2013 National Healthcare Reform Conference Agenda
November 3-6, 2013, Las Vegas

- Earn up to 14 SPHR Re-Certification Credits
- Earn up to 12 Continuing Education Credits for Agents, Brokers and Consultants

The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute’s criteria to be pre-approved for recertification credit.

To View our Full Congress Agenda with all Educational Tracks CLICK HERE.

Keynote Presenters

Joseph Grenny
Four Time Best Selling Author
Change Anything
Co-founder VitalSmarts

Crucial Skills of a High Performance Cultural Operating System

Organizational initiatives often fail not because they are inadequate but because the organization’s cultural operating system claims to uphold certain written values and cultural rules, while operating on quite another. Influential leaders succeed where others fail because they understand unwritten cultural rules guide employee behavior and influence the bottom line. In this engaging session, Joseph Grenny, four-time bestselling author and cofounder of VitalSmarts, will share case study examples including how Facebook created a culture of candid dialogue to increase its capacity for brilliant innovation and execution. This session will discuss:
• How to uncover potential career-limiting habits
• Tactics for successfully changing behavior
• How to address factors that work against behavior change and how to overcome them
• What motivates people

Engage Employees. Wow Customers.

Zappos.com has dramatically grown their sales and received great recognition from other business leaders because they place great emphasis on company culture and core values. Jon Wolske, the Cultural Evangelist for Zappos Insights, will share with attendees these groundbreaking insights so that they can learn how to improve company culture, how to engage their employees and how to knock the socks of their customers. Come learn how to Zappos creates fun, and a little weirdness, all while being profitable. In this session you will learn:

• How to cultivate an environment that fosters productive cultural synergy
• How to structure company culture and core values that benefit the bottom line
• To implement a structure for producing outstanding customer satisfaction
• How to become an employee-centered company and reap the financial rewards

Unaccountable: What Hospitals Won’t Tell You and How Transparency Can Revolutionize Health Care

Based on his New York Times bestselling book, Dr. Marty Makary will provide attendees with a behind-the-scenes view on how U.S. hospitals are changing for the better and for the worse. He’ll point out how hospitals are becoming giant corporations while patients blindly walk into a dangerous marketplace they can’t study nor evaluate. Attendees will learn the shocking truth about the wild west of modern medicine, including its hazards and heroes. Dr. Makary is a gastrointestinal surgeon, researcher, and associate professor of health policy & management at Johns Hopkins University. In this session you will learn:

• How the corporation aspect of hospitals is greatly affecting the healthcare industry
• How accountability doesn’t seem to be a priority and how this is hurting us all
• How transparency will provide change to fix the healthcare industry
• How almost a third of all procedures are unnecessary in hospitals, and how this greatly affects efficiency
• The shockingly high burnout rate of doctors and how this effects the quality of care patients receive

Celebrity Medical Tourism

Brett Hudson will share his inspiring story of how he travelled thousands of miles in order to defeat cancer, proving that even celebrities can benefit from medical tourism. Brett starred on the CBS prime-time series, The Hudson Brothers Show, the summer replacement for The Sonny & Cher Comedy Hour that put them on the map and began a friendship with Cher that flourishes to this day. In 2007, he was diagnosed with Stage Four throat cancer. After struggling with cancer treatment in the U.S., his friend Cher referred him to a doctor in Germany. He was joined in Germany by Farrah Fawcett, who he lovingly refers to as his “cancer buddy”. They travelled and were treated together, shooting videos along the way in order to use the experience to help others. In this session you will learn:

• The captivating story of Brett Hudson’s medical tourism experience and how it saved his life
• How medical tourism is a viable option for modern and alternative medical treatments for everyone
• The high quality of care and treatment Brett received by world-renowned, pioneering doctors

Healthcare Reform

2014: A Sea of Change in Employee Benefits

By the time 2014 arrives, many employers will be ready to rest on their laurels after three years of compliance ramp up. But the biggest changes are yet to come. The heart of the Affordable Care Act rolls out in 2014. Employers who do not start planning now could get left behind (and with a massive tax liability). In this session, you will learn:

• A high-level overview of the 2014 overhaul of the US health care system,
• What are the exchanges and who is eligible
• What is the employer mandate and which employers are subject to the mandate

The Affordable Care Act creates a new marketplace for individuals and small employers to purchase health insurance, known as “exchanges” or “marketplaces.” The exchanges will be operated by states or, if the states are unwilling or unable to set up an exchange, the Federal government. Not to be outdone, many private organizations have begun establishing private exchanges that will serve a broader audience and compete with the state and Federal exchanges. In this session, you will learn:

- What is an exchange and who is eligible for coverage under the exchanges
- What types of benefits will be offered through the exchanges
- Whether the exchanges will prove to be an effective means of delivering insurance
- Whether the private exchanges might prove to be a viable alternative to the state/Federal exchanges or to coverage outside of the exchanges
- Why essential health benefits are important on the exchanges
- Why essential health benefits are important to employers outside of the exchanges
- How to select a “benchmark” for determining what essential health benefits means to your plan
- How state insurance mandates may influence an employer’s decision of whether to participate in the exchanges

