

**Co-Located Diversity, Equity, and Inclusion
& Member Experience Value Visits**
Monday, October 10 – Friday, October 14, 2022
The Old Post Office | 433 W. Van Buren Street | Chicago, IL

AGENDA AT A GLANCE

MON, OCT 10 – DE&I Workgroup			
4:00 pm	DE&I Workgroup Meeting/Roundtable (Member-Only Session)		
6:00 pm	Networking Reception & Dinner		
TUES, OCT 11 – DE&I Value Visit			
8:00 am	Networking breakfast		
8:30 am	Welcome & Opening Remarks		
8:45 am	New Frontiers in Health Equity and the Critical Role for Health Plans		
10:00 am	Networking break		
10:15 am	Rapid Fire Case Studies on DE&I Strategy and Tactics: Community Health Plan of Washington, IU Health Plan, and Quartz Health Solutions		
12:00 pm	KEYNOTE ADDRESS LUNCHEON featuring Dr. Antonia Novello, 14th Surgeon General of the United States: <i>Embracing My Culture and Heritage to Transform Health Care</i>		
1:30 pm	Networking Break		
2:00 pm	DE&I SHOWCASE: Foundations of Dignity: Health New England's Core DEIB Framework		
3:00 pm	Networking Break		
3:30 pm	The Business Case for DE&I – Perspectives and Considerations from a Panel of DE&I Industry Experts		
5:00 pm	Sessions adjourn		
6:00 pm	Networking Dinner		
WEDS, OCT 12 – DE&I until 1:30pm, Member Experience Full Day			
8:00 am	Networking breakfast – ALL DE&I and Member Experience Attendees		
8:45 am	Welcome to our DE&I and Member Experience Value Visit		
	DE&I Track		Member Experience Track
9:00 am	The DEI Journey: Talent Acquisition and Retention Strategies	9:00 am – 11:45 pm	Member Experience Workshop: <i>What Can Plans Do Right Now to Build for a Future of Brand Love, Trust & Loyalty?</i> with Steve Pappas of Science of CX
10:30 am	Networking Break		
11:00 am	DE&I SHOWCASE: Paramount Health Plan's Journey into DE&I and Valuable Lessons Learned		

12:00 pm	EXPERT PANEL LUNCHEON: Impacting the Customer Experience: Incorporating Small Changes to Make a Big Difference DE&I Sessions Adjourn
1:30 pm	Member Experience is Our Business and Everybody's Business
2:30 pm	Networking Break
3:00 pm	Culture, Organizational Alignment, and Structures in a New MX Era
4:00 pm	IDEA EXCHANGE: If you could do one thing to improve your members' experience what would that be? No constraints!
4:45 pm	Adjourn
6:00 pm	Networking Dinner
THURS, OCT 13 – Member Experience	
8:00 am	Networking Breakfast
8:30 am	Welcome and Introduction to the Journey Mapping Showcase
8:45 am	Infusing Consumer Centricity: How to structure and govern member experience to become a consumer centric organization
9:45 am	Networking Break
10:15 am	Digital Transformation is Driving the Customer Experience – Getting it Right
11:15 am	Rapid Fire Case Studies
12:00 pm	Lunch
1:00 pm	Going Beyond Checking the Box – How Technology Enablers Unlock Abundant MX Opportunities
2:00 pm	Networking Break
2:30 pm	Rapid Fire Case Studies
3:30 pm	Networking Break
3:45 pm	Case Studies: The Payoffs – Establishing and Tracking the Metrics and Dashboards that Work
4:30 pm	Sessions Adjourn
6:00 pm	Networking Dinner
FRI, OCT 14 – Member Experience	
8:30 am	Networking Breakfast and Member Experience Solutions Showcase
10:00 am	Adjourn

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Monday, October 10

4:00 pm

DE&I Workgroup Meeting/Roundtable (Member-Only Session)

Members of the DE&I workgroup have an opportunity to meet in person after convening virtually for many months! All Alliance members are welcome to join in on the group discussion and to get to know their DE&I peers from other health plans.

