

6TH ANNUAL HEALTHCARE INNOVATION CONFERENCE & 50TH ANNIVERSARY GALA

HILTON CINCINNATI NETHERLAND PLAZA 2019 ATTENDEE BOOKLET

9/12/19 - 9/13/19

CINCINNATI, OH HALL OF MIRRORS AT HILTON NETHERLAND PLAZA 800.291.4222



SUMMARY OF ATTENDEE BOOKLET

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CONFERENCE SPONSORS



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Thank you to the following conference sponsors:



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KEY INFORMATION



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- Coffee is available on the back wall, and water, pens, and paper will be available at each table. If you have any food allergies, please inform a SHERRILL MORGAN team member at the registration table.
- If you wish to use wireless internet, please use the following credentials: User Id: Hiltonfree Password: hilton1
- Speaker presentations are available within the back of this conference booklet. If you wish to learn more about a presentation, please turn in the form in the back of this booklet to the registration table. A representative from SHERRILL MORGAN will reach out and answer any questions you may have.
- Surveys will be provided throughout the day. We will have a survey collector picking up these surveys before lunch and at the end of the day. These surveys allow us to provide better service to you and to focus on topics that you want to hear more about.
- There are also referral cards that will be placed at each seat during the conference if you know of someone who would be interested in hearing from us. We will collect these at your seat following the conference or you can drop them off at the registration table.
- Our 50th Anniversary Gala, to celebrate our 50th year in business, will take place the evening of Friday, September 13th. Please join us in your best cocktail or formal attire for an evening of dinner, drinks, and dancing. Tickets for this event are limited. If you have not previously registered for the gala, we do have a waitlist available. If you would like to be added to the waitlist, please visit the registration table.

Meet Care

Total Population Health Solution

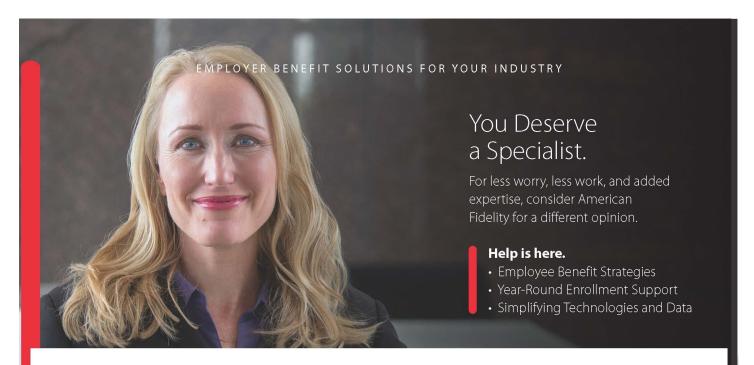
Employer sponsored clinics – onsite, near-site or shared-site

EXHIBITOR RAFFLE



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- Each vendor booth will have raffle tickets to distribute to each attendee that visits their booth.
- There will be two different color raffle tickets indicating Day 1 and Day 2 of the conference.
- For each booth you visit, you will receive one raffle ticket from the vendor. The more raffle tickets you receive, the better your chances are to win.
- The top prize for each day will be a \$100 bill.
- You can turn in all of your raffle tickets at the registration table before the final session of each day for a chance to win.
- Drawings will take place at the conclusion of the conference each day. You have to be present to win, and each attendee is only eligible to win one prize.



Jared Levy, Public Sector Director & Scott Miley, State Manager 800-654-8489, ext. 2432 • 800-956-1468 • americanfidelity.com







CONFERENCE & AREA INFORMATION

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FOOD MENUS



Lunch on Thursday, September 12th

- Classic Caesar Salad with Parmesan, Croutons, and Caesar Dressing
- Field Greens with Dried Cherries, Boursin Cheese, and Herb Vinaigrette
- Classic Pepperoni Pizza
- · Vegetable Pizza with Asiago and Basil
- Alfredo Pizza with Spinach and Feta Cheese
- Margherita Pizza
- Seasonal Cheesecake and Opera Cream Bars

Served with 100% Colombian Coffee, Decaffeinated Coffee, and Assorted Herbal Teas

Breakfast on Friday, September 13th

- Fresh Fruit and Seasonal Berries
- Lightly Scrambled Eggs
- Crisp Bacon Strips and Link Sausages
- Choice of Skillet Fried Potatoes, Hash Brown Potatoes, or Cheddar Potato Cakes

Served with Blueberry Muffins, Carrot Raisin Fruit Bread, Cinnamon Crunch Coffee Cakes, Orange and Grapefruit Juices, 100% Colombian Coffee, Decaffeinated Coffee, and Assorted Herbal Teas

