexity. We are committed to making pharmacy benefits easy to understand, straightforward to access and always in the best interest of employers and the lives they impact. We empower individuals and organizations, guiding them through the intricacies of pharmacy benefits with confidence, clarity and unwavering support.

AffirmedRx is:

- A Public Benefit Corporation (**PBC**)
- A **full-service** PBM
- Focused on **personalized, proactive** care and compassionate navigation
- Creating **efficiencies** that lower healthcare spending
- Increasing member **access** to quality healthcare
- Helping employers make pharmacy benefits **simple** for their employees
- Committed to giving you **transparency** and unrivaled data access so you can make informed decisions

AffirmedRx stands out in the crowded pharmacy benefit landscape by embodying three core principles: being the **FIRST**, the **BEST**, and the **ONLY**, PBM of its kind.



FIRST

Pioneering a New Standard



BEST

Setting the Bar for Transparency and Value



ONLY

Blending Technology and Human Touch





Provide peace of mind for your employees

To learn more,
please call
901-227-BHSG.

A comprehensive health care plan is more than a standard job benefit. It's peace of mind that your employees and your business need during these extraordinary times. No one understands that better than Baptist Health Services Group. As a provider-owned health care network, BHSG represents 5,000 physicians, more than 50 hospitals, and about 200 health care facilities throughout the Mid-South. And of course, BHSG is backed by one of the largest and most trusted names in integrated health services. Get better with Baptist.

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901-227-BHSG (2474)

Get Better.

Optimize Your Benefits Strategy

The InnovuLens platform and an extensive menu of targeted solutions allows you to leverage integrated claims data insights and expert analysis to make informed procurement and plan design decisions that:

- ✔ **Eliminate Wasteful Spending**
- ✔ **Optimize Benefits Strategy**
- ✔ **Improve Population Health**

LILLY FOR BETTER LIVES

Our work extends beyond the medicines we create. Together, we're working to improve health and access to life-saving medicines in our local communities and around the globe. Through partnerships and our signature volunteer programs, we aim to identify and promote successful solutions to health issues that can be scaled and replicated to make life better for people here at home and around the world.

Learn more about our commitment to local communities and people everywhere at [lilly.com](https://www.lilly.com).



welcome to brighter

Mercer is a proud sponsor of HealthCareTN and their initiatives in Tennessee

Mercer is helping to
redefine the world of work,
reshape retirement and
investment outcomes
and unlock real health
and well-being.

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Using the power of leading-edge science to save and improve lives around the world

For more than a century, we've been at the forefront of research, bringing forward medicines, vaccines and innovative health solutions for some of the world's most challenging diseases.

At Merck, we rise to the challenge in pursuit of better health outcomes.





Transforming lives with life-changing care.

From healing the sick to everyday wellness and everything in between.

We believe life-changing transformations are possible with the right care. At Methodist Le Bonheur Healthcare, you can find expert, compassionate, personalized care. Whether you're navigating a serious illness or pursuing everyday wellness, our providers take the time to listen, connect and understand your health goals. For over a century, we have been unwavering in our commitment to change lives for the better.



methodisthealth.org



Hannah
Obesity

Support

Because we know she's trying her best...

Managing weight isn't easy. Did you know that after losing weight, the body actually fights to put the lost pounds back on? Care that respects the person, with lifestyle changes, medicines or even surgery, is important for long-term weight management and health. Not everyone gets that. That's why we believe in joining advocates to reduce weight bias, empowering people with obesity and expanding access to support, long-term treatment and care. Together, we're changing how the world sees, prevents and treats obesity.

For more information on all that we're doing, visit www.novonordisk-us.com

There's nothing
artificial
about our
intelligence.



10 years of data helps uncover health insights, but it's
our compassionate care that makes Omada different.

Real coaches + 10 years of data is how Omada
delivers better health outcomes for members.

Virtual care between doctor visits

omadahealth.com/why-omada →





Smarter benefits for life's milestones

Progyny's unique approach to fertility, family building, and women's health consistently delivers superior health outcomes, cost savings, and exceptional member experiences. From preconception to menopause, we empower healthier, more supported journeys for the workforce's milestone moments.



Specialized network



Concierge support



Integrated care



Equitable benefits

To learn more, visit progyny.com or connect with our benefits experts at sales@progyny.com



The Healthcare Navigation Leader



With an exceptional Net Promoter Score® of 70+, Quantum Health places the health and wellbeing of members as the utmost priority.