Depot 266 at The Canopy by Hilton Chicago Central Loop
266 West Jackson Blvd Chicago, Illinois, 60606

6:00 pm

Reception/Dinner

Mercadito River North - 108 W Kinzie St, Chicago, IL 60654

Tuesday, October 11

8:00 am

Breakfast – Marquee Conference Center

8:30 am

Welcome & Opening Remarks – Marquee Conference Center

Jaime González, DrPH,
MSSW, MSHA
Chief Business
Development Officer
Health Plan Alliance

Jennifer Bosley
Director, Learning and
Collaboration
Health Plan Alliance

8:45 am

New Frontiers in Health Equity and the Critical Role for Health Plans

Diversity and health equity are on everyone's radar and there are good reasons why. In this session, DE&I visionary strategists share their perspectives on how this escalating health equity movement is impacting health plans and opening doors for powerful and lasting changes in the way they serve their members. An impressive duo of health equity experts provide hope for reducing bias in healthcare delivery when it all seems so daunting. The provocative discussion will challenge you to address:

- Setting the strategies and priorities
- Championing organization-wide
- Making sound data-driven decisions
- Targeting to address the imbalances
- Innovating for greater provider collaboration
- Linking HE to quality and outcomes
- Addressing regulatory requirements

Speakers:

Dr. Maria Hernandez
President and COO
Impact4Health

Dr. Nwando Anyaoku
Chief of Health Equity
Swedish Health Services

Introduction:

David Hurst
Chief Business
Development Officer
Valley Health Plan

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10:00 am	Networking Break	
10:15 am	<p>Rapid Fire Case Studies on DE&I Strategy and Tactics</p> <p>A favorite tradition in Alliance events is hearing first-hand how member health plans have tackled their greatest challenges and come out victorious. In this session, four organizations will share about their DE&I journey and lessons learned along the way.</p> <ul style="list-style-type: none"> • Approaches to assessing DE&I readiness • Identifying gaps and opportunities • Creating organizational structures, inter-disciplinary committees, and roles that address the needs • Investments and dedicating resources to the cause • Delivering on the vision and celebrating successes 	<p>Kat Latet Director, Health Systems Innovation Community Health Plan of Washington</p> <p>Kayla Salazar Manager of Equity and Quality Performance Community Health Plan of Washington</p> <p>Elaine Taylor Compliance Consultant IU Health Plans</p> <p>Elizabeth Priller, Director, Diversity, Equity, Inclusion, and Belonging Quartz Health Solutions</p> <p>Angela Choberka, Member Equity Consultant SelectHealth</p>
12:00 pm	<p>KEYNOTE ADDRESS LUNCHEON: Embracing My Culture and Heritage to Transform Health Care</p> <p>When Dr. Antonia Novello was appointed Surgeon General of the United States by President George Bush in 1990, she was the first woman—and the first Hispanic—ever to hold that office. Her appointment came after nearly two decades of public service at the National Institutes of Health, where she took a role in drafting national legislation regarding organ transplantation. Dr. Antonia Coello Novello, 14th Surgeon General of the United States, was born in Fajardo, Puerto Rico. She graduated from the University of Puerto Rico with a B.S. degree in 1965 and an M.D. degree in 1970. She completed her subspecialty training in pediatric nephrology at the University of Michigan and Georgetown University. Dr. Novello received a master's in public health from the Johns Hopkins School of Hygiene and Public Health in 1982, and a Doctor of Public Health in May 2000. She holds countless awards for her service in healthcare.</p>	<p>Dr. Antonia Novello, 14th Surgeon General of the United States</p> <p>Introduction: Elaine Taylor Compliance Consultant IU Health Plans</p>
1:30 pm	Networking Break	