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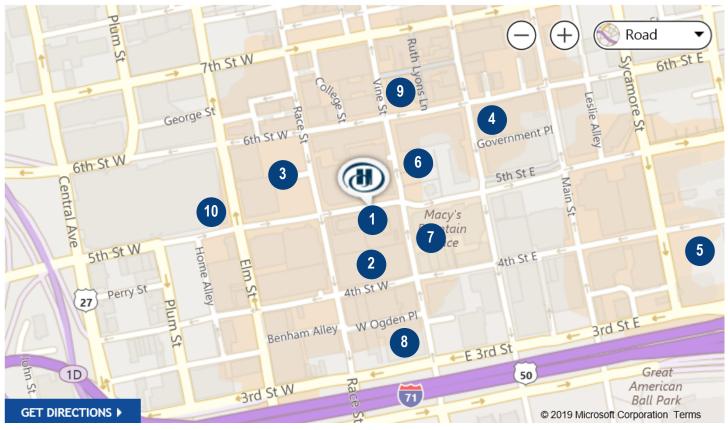




PARKING INFORMATION



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Address of Hilton Netherland Plaza : 35 West 5th Street, Cincinnati, OH 45202

Parking near Hilton Netherland Plaza:

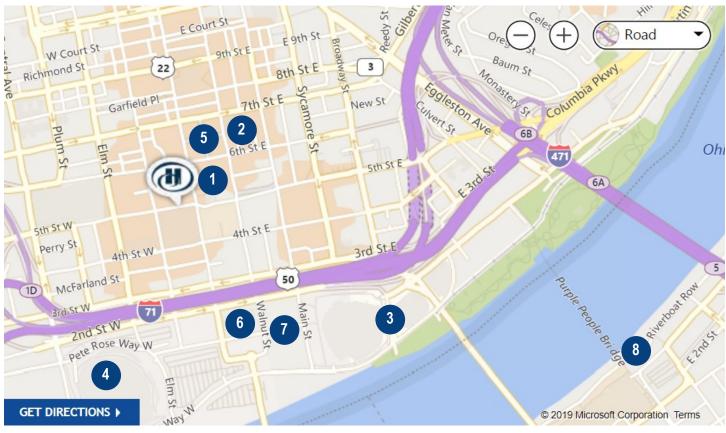
- 1. Hilton Netherland Plaza Valet (under Hilton) Rate: \$33 per day
- 2. Mabley Place Parking Garage Rate: \$28 per day
- 3. 84.51 Centre Parking Rate: \$17 for 7 - 18 hours
- 4. 580 Walnut Garage Rate: \$15 for 9 hours
- 5. Broadway Lot Rate: \$6 per day

- Fountain Square North Garage Rate: \$15 for 6 - 7 hours; \$17 for 7 - 18 hours
- 7. Fountain Square South Garage (under Westin) Rate: \$17 per day
- 8. 18 West Third Street Garage Rate: \$12 for 3 - 12 hours
- 9. Center at 600 Vine Garage Rate: \$16 for 4 - 18 hours
- 10. Lot # 758 Rate: \$8 per day

NEARBY ATTRACTIONS



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Address of Hilton Netherland Plaza : 35 West 5th Street, Cincinnati, OH 45202

Attractions near Hilton Netherland Plaza:

- 1. Fountain Square 500 feet and a two minute walk from Hilton
- Aronoff Center for the Arts
 0.3 miles and an eight minute walk from Hilton
- Great American Ball Park / US Bank Arena
 0.5 miles and a 14 minute walk from Hilton
- Paul Brown Stadium
 0.5 miles and a 12 minute walk from Hilton

- Contemporary Arts Center
 0.2 miles and a six minute walk from Hilton
- 6. National Underground Railroad Freedom Center 0.3 miles and a nine minute walk from Hilton
- 7. The Banks / Cincinnati Skystar Wheel 0.4 miles and a ten minute walk from Hilton
- 8. Newport on the Levee / Newport Aquarium 1.3 miles and a 31 minute walk from Hilton

NEARBY RESTAURANTS



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Address of Hilton Netherland Plaza : 35 West 5th Street, Cincinnati, OH 45202

Restaurants near Hilton Netherland Plaza:

- 1. Orchids at Palm Court Located in Hilton Netherland Plaza
- Sotto
 0.3 miles and a six minute walk from Hilton
- Morton's the Steakhouse
 400 feet and a two minute walk from Hilton
- 4. Bakersfield0.6 miles and a 15 minute walk from Hilton
- The Eagle OTR
 0.7 miles and a 18 minute walk from Hilton

