

SALES  
ADVANTAGE

# Our Collective Strengths for Healthcare Tomorrow

January 30-  
February 1, 2023

HYATT REGENCY, HUNTINGTON BEACH, CA



## Monday, January 30

11am

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

2-3pm

**Sales Advantage Workshops (round 1 of 2) - CLOSED to Sponsors**

*Deep dive into the topic of your choice and walk away with insight and know how to advance your Plans strategic imperative.*

**Presenting a New Solution Successfully**

Fountain Room East/West

Anna Bungler, Executive Director, Market Insights & Consulting, Consortium Health Plans

Michelle Fatsi, Senior Client Director, BCBS-MA

*Positioning a new solution to a current client or prospect can make or break a sale. How can you set yourself up for success? Listen to a Blue colleague share how their approach resulted in a win and network with other sales colleagues to learn best practices and challenges when presenting a new solution, and how to leverage the recently published “Best Practices: Presenting a New Solution.”*

**Optimizing Blue’s UDS Performance**

Grand Ballroom Salon A

Elizabeth Knape, FSA, MAAA, Senior Vice President, Actuarial & Analytics, Consortium Health Plans

*A year after the Inter-Plan Policy (IPP) was first introduced, Plans are building new processes and cross-team collaboration to strengthen Plans’ competitive position. Learn how Plans are leveraging the IPP requirements to improve UDS data submissions, understand the impact of new Machine-Readable files now required under Healthcare Cost Transparency regulations, and discuss how Consortium is utilizing artificial intelligence and machine learning to help strength Blue’s competitive position in the marketplace.*

**Consultant Insights on RFP and RFI Responses**

Grand Ballroom Salon B

Nicole Briones, Director, Actuarial and Analytics, Consortium Health Plans

Laurel Johnson, Director, Strategic Consulting, Consortium Health Plans

Anne Santos, Director, Consultant Relations, Consortium Health Plans

*How do consultant RFPs and RFIs translate into more business for Blue Cross® Blue Shield® (BCBS) Plans? Two former Big 3 consultants will share their insights on RFP strategy and response evaluation. Then, we’ll recap the RFI landscape for 2022 and hear your recommendations on how to optimize*

	<p><i>RFIs in 2023.</i></p> <p><b>Network Strategies: Leveraging Value-Based and Advanced Primary Care</b>  Grand Ballroom Salon C  Nathan Johnson, Vice President, Integrated Products, Premera  Tom Nolf, Director, Client Management, Highmark</p> <p><i>Value-based care remains a top priority across Blue Plans, but employers and consultants are underwhelmed by the progress across the industry. Focus among the external market has started to shift towards advanced primary care strategies – the recent Business Group on Health survey indicates that 60% of large employers will deploy an advanced primary care model in 2023.</i></p> <ul style="list-style-type: none"> <li>• <i>Better understand the market’s expectations around value-based care and advanced primary care</i></li> <li>• <i>Become familiar with deliverables from the 2022 market requirements committee work groups, including:</i> <ul style="list-style-type: none"> <li>○ <i>Value-based programs/solutions template for reporting market-specific performance</i></li> <li>○ <i>Market landscape related to advanced primary care</i></li> <li>○ <i>Playbook for developing an advanced primary care strategy</i></li> </ul> </li> <li>• <i>Discuss potential barriers and opportunities for the Blue system in advancing from current state to the future ideal state</i></li> </ul>
<b>3-3:15pm</b>	<p><b>Connection Break <i>(sponsored by Airrosti)</i></b>  Huntington Ballroom</p>
<b>3:15-4:15pm</b>	<p><b>Sales Advantage Workshops (round 2 of 2) - CLOSED to Sponsors</b>  <i>Deep dive into the topic of your choice and walk away with insight and know how to advance your Plans strategic imperative.</i></p> <p><b>Navigating Challenging Client Discussions</b>  Fountain Room East/West  Anna Bunger, Executive Director, Market Insights &amp; Consulting, Consortium Health Plans  Heather Siebenaler, Principal Account Manager, National Accounts, BCBS-MN</p> <p><i>Difficult conversations are inevitable in client management. How can you remain consultative and productive while navigating sensitive topics? Listen to a Blue colleague share how they worked collaboratively with their client through a difficult situation and came out stronger in the end. Network with other account management colleagues to learn best practices, and how to leverage the recently published “Best Practices: Communicating Performance and Results.”</i></p> <p><b>Fixing Our Broken Approach to Cancer: Strategies for the #1 Driver of Spend</b>  Grand Ballroom Salon A  Daryl Gottlieb, Director, Employer Partnerships, GRAIL  Josh Ofman, MD, President, GRAIL  Kate Unsworth, Director, Market Insights &amp; Consulting, Consortium Health Plans  Blue Plan Speaker – forthcoming</p>