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2:00 pm	<p>DE&I SHOWCASE: Foundations of Dignity: Health New England's Core DEIB Framework</p> <p>We will explore how Health New England's DEIB Committee adopted the Dignity Model, a conflict resolution framework developed by Dr. Donna Hicks, Associate at the Weatherhead Center for International Affairs at Harvard University, as the foundation of our DEIB educational framework. We will share how we used a system-wide approach to bring the Dignity Model to Health New England, designing our DEIB Educational Curriculum around dignity to create a common language for associates about topics including diversity, equity, inclusion, belonging, microaggressions, unconscious bias, allyship, cultural humility and health equity.</p>	<p>Vivian Williams, Manager of Care Management Health New England</p> <p>Katie Bruno, Public Health and Wellness Program Manager Health New England</p>
3:00 pm	Networking Break	
3:30 pm	<p>The Business Case for DE&I: Perspectives and Considerations from a Panel of DE&I Industry Experts</p> <p>Increasing diversity, equity and inclusion throughout a healthcare plan or system, supports and reflects the core values of an organization as it provides the best possible care for all patients thus impacting health care disparities and economic equity in their communities. During this conversation, we will focus on the creation and implementation of strategies addressing this important initiative, which also focuses on areas such as management of an organization's workforce and leadership training, diverse supplier base, cultural competence programs, and community engagement. Where to begin:</p> <ul style="list-style-type: none"> • Understanding and communicating a healthcare plan's values and business goals • Conducting cultural self-assessment of internal and external audiences • Discussing and understanding the dynamics of difference and its impact of healthcare services and community health • Institutionalizing DE&I goals at all levels • Measuring progress and adjusting as shifts in community demographics and health status happen 	<p>Panelists:</p> <p>Dra. Elena Rios President & CEO National Hispanic Medical Association</p> <p>Dr. Dirk Schroeder Executive Vice President and Chief Health Officer HolaDoctor Inc.</p> <p>Dra. Lisa McBride Associate Dean for Diversity and Inclusion and a Professor of Medical Education at Texas Christian University (TCU) School of Medicine in Fort Worth, Texas</p> <p>Moderator: Alex Garza, Founder and President AGG Consulting</p>
5:00 pm	Sessions Adjourn	
6:00 pm	<p>Networking Reception/Dinner Roanoke Restaurant - 135 W Madison St, Chicago, IL 60602</p>	

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Wednesday, October 12

8:00 am	Networking Breakfast – Marquee Conference Center	
8:30 am	Welcome Back & Recap – Marquee Conference Center	Jaime González, DrPH, MSSW, MSHA Chief Business Development Officer Health Plan Alliance Jennifer Bosley Director, Learning and Collaboration Health Plan Alliance
8:45 am DE&I Session – Marquee East	The DEI Journey: Talent Acquisition and Retention Strategies The value of diversity, equity and inclusion on a health plan's operations are undeniable. However, to ignite and sustain lasting change, leaders must treat DEI as a business priority and invest in it accordingly. While there is no magic formula for moving DEI forward, uncovering your organization's "why" and weaving that theme into your communications, initiatives and metrics is key. Successful DEI strategies go beyond recruiting to cultivating an inclusive culture that celebrates, retains and engages a diverse team. This interactive session will explore common challenges inherent in DEI programs and offer best practices for diverse and equitable talent acquisition strategies and considerations for building an inclusive corporate culture.	Judy Busby Senior Vice President of Executive Search and Corporate Strategy The Jacobson Group Alicia Morris Vice President of Temporary Staffing The Jacobson Group Moderator Teresa Chapman, Vice President, Human Resources Santa Clara Family Health Plan
8:45 am MX Session (ends at 11:45) Marquee West	Member Experience Workshop: What Can Plans Do Right Now to Build for a Future of Brand Love, Trust & Loyalty? Led by Steve Pappas of Science of CX . In this highly interactive workshop, we will cover a variety of concepts including: <ul style="list-style-type: none">• Why do customers stay loyal when all the data points to them leaving?• Why successful branding must create an emotional connection• Why understanding the various processes are competitive advantages• Why experience cuts across the enterprise including care management, product design, and operations• What can you do RIGHT NOW to avoid the coming pitfalls?• How do you prepare for the 'long game' and opportunities to leverage delivery system and providers?	Steve Pappas CEO CXStash & Science of CX