- McCormick & Schmick's
 350 feet and a two minute walk from Hilton
- 7. Nada0.2 miles and a six minute walk from Hilton
- 8. Rock Bottom Restaurant and Brewery 900 feet and a four minute walk from Hilton
- 9. Kreuger's Tavern0.6 miles and a 15 minute walk from Hilton
- 10. Various Restaurants at The Banks 0.4 miles and a ten minute walk from Hilton



50TH ANNIVERSARY GALA

Gala Information 14



GALA INFORMATION



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WHEN: Friday, September 13th at 7pm

WHERE: Hall of Mirrors at the Hilton Netherland Plaza

ADDRESS: 35 West 5th Street, Cincinnati, OH 45202

ATTIRE: Cocktail or Formal Attire Requested

GALA DETAILS: All attendees are invited to attend our 50th Anniversary Gala to celebrate our 50th year in business. Please join us in your best cocktail or formal attire for an evening of dinner, drinks, and dancing. Tickets for this event are limited. If you have not previously registered for the gala, we do have a waitlist available. If you would like to be added to the waitlist, please visit the registration table.

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PRESENTER BIOS





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Mark Morgan, President - SHERRILL MORGAN



In his 30 years at SHERRILL MORGAN, Mark has accumulated a wealth of experience in establishing and managing employee benefit plans. As the founder of SHERRILL MORGAN's group health division, he paved the way in developing a systematic approach to healthcare benefits for governmental clients and has personally managed over 150 of them. He is a licensed Agent and Consultant and per SHERRILL MORGAN policy, is up to date on the latest healthcare rules and regulations. Understanding that an innovative approach is necessary to stay ahead in the healthcare industry, Mark has helped SHERRILL MORGAN to develop its partial self-funding division which allows employers (especially government agencies) to have a measure of control over their healthcare costs.

Mark is a leading proponent for transparency in healthcare costs and is regularly invited to speak at human resource conventions on health benefits and health care reform. Mark is also an active community supporter having served on the Boards of numerous organizations including Kids Helping Kids, the Steinford Toy Foundation, and Kentucky Health Purchasing.

Lisa Stamm, Esq., Vice President, Consulting Services - SHERRILL MORGAN



Lisa is a graduate of Northern Kentucky University and the University of Cincinnati College of Law. As a licensed attorney, she is able to consult with clients regarding applicable state and federal laws that are applicable to their health plans. She is also knowledgeable about compliance with applicable laws, including federal health care reform, COBRA, ERISA, and HIPAA.

Lisa leads the self-funded division at SHERRILL MORGAN. Her team employs innovative new tools and plan designs to save clients money and allow them more control over their health plans. She is an expert at contract review and negotiation and strives to provide clients with the best possible service.

Lisa is also an expert and featured speaker on regulatory issues, particularly as they relate to health care reform. She is a regular speaker at local, regional, and national conferences. She has been a member of the Kentucky Bar Association since 1992.

Kurt Harden, President and Chief Executive Officer - MedBen



Kurt Harden is President and Chief Executive Officer for MedBen, a Newark, Ohio-based group third party administrator and data analytics company with clients throughout the United States. Harden started with MedBen in 1991 and held numerous positions with the company before being named President in 2012 and CEO in 2018. He has overseen the development of innovative cost saving solutions for clients in the areas of pharmacy benefit coverage, clinical claim review, wellness, and plan language solutions. In 2015 MedBen launched MedBen Analytics, LLC., a Medicare bundled payment analytics company that turns clients' claim data into actionable insights.

Harden speaks to national audiences on leveraging data to transform behavior. He has been active in his community serving in a variety of volunteer and elected positions with local business, governmental, and educational organizations. He lives in Newark with his wife Kate and has five children.



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Mike Rossi, President - Employer Advisory Services



Michael Rossi is the President of Employer Advisory Services, LLC in Memphis, TN. A graduate of Memphis State University, Mike has spent more than 27 years in the insurance and employee benefits industry in Memphis including 18 years as a Vice President at one of the largest physician hospital organizations in the Mid-South. An HIA designee, Mike's primary responsibilities have included physician, hospital and carrier contracting, broker integration and sales of group medical, life and disability coverages.

Mike works closely with his team to provide strategic and innovative ideas for health plan providers such as hospitals, third party administrators and employer sponsored health plans.

Roger Hayes, Vice President of Business Development - Green Remedy



Roger Hayes lives and breathes business development. Being a start-up junkie for over twenty years, Roger has utilized his talents for fact finding, truth telling, connecting talented people, and distribution channels across various consumer driven markets, including healthcare and wellness, prescription drug abuse prevention and most recently, hemp and hemp derived cannabinoids. He was born and raised in Kentucky where he attended the University of Kentucky.