	<p><i>Cancer is now the top healthcare cost driver for large employers. National Accounts are looking to their health plans for innovative approaches to better detect cancer, manage care, and support impacted members. Learn from your fellow Plan colleagues and early cancer detection pioneers, GRAIL, to hear strategies to bring back to your Plan and National Accounts to shift the cancer paradigm together.</i></p> <p><b>Short &amp; Sweet: Making the Most Impact with the Least Amount of Time</b> Grand Ballroom Salon B Sara Kilmon, Director, Marketing &amp; Communications, Consortium Health Plans</p> <p><i>Eight seconds. In case you were wondering why Tik Tok, Instagram reels and Vine (RIP) content is so popular. Eight seconds is the average attention span of an adult according to findings from Microsoft. How do you make the most of it? This session will talk about crafting succinct value propositions that resonate, creating elevator pitches and materials – like Smart Slides – that boil down your information into key points and valuable takeaways, and other ways to make the most with the least.</i></p> <p><b>Building Your Consultant Engagement Strategy</b> Grand Ballroom Salon C</p> <p><i>Turnover. Time constraints. Virtual only. Navigating today’s consultant environment presents both challenges and opportunities. Hear best practices from your Plan colleagues and develop an action plan for your next consultant conversation.</i></p>
4:30-5:30pm	<b>Sip &amp; Connect</b>
5-6pm	<p><b>Private Reception</b> <i>Open to first-time, Blue attendees and 2023 Excellence Award recipients</i></p>
6-9pm	<p><b>Sales Advantage 2023 Welcome Reception</b> Lighthouse Courtyard</p> <p><i>Open to all Sales Advantage attendees. Join in on the fun from surf and golf simulators to balboa bars (a local favorite frosty treat). The perfect way to end the first day-- renew relationships, connect with colleagues, and meet your Sales Advantage Sponsors and Exhibitors.</i></p> <p><b><i>A special thanks to our generous sponsors, Brightside, Catapult Health, WEX</i></b></p>