With our proprietary Real Time Intercept® capability, we're able to engage earlier in a member's journey for maximum impact on satisfaction, health outcomes and cost control. This, paired with our unbeatable clinical knowledge and human-centered approach, labels us the most trusted and unparalleled navigation solution by far.

#1

84% of household engagement

5.9% of savings in year one

70+ NPS®



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MASTER'S DEGREE

Whether you want to promote wellness across communities or manage the wellness of corporate employees, you can get there from here!



100% ONLINE

This program can be completed in as little as four semesters in a flexible online format that's convenient for working professionals like you.



College of Health Sciences

**Personalized care you trust.
Innovative solutions you need.**





Right here for our Tennessee neighbors.

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See more of our local efforts at [bcbst.com](https://www.bcbst.com).





Trying to please everyone? Now, you can.

Offer more, but without the point solution fatigue. With 50+ services and solutions, Beanstalk Benefits offers something for everyone.

Employees get to choose for themselves. You sign just one contract. Now, you can give employees benefits as diverse as they are.

Beanstalk

One contract gets benefits right, for **everyone**.



A Pharmacy Benefit Manager That Puts You First

Learn how Capital Rx combines service excellence and future-proof technology to ensure predictability and affordability in prescription drug costs for you and your members.

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When it comes to understanding how to market benefits to employees, there's nobody better.

We are the best resource benefits leaders can turn to for educational marketing.

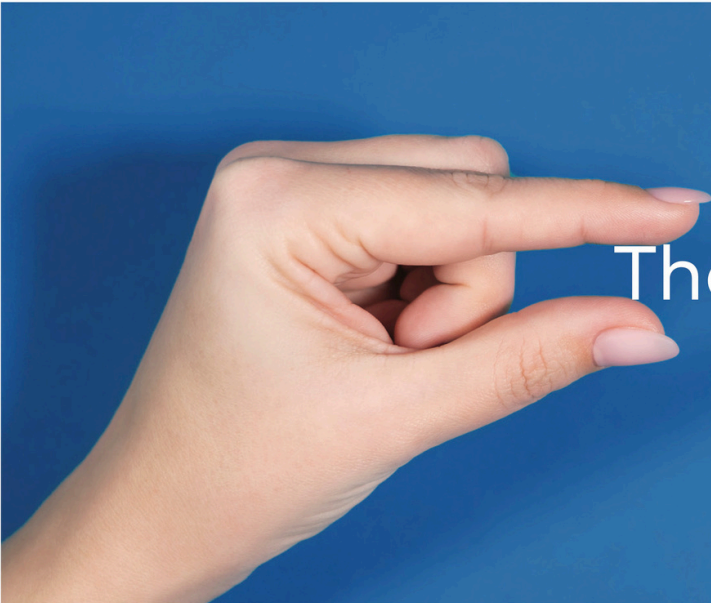
Our four business lines address the full spectrum within our industry - from helping point solutions build their brand, to helping brokers identify and educate around solutions, and ultimately helping employers reach optimal employee engagement. We deliver results through skillful communication and product knowledge, combined with a healthy dose of creativity and care.

BENEFITS MARKETING

ADVOCACY SERVICES

ENROLLMENT SERVICES

THE GRANITE LIST



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There is no one size fits all solution.

Your employees living with obesity deserve access to all FDA-approved obesity medications.

Contact us to learn more.



Connie Kisinger, MBA
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913-233-6983

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Achieve it with 1-on-1 support from experienced corporate population health experts and Chief Medical Officers.



Controlled illness burden and healthcare cost trends



Enhanced leadership buy-in



Improved employee performance, retention, and engagement

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UNCOMMONLY INDEPENDENT

Independence changes everything

As an organization committed to being perpetually private, Lockton is not driven by the quarterly pressure from the financial markets. This kind of independence frees us to always act in the best interest of our clients. We bring creative thinking and an entrepreneurial spirit to the insurance business, uniquely positioning our people to put our clients' success first.

LOCKTON PEOPLE SOLUTIONS exists to help make our clients' organizations more successful and people's lives better. We do this through:

- Employee experiences and engagement
- Total benefits and rewards
- Measurement and management



SCAN TO LEARN MORE ABOUT HOW LOCKTON PEOPLE SOLUTIONS CAN IMPACT YOUR ORGANIZATION.



Stay up to date with reliable info on COVID-19.

Scan below to sign up for important updates and resources on COVID-19 and a vaccine option by Pfizer and BioNTech.



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Give your team easy access to high-quality, affordable health and care from one place!



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