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10:30 am	Networking Break	
11:00 am DE&I Session	<p>DE&I SHOWCASE: Paramount Health Plan's Journey into DE&I and Valuable Lessons Learned</p> <p>Paramount Health Plan takes us on a walk through their DE&I vision and describes how, as a result of strategic focus and sound tactics, it became a reality.</p>	<p>Greg Braylock, Chief DEI Officer ProMedica/Paramount</p>
12:00 pm	<p>EXPERT PANEL LUNCHEON: Impacting the Customer Experience – Incorporating Small Changes to Make a Big Difference</p> <p>Hear from an expert panel of executives how executing on diversity, equity and inclusion strategies in your organization can have positive, long-term effects on the customer experience. Panelists will describe how innovative engagement practices, leveraging customer data new ways, and applying new skills like empathy can help you differentiate, satisfy and retain your health plan members.</p>	<p>Panelists:</p> <p>David Roby National Channel Development Leader, Health Plan Partnerships Guardian Life</p> <p>Georgina Dukes Senior Director, Social Care Advocacy UniteUs</p> <p>Tanya Little Chief Growth Officer Vitality Group</p> <p>Andrey Ostrovsky, MD Managing Partner, Social Innovation Ventures (VIRTUAL)</p> <p>Moderator: Kimberly Swanson, VP of Quality and Clinical Integration Healthmine</p>
1:30 pm	<p>Adjourn DE&I Sessions</p> <p>Member Experience Value Visit Continues...</p>	
1:30 pm	<p>Member Experience is Our Business and Everybody's Business</p> <p>To be competitive, health plans are increasingly recognizing just how critical a sound member experience strategy is. It is table stakes for organizations and touches virtually every part of the business but does not come without a lot of sweat. MX strategy needs to start at the top, and plans are working tirelessly to define and share the member experience vision, break down silos, partner with the system owner, and bring in fresh new talent and ideas are ways in which plans are getting the job done. This session uncovers the true spirit of what it means to be member focused organization-wide and what it takes to sustain this worthwhile effort.</p>	<p>Adrienne Neaderhiser Director, Member Experience Design Presbyterian Health Plan</p> <p>Brindha Sridhar Senior Director of Customer Experience MetroPlus Health</p>
2:30 pm	Networking Break	

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3:00 pm

Culture, Organizational Alignment, and Structures in a New MX Era

The world as we know it will never be quite the same post-COVID and we are all struggling to adapt, regroup and recreate. Impacts to organizational culture and morale certainly spill over to the members' experience. At this same time, attitudes and expectations of the member have shifted. Driven by exhaustion, confusion, and lack of patience they are demanding new levels of relationship. Health plans are taking care to infuse new strategies and methods to instill positivity, focus and commitment to delivering on their mission. Hear how plans are:

- Embracing and prioritizing a culture that puts the member first
- Leveraging innovative committees and working cross-departmentally to drive customer improvements
- Working effectively with lean staff while striving to bring on the right talent

Kat Ketter
Director of Customer
Experience
Health Partners Plans

Jessica VanderZanden
Vice President of Operations
Network Health Plan

4:00 pm

IDEA EXCHANGE: If you could do one thing to improve your members' experience what would that be? No constraints!