## Tuesday, January 31

<b>6-6:45am</b>	<p><b>Wellness Activity- PiYo Workout</b> Courtyard</p> <p><i>Get your day started with an invigorating workout through a combination of pilates and yoga that will leave you feeling energized and ready to start your Sales Advantage experience!</i></p>
<b>7-7:50am</b>	<b>Breakfast</b> <i>(sponsored by DarioHealth)</i>
<b>8-8:10am</b>	<p><b>Our Collective Strengths For Healthcare Tomorrow</b> Grand Ballroom- Salon D-G Molly Loftus, Chief Executive Officer, Consortium Health Plans</p>
<b>8:10-8:40am</b>	<p><b>The Macro Competitive Landscape</b> Grand Ballroom- Salon D-G</p> <p><i>What are people seeing in their market that's unique? What's the latest play to outsell Blue? How does Blue stack up against the competition? Hear these questions answered and more about the macro competitive landscape surrounding Blue and what action you can take today to get ahead.</i></p>
<b>8:40-9:30am</b>	<p><b>Consultant Perspectives</b> Grand Ballroom- Salon D-G Angela Barrie, Partner Health Market Business Leader West, Mercer Beth Grellner, Managing Director, North American Broking Strategy Leader, WTW Kim Hurst, National Large Market Segment Leader in Health Solutions, Aon Craig Jannino, Senior Vice President and Chief Operating Officer, Consortium Health Plans (moderator)</p> <p><i>This panel of leading large market consultants will speak to overall trends, surfacing what's top of mind for employers. They will also share their perspectives on Blue performance.</i></p>
<b>9:30-9:45am</b>	<b>National Account Excellence Awards</b>
<b>9:45-10am</b>	<b>Connection Break</b> <i>(sponsored by NASCO)</i>
<b>10-11am</b>	<p><b>Sales Pro Panel</b> Grand Ballroom- Salon D-G</p> <p><i>Winning in National Accounts requires skill, persistence, creativity, and sometimes a little luck. Hear a panel of Blue Plan executives from diverse geographical regions share their experiences in selling and retaining Blue.</i></p>
<b>11-11:10am</b>	<b>Break/Rotate into Breakouts</b>
<b>11:10am-12pm</b>	<b>Topical Breakouts (round 1 of 3)- CLOSED to sponsors</b>

### **Beyond Telehealth: Integrated, Whole-Person, Virtual Care**

Will Martin-Gill, Vice President of Product and Customer Strategy, Blue Shield of CA

Dr. Shantanu Nundy, Chief Medical Officer, Accolade

Tracy Watts, Senior Partner, National Leader for U.S. Health Policy, Mercer (moderator)

*Blue Shield of California and Accolade are teaming up to bring together high-quality virtual and in-person care that will increase access, create better care experiences for consumers and meet the needs of employers. As health plans and employers look to virtual care as a key element of their go forward strategy, hear from a panel of experts what leaders should consider for virtual care solutions:*

- *How to integrate virtual primary care, mental health & specialty care*
- *How to coordinate care across high-quality virtual and in-person providers*
- *How to incorporate AI-driven recommendations for care and use of employer programs/solutions*

### **Inclusive Benefits w/ Included Health (sponsored by Included Health)**

Colin Quinn, President, Included Health Communities

Blue Plan speaker(s) - forthcoming

- *Discover the latest research on LGBTQ+ healthcare experience and factors that contribute to health disparities for the community*
- *Understand healthcare considerations specific to the LGBTQ+ community*
- *Walk away with specific ways health plans and their employer clients can better support LGBTQ+ members*

### **Leveraging Market Requirements to Evolve Your Navigation/Advocacy/Point Solutions Strategy**

Angela DeFilippo, Senior Associate, Market Insights & Consulting, Consortium Health Plans

Tom Meier, Vice President, Product Development and Market Solutions, Blue Cross Blue Shield of Michigan

*Gain context on the key navigation/advocacy capabilities and features that are most important to National Account employers. Regardless of where you are on the navigation and advocacy journey, learn fundamentals that every health plan needs to think about. Engage in discussion with a Blue Plan veteran in this space, Tom Meier, to contemplate key questions such as:*

- *How will you determine the market's definition of standard/baseline servicing expectations vs. enhanced or buy-up navigation and advocacy capabilities?*
- *Should you be evolving your model to a digital-first design or an omnichannel solution?*
- *What are national account expectations for navigation/advocacy reporting and ROI?*
- *Who are your primary competitors? Can competitors also be partners?*
- *Are you effectively positioning your solution vs. the competition?*

