

**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		
10:30 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 (Member Moderator Opportunity)	9:00 am – 12:00 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 (Member Moderator Opportunity) 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	Micro Case Studies: Are We Listening? VOC Mechanisms, Insights, and Actions
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	
8:00 am	Networking Breakfast
8:30 am	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.
- 6:00 pm Reception/Dinner

Tuesday, October 11

- 8:00 am Breakfast
- 8:30 am Welcome & Opening Remarks
- Speakers:
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

10:30 am

Rapid Fire Case Studies on DE&I Strategy and Tactics

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.

- 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

Speakers:

Kat Latet
Director, Health Systems
Innovation
Community Health Plan of
Washington

Kayla Salazar
Manager of Equity and
Quality Performance
Community Health Plan of
Washington

Elaine Taylor
Compliance Consultant
IU Health Plans

Elizabeth Priller, Director,
Diversity, Equity, Inclusion,
and Belonging
Quartz Health Solutions

12:00 pm

KEYNOTE ADDRESS LUNCHEON: Embracing My Culture and Heritage to Transform Health Care

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.

Speaker:

Dr. Antonia Novello, 14th
Surgeon General of the
United States

Introduction:

Elaine Taylor
Compliance Consultant
IU Health Plans

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>Speakers: 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>Speakers:</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	Networking Reception/Dinner	

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Wednesday, October 12

8:00 am Networking Breakfast

8:30 am Welcome Back & Recap

Speakers:
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

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.

Speakers:
Judy Busby
Senior Vice President of
Executive Search and
Corporate Strategy
The Jacobson Group

Alicia Morris
Vice President of Temporary
Staffing
The Jacobson Group

8:45 am
MX Session
(ends at 12:00)

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:

- 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>Speaker: 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: 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</p> <p>Moderator: Kimberly Swanson, VP of Quality and Clinical Integration Healthmine</p>
1:30	<p>Adjourn DE&I Sessions</p> <p>Member Experience Value Visit Continues...</p>	
1:30	<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>Speakers: Erwin Cho Vice President and Chief Consumer Officer Presbyterian Health Plan</p> <p>Brindha Sridhar Senior Director of Customer Experience MetroPlus Health</p>
2:30	Networking Break	

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3:00	Culture, Organizational Alignment, and Structures in a New MX Era	Speakers:
	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:	Kat Ketter Director of Customer Experience Health Partners Plans Jessica VanderZanden Vice President of Operations Network Health Plan
	<ul style="list-style-type: none"> • 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 	
4:00	IDEA EXCHANGE: If you could do one thing to improve your members' experience what would that be? No constraints!	Possibly use this time for above speakers
4:45	Adjourn	
6:00	Dinner –Location	

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Thursday, October 13

8:00	Networking Breakfast	
8:30	Welcome	Speakers:
8:45	Are We Listening? – VOC Mechanisms, Insights, and Actions In this session we will explore how health plans are piecing together learnings from a wide variety of touchpoints to create a 360 view of the member, thus enabling an improved experience overall. How are plans using their member advocacy groups, transactional surveys, focus groups and other data collection vehicles to capture the voice of the member? What data collection tools are key dependencies for the VOC programs? How are these insights being embraced by the organization and senior leadership and leveraged within the organization? What impacts are plans seeing that indicate the investment in VOC initiatives truly make a difference?	Speakers: Michelle Gale VP, Consumer Experience and Marketing Health Alliance Plan with West Monroe Bruce Riebau (Invited) System Director, Business Information Systems SummaCare
9:45	Networking Break	
10:15	Digital Transformation is Driving the Customer Experience: Getting it Right 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	Speaker: Daniel Royer Digital Experience Director SelectHealth
11:15	Rapid Fire Case Studies	Kristy Reed (VIRTUAL) Customer Experience Manager Health Alliance Medical Plans Irem Conery, Customer Experience & Performance Improvement Manager Sharp Health Plan Jason Smith, Director of Operations & Performance Improvement Sharp Health Plan
12:00	Networking Lunch	

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1:00	<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>Speakers:</p> <p>Zipari (invited)</p> <p>Carsen Chadwick Operations 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	Networking Break	
2:30	<p>Rapid Fire Case Studies</p>	<p>Speakers:</p> <p>Michelle Skelly Director of Marketing Communications Alliant Health Plans</p> <p>Ana Eberhard Vice President, Member Experience AvMed</p> <p>Elizabeth Goff (Virtual) IU Health Plans</p> <p>Stephanie LaDue (Virtual) CDPHP</p>
3:30	Networking Break	
3:45	<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>Speaker:</p> <p>John Holt Director of Customer Experience CommunityCare</p> <p>Brad Dobbins (Invited) Senior Manager, Member Services Community Health Options</p>
4:30	Adjourn	
6:00	Networking Dinner	

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Friday, October 14

8:30

Breakfast and Member Experience Solutions Showcase

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