4:45 pm

Adjourn

6:00 pm

Dinner
Giordano's - 223 W Jackson Blvd, Chicago, IL 60606

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Thursday, October 13

8:00 am	Networking Breakfast – Marquee Conference Center	
8:30 am	Welcome – Marquee Conference Center	
8:45 am	<p>Infusing Consumer Centricity: How to structure and govern member experience to become a consumer centric organization</p> <p>In this session we will explore Consumer Centricity, which focuses on putting the needs and behaviors of customers, members, and employees at the center of everything—from design to development to delivery. What are the specific impacts and implications and what does Consumer Centricity look like in action? How can organizations create the framework for a Consumer Centric approach? How are these insights being embraced by the organization and senior leadership and leveraged within the organization?</p>	<p>Michelle Gale VP, Consumer Experience and Marketing Health Alliance Plan</p> <p>Anthony Salerno Senior Manager, Experience Design & Insights West Monroe</p>
9:45 am	Networking Break	
10:15 am	<p>Digital Transformation is Driving the Customer Experience: Getting it Right</p> <p>We hear so much about the drive toward providing a more digital experience for the member, but what exactly does this mean for organizations? Digital can encompass so many things, all requiring new strategies and lots of investment. Plans struggle with adopting an overall digital strategy that couples a deep understanding of the member and their unmet needs with technology solutions that provide a seamless customer experience. In this session plans will share innovative approaches to delivering on the digital transformation imperative and hard lessons learned from their efforts</p>	<p>Daniel Royer Digital Experience Director SelectHealth</p>
11:15 am	<p>Rapid Fire Case Studies</p> <p>A favorite tradition in Alliance events is hearing first-hand how member health plans have tackled their greatest challenges and come out victorious. In this session, four organizations will share about their member experience journey and lessons learned along the way.</p>	<p>Kristy Reed (VIRTUAL) Customer Experience Manager Health Alliance Medical Plans</p> <p>Irem Conery, Customer Experience & Performance Improvement Manager Sharp Health Plan</p>
12:00 pm	Networking Lunch	

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1:00 pm	<p>Going Beyond Checking the Box: How Technology Enablers Unlock Abundant MX Opportunities</p> <p>Does your technology roadmap have the member front and center? Has your organization considered the longer-term strategic benefits associated with meeting regulations around interoperability, the no surprises act and price transparency? Are you leveraging expertise from across the organization to help you identify the infrastructure needed deliver on a positive member experience?</p> <p>This panel discussion focuses on how health plans are thinking about their technology choices with the member in mind and uncovers innovative ways of generating sustained benefit beyond the current need, regulatory or otherwise.</p>	<p>Tabatha Erck, President Zipari</p> <p>Carsen Chadwick Operations Manager SelectHealth</p> <p>Derrick Steinmann Service Excellence Manager SelectHealth</p> <p>Annie Alexander, Director of Commercial Sales Operations Sentara (Optima)</p> <p>Lacey Momic, Director, Business Transformation and Innovation Sentara (Optima)</p>
2:00 pm	Networking Break	
2:30 pm	<p>Rapid Fire Case Studies</p> <p>A favorite tradition in Alliance events is hearing first-hand how member health plans have tackled their greatest challenges and come out victorious. In this session, four organizations will share about their DE&I journey and lessons learned along the way.</p>	<p>Ana Eberhard (Virtual) Vice President, Member Experience AvMed</p> <p>Elizabeth Goff (Virtual) Manager, Medicare Project Management IU Health Plans</p> <p>Stephanie LaDue (Virtual) Portfolio Manager CDPHP</p>
3:30 pm	Networking Break	
3:45 pm	<p>The Payoffs: Establishing and Tracking the Metrics and Dashboards that Work (2 case studies)</p> <p>In this session you will hear how health plans are working to provide easily understood and actionable approaches for monitoring their MX progress. We will discuss member experience-related goals definition, ownership and accountability. Included also we will be an exploration of innovative practices for tracking and reporting on these goals including the use of dashboards.</p>	<p>John Holt Director of Customer Experience CommunityCare</p> <p>Brad Dobbins Senior Manager, Member Services Community Health Options (VIRTUAL)</p>
4:30 pm	Adjourn	
6:00 pm	Networking Dinner	

Friday, October 14

8:30 am **Breakfast and Member Experience Solutions Showcase –**
Marquee Conference Center

10:00 am **Adjourn**

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