	<p><b>Gaining a Competitive Edge Through Data</b> Chadi El-Khoury, National Network Management Director, Anthem</p> <p><i>Attend this informational session to learn about disruption reporting and what Blues can do to gain a competitive edge with consultants. Walk away with actionable measures that your Plan can implement to level the playing field and tools to leverage that provide a competitive edge.</i></p>
12-1pm	<b>Lunch (sponsored by HealthSparq)</b>
1-2pm	<b>Expo Hall Tours</b>
2-2:50pm	<p><b>Topical Breakouts (round 2 of 3) - CLOSED to sponsors</b></p> <p><b>The Power of Data: Keys to Successfully Manage Costs, Measure Program Outcomes, and Drive Action</b> Elissa Marsicano, Director, Reporting &amp; Analytics, Independence Blue Cross Sanjay Motwani, Chief Product Development Officer, Artemis by Nomi Health Kate Unsworth, Director, Market Insights &amp; Consulting, Consortium Health Plans</p> <p><i>Data is one of Blue's biggest assets. Anything we can do to leverage our data and help clients more clearly understand their cost drivers, trends, and needs has the potential to transform the industry. Moreover, a holistic view of your client's data can be the difference between demonstrating the value you bring as an effective strategic partner and missed opportunities to grow your book of business. In this session, you'll hear experts discuss how health plans can leverage analytics to reduce friction and tailor recommendations to help clients take the next best action.</i></p> <p><b>Inform Pricing and Contracting Strategies with MRF Data (sponsored by Blue Health Intelligence)</b></p> <p><i>Transparency in Coverage is reshaping how publicly available machine-readable files (MRFs) can drive competitiveness in local and national markets. This session will outline how BHI is partnering with Blue Plans to expedite data ingestion and deliver impactful insights around contracting strategies, network analyses, and client pricing levers. Attendees will learn about approaches to data ingestion and cleansing, unlocking the value of BHI's National Data Repository (BDR), and analytic methods and reporting tools to address key business areas.</i></p> <p><b>The Value of Pharmacy Integration</b> Kimberly Foerster, Director, Pharmacy Account Management, BCBS-MI</p> <p><i>Learn how to build a strong integration story for your Plan and effectively defend against the aggressive competition of today's market.</i></p> <p><b>BlueHPN Adoption &amp; Employer Case Study</b> Sarah Oliver, Senior Vice President, Market Insights &amp; Consulting Consortium Health Plans Anthem speaker- forthcoming</p> <p><i>As we enter the fourth sales cycle for BlueHPN, join us to hear the latest on employer adoption to date and receive updates on the key attributes,</i></p>

	<i>including quality and member experience. Learn about the factors that led an Anthem client to implement BlueHPN.</i>
<b>2:50-3pm</b>	<b>Connection Break/Rotation</b>
<b>3-3:50pm</b>	<p><b>Topical Breakouts (round 3 of 3) - CLOSED to sponsors</b></p> <p><b>Network Optimization (<i>sponsored by Embold Health</i>)</b> Brad Kimler, Chief Commercial Officer, Embold Health</p> <p><i>Learn how to use quality data as a differentiator in sales and client retention and hear lessons learned from Blue plans in how to use the data to maximize outcomes using Embold's provider performance measures.</i></p> <p><b>Selling the Blue Value in Value-Based Care</b> Rodrigo Cerda, M.D., SVP Health Services and Chief Medical Officer Independence Blue Cross</p> <p><i>Our competitors may believe they are at an advantage when driving value-based care programs nationally, but that is simply not the case. In this session hear more about how Blue Plans are best positioned to drive better value-based care programs and learn how specific Blue plans are sharing this message with their clients. You will participate in discussions on opportunities to engage national employers in VBC shared-savings arrangements, the importance of analytics for national accounts &amp; how contracting engagements, alongside real payer-provider collaboration, can create real value.</i></p> <p><b>Blue Cross Blue Shield Legislative Update</b> Kim Bolton, Executive Director of Communications and Planning, Blue Cross Blue Shield Association</p> <p><i>Hear the latest update on activities in Washington that are likely to impact national accounts as an election year approaches.</i></p> <p><b>Taking Action on Maternal &amp; Family Health Equity</b> Dr. Michael Kobernick, MD, MS-PopH, CPE - BCBSM Senior Medical Director, Health Plan Business Dr. Neel Shah, MD, MPP, FACOG - Maven Chief Medical Officer</p> <p><i>Women in the US face the highest rates of preventable and maternal mortality, a statistic that is 3x as high for Black women compared to White women. Join us to learn more about why now is the time to invest in maternal and family health equity, and how BCBSM and Maven have partnered to support members and impact clinical health outcomes.</i></p>
<b>3:50-4pm</b>	<b>Connection Break (<i>sponsored by VIDA Health</i>)</b>
<b>4-5pm</b>	<p><b>Keynote: Love Affair with Healthcare</b> Grand Ballroom- Salon D-G Sekou Andrews, Creator of "Poetic Voice" and Inspirational Speaker</p> <p><i>What if you could be reminded of the moment you fell in love with healthcare? What if you could reignite the passion in providers, caregivers, employers and executives alike to connect with patients on a human, heartfelt level? Prepare for a laughter and tear-filled journey that renews your vows to provide the best</i></p>