Private Health Insurance Exchange Marketplace ~ The Pros & Cons

Employers are looking for the silver bullet to curbing increasing health care cost. Enter stage left – the Private Exchanges. If you are thinking of converting your self-funded plan to an insured product on a private or corporate exchange you should attend this session:

- What encompasses a private exchange, its working components and structure
- What type of employer should consider them
- What are the downsides to the private exchange
- The personalization offered to consumers through a private exchange
Opportunities in Healthcare Reform for Small Businesses

While healthcare reform presents a stick to larger employers, small employers are offered a carrot. Rather than penalize small employers who fail to offer coverage, the law lures smaller employers into the health care arena. Opportunities for smaller employers will start to grow; and healthcare reform will provide options that will allow for much needed access. In this session, you will learn:

- What are the tax incentives for small employers who offer health care coverage
- What are the cafeteria plan simplification rules
- Grants available for small employer wellness program
- How do I navigate the exchanges
- Whether or not you are subject to the employer mandate

Decisions and Opportunities Under Healthcare Reform’s Employer Mandate

Whether you refer to it as the employer mandate, the employer shared responsibility requirement, or the “play or pay” provision, you likely struggle with the intricacies of the new rule. But tread with caution, because the slightest missteps could be costly. The options will be discussed in full, leaving you armed with the correct information to guide your company accordingly. In this session, you will learn:

- Who is considered a “large employer” for purposes of the employer mandate (and how do the IRS Aggregation rules impact this analysis)
- Will your health plan provides “minimum essential coverage”
- Who must be offered coverage (i.e., what is a “full-time employee”?)
- What are the penalties and how are they calculated
- Is there a middle group between playing and paying

Impact of PPACA Insurance Mandates on Employer-Sponsored Group Health Plans (Part I)

The Affordable Care Act enacted a number of insurance market reforms intended to expand insurance coverage. Many of these provisions are already effective for employer-sponsored health plans, and many more could become effective on the date these plans lose grandfathered status. Navigating through this maze of mandates is a daunting task; learn what is applicable and what is not. In this session, you will learn:

- Which insurance mandates already apply to all plans (including the adult child coverage requirement and the prohibition on preexisting condition
exclusions for children)
- Which insurance mandates apply to plans that have lost grandfathered status (including the revised claims and appeals procedures and the no-cost-sharing-for-preventive-services requirement)
- What steps employers should take to make sure they are in compliance?

**Impact of PPACA Insurance Mandates on Employer-Sponsored Group Health Plans (Part II)**

While employer plan-sponsors may feel as though they finally have a handle on the Affordable Care Act, the work is not over yet. A number of insurance market reforms kick in over the next two years. Employers should be prepared to comply with these new requirements and should consider implementing strategies to control costs. In this session, you will learn:

- Which insurance mandates become effective in the next two years for all plans (including medical loss ratio rebates and advanced notice of plan changes)
- Which insurance mandates become effective in the next two years for plans that have lost (or will lose) grandfathered status (including the new non-discrimination requirements and cost-sharing limitations)
- What steps employers should take to make sure they are in compliance
- Value-based insurance designs that will help control costs within this new regulatory scheme.

**Healthcare Reform’s Endorsement & Expansion of Wellness Program Incentives**

Prior to the passage of the Affordable Care Act, navigating the legal landscape of wellness programs could be treacherous. But, the Affordable Care Act seemed to be a clear endorsement by the government of standards-based wellness programs. The lens of clarity will be given to obtain a clear outlook of a now more approachable wellness industry. In this session, you will learn:

- What is the difference between a standards-based and participation-only wellness program
- What legal requirements do GINA, the ADA and HIPAA place on wellness programs
- What incentives/penalties can be offered in wellness programs and when must alternatives be made available
The Affordable Care Act: Taxes, Taxes and (21) More Taxes

Benjamin Franklin once said the only thing that is certain in life is death and taxes. Increase in Medicare tax, Medicare hospital insurance tax, Medicare contribution tax, penalties, the soon to be infamous Cadillac Tax... the list goes on. The Affordable Care Act made sure of the latter, adding 21 new revenue-raisers. In this session, you will learn:

- Which of the new taxes impact employer-sponsored group health plans,
- What coordination is required with payroll departments to implement new withholding and reporting requirements
- What impact the law might have on highly-compensated executives
- What is the Cadillac tax, and how can employers avoid it

Strategically Communicating with Employees about Healthcare Reform

The Affordable Care Act creates a whole host of new employee reporting and disclosure requirements. It also provides employers with a good opportunity to demonstrate to employees the value of the benefits they are receiving. Active coordination and participation between both parties will create a more efficient ease of transition in this significant reform adaptation period. In this session, you will learn:

- What new notices are required (including the SBC, the annual limit waiver and the grandfathered notice)
- What the timing requirements are for these new notices
- When electronic communication makes sense
- Strategic opportunities presented by the Affordable Care Act notice requirements
- Issues with delivery, can you send out electronic versus hard copy documentation

Updates & Recent Guidance

The Affordable Care Act includes 2,000 pages of legislative text and tens of thousands of pages of regulations. But more is coming every day. Shifting through the text can become a full-time job, how do you make the most accurate distinctions and avoid costly penalties? This session will focus on recent changes in the law and will offer a glimpse of what's on the regulatory horizon. Attendees will also learn which regulations are most relevant to their segment.