

SALES ADVANTAGE 2022 - CALL FOR PROPOSALS

Save the date for Sales Advantage, **February 7-9, 2022** at the Omni ChampionsGate, Orlando FL.

The collective insight and knowledge that Blue Plans from across the country can bring to the Sales Advantage stage is essential as we make our way into 2022 and beyond. We are looking for passionate leaders who want to share a message and vision with their peers, all while demonstrating the impact and influence that BCBS brings to the healthcare industry.

Specific areas of focus for our time together include the topics below. Any member Plan with a distinctive story, best practice or case study to share related to these topics is encouraged to submit a proposal at your earliest convenience. Deadline for submissions is **Friday, August 6, 2021**.

AREAS OF FOCUS

- **Behavioral Health**
- **Blue Leading Past COVID-19**
- **Blue Plan & Customer Partnership Case Study**
(nominate a customer to share their story with Blue)
- **Blue Plan & Provider Partnership Case Study**
(nominate a provider to share their story with Blue)
- **Blue Value**
(e.g., value based care analytics/outcomes, payment integrity capabilities)
- **Care Delivery Transformation**
(e.g., advanced primary care models, virtual/digital care, digital therapeutics, etc.)
- **Health Equity**
- **Innovating Outside the Box**
(e.g., AI, digital front door, care/condition management, etc.)
- **Member Experience**
(e.g., advocacy & navigation, digital tools, transparency tools, consumer engagement, etc.)
- **Product Success/Challenges**
(e.g., BlueHPN, Group Medicare Advantage, etc.)
- **Sales Enablement**
(e.g., win/loss case studies, best practices, etc.)

MILESTONE DATES

- August 6:** Deadline for submissions
- September 3:** Accepted submissions are notified
- October-November:** Content planning/prep calls
- December 15:** Final draft of presentation decks due
- February 7-9:** In person rehearsals and live presentations

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GENERAL INFO

Speaker(s) Name, Title, Company

Speaker Bio (max 100 words)*

Email

Phone

Proposed Session Title (max 20 words- catchy title that speaks to the content)

Target Audience

Session Objectives (you will leave this session with...)

Session Abstract/ Description (max 200 words)

* Send completed forms to the Consortium Events Mailbox at: ConsortiumEvents@chpmail.com

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ABOUT SALES ADVANTAGE

Sales Advantage is the premier training conference for Blue Cross® Blue Shield® National Account professionals, bringing together over 450 participants from sales, account retention, marketing communications, business leaders, specialty areas and industry experts spanning the healthcare ecosystem.

This annual conference delivers resources, solutions and fresh ideas in an idyllic setting for attendees to learn and engage while building upon existing and new relationships. Attendees walk away having garnered practical approaches and skills to close and retain National Account business by:

- *gaining vital marketplace information around national account strategy and messaging for the upcoming sales cycle, market intelligence and employer activity*
- *networking with peers across the BCBS System to share and learn from best practices*
- *learning new consultative selling tactics to enhance selling power*
- *engaging with 40+ industry leading point solution providers as partnerships continue to be even more critical in our post-pandemic health care system*