	<i>quality care. If you could do that - write a love poem to healthcare that makes you fall back in love with it - this keynote is how it would sound.</i>
<b>5-6pm</b>	<b>Cocktail Reception</b> ( <i>sponsored by Carelon</i> ) Huntington Ballroom
<b>6-9pm</b>	<b>Sponsor Hosted Dinners</b>
<b>9-11pm</b>	<b>Evening Lounge</b>



## Wednesday, February 1

7-7:50am	<b>Breakfast</b> <i>(sponsored by New Directions Behavioral Health)</i>
8-8:05am	<b>Welcome Back</b>
8:05-8:50am	<p><b>Equitable &amp; Actionable Whole Person Health Care</b>  Grand Ballroom- Salon D-G  Dr. Seun Ross, Executive Director of Health Equity, IBC  Mark Friedberg, MD, SVP of Performance Measurement &amp; Improvement, BCBS-MA  Bukata Hayes, VP Racial and Health Equity, BCBS-MN  Adam Myers, MD, Senior Vice President and Chief Clinical Transformation Officer, Blue Cross Blue Shield Association</p> <p><i>See first-hand how three Blue Plans are moving the needle in providing equitable healthcare through real life scenarios and stories, including the value to the client as well as the health plan.</i></p>
8:50-9:35am	<p><b>Promoting Behavioral Health</b>  Grand Ballroom- Salon D-G  Ashley Yeats, MD, FACEP, FCFPC, VP, Medical Operations, BCBS-MA  Suzanne Kunis, Vice President, Behavioral Health, Horizon  Adam Myers, MD, Senior Vice President and Chief Clinical Transformation Officer, Blue Cross Blue Shield Association</p> <p><i>Behavioral Health has risen to the top of employers' list of concerns and is expected to remain there for the foreseeable future. Hear how two Plans are deploying multi-faceted strategies to ensure that members have access to an integrated wide array of tools and resources to support them in this area.</i></p>
9:35-9:50am	Connection Break <i>(sponsored by BCS Financial Corp.)</i>
9:50-10:20am	<p><b>Medical Specialty and Rx Updates</b>  Grand Ballroom- Salon D-G</p>
10:20-11:20am	<p><b>“Key Win” Roundtables</b>  Grand Ballroom- Salon D-G</p> <p><i>Discuss and start applying what you learned at Sales Advantage around staying ahead of and beating out the competition. Get ready to participate and engage with your peers to report-out your learnings in this active roundtable.</i></p>
11:20-11:25am	<p><b>Prize Announcements</b>  Grand Ballroom- Salon D-G</p>
11:25-11:30am	<p><b>Closing Remarks</b>  Grand Ballroom- Salon D-G  Molly Loftus, Chief Executive Officer, Consortium Health Plans</p> <p><i>Snacks to-go sponsored by Women’s Integrated Network, Inc.</i></p>