Green Remedy Inc., is a company founded in 2014. Being vertically integrated, Green Remedy will grow close to 500 acres of hemp on its Kentucky owned farms this year and process hemp extracted products through its 52,000 square feet of facilities in Louisville, KY. They are true Kentuckians and have been a part of the Kentucky farm family for many years. Their top priority is to produce and process the best quality U.S. grown hemp to be used in CBD nutritional & hemp food products. Their primary focus is on clean, safe, and efficient Supercritical CO2 extractions which is proven to be the best and safest way to extract botanical compounds for products that can be used around the world.

Robert D. Hudson, Member - Frost, Brown, Todd LLC



Robert D. Hudson, a member of Frost Brown Todd LLC's labor and employment law practice group, has been representing employers for more than twenty- five years. He currently represents healthcare employers nationwide in proceedings before the National Labor Relations Board. Rob is a former Chair of the Northern Kentucky Chamber, a former Chair of the Covington Business Council, a past President of the Northern Kentucky Society for Human Resources. He is a bestselling author of several business books which have received more than a dozen regional and national awards. Having appeared on Fox News, Fox Business News, and the Blaze to address business education issues, Rob's 2014 pro-business newspaper columns were submitted for a Pulitzer Prize.



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Tom Wittick, Senior Vice President, Growth - ELAP Services



As SVP of Growth, Tom drives ELAP's national sales team and client growth strategy. Tom has a broad range of sales expertise in the health and disability insurance market, with more than 30 years of experience that includes SleepMed Inc., Aetna / ActiveHealth and CIGNA Intracorp. While at SleepMed, a Florida-based sleep diagnostic and health improvement company, Tom collaborated on the creation of one of the nation's first mandated, public-sector, sleep health safety programs. Tom leverages his successes in account team development, consultant marketing, population health communications, strategies and value-based insurance design in his leadership of ELAP sales.

Ernie Clevenger, President - CareHere



Mr. Clevenger is President of CareHere, LLC, a Brentwood-based company CareHere provides onsite medical, wellness and pharmacy management for public and private employers. CareHere onsite medical, wellness and pharmacy centers offers appointment scheduler, electronic medical records, patient lab reporting, and more, enable over 1 million appointments annually. Physicians are recruited from the local area. CareHere operates over 200 clinics in 26 states.

Mr. Clevenger has held other positions including Chairman of Self-Insurance Institute of America, Inc. (SIIA), Chairman of Workgroup for Electronic Data Interface (the organization named in HIPAA to advise United States DHHS Secretary on selecting electronic healthcare transaction standards), Co-Founder of

EBM Solutions (a provider of evidence-based medical guidelines), President of Nashville Rotary Club, and a Board member of Faith Family Medical Clinic (dedicated to serving the uninsured working population of Middle Tennessee).

Mr. Clevenger's education includes and a BA in Mathematics from David Lipscomb University, MBA from Vanderbilt University, FLMI from the Fellow Life Management Institute and an earned Black Belt in Taekwondo. Mr. Clevenger Charity Board positions include Nations University (on-line university serving over 3,800 students worldwide), and Continent of Great Cities (missionary effort to South America).

Jack Curtis, Founder and CEO - Corporate Health Partners



Jack is Founder and CEO of Corporate Health Partners, LLC (CHP), based in Atlanta, Georgia. CHP provides comprehensive, systematic wellness programming featuring engaging, face-to face health coaching for employers at their worksites. Prior to founding CHP in Nashville in 2002, Jack was President and Chief Operating Officer of LIFESIGNS, a multi-facility start-up providing comprehensive physical exams in a spa-like setting. Before his stint with LIFESIGNS, Jack was general manager of a Berkshire Hathaway business unit. His prior career included product development, project management, engineering management, quality management and customer relationship management.

Jack is a member of the HERO Think Tank, and chairs the Leadership Committee, one of the three committees that do the work of the Think Tank. (HERO is the Health Enhancement Research Organization, composed of thought leaders among employers and providers engaged in Employee Health Management). Jack is an avid student of Employee Health Management and a frequent speaker

for seminars on the subject. Jack earned a BS in Biomedical Engineering at the University of Tennessee in Knoxville, while working as an intern at NASA in Huntsville, Alabama. He later earned an MS in Engineering Management from the University of Tennessee. In his free time, Jack enjoys hiking, kayaking, tennis, racquetball and seeing the world.

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Gerry Tolbert, MD, Physician - Christ Hospital



Gerry L Tolbert MD is a board-certified Family Physician practicing in Northern Kentucky for the last 7 years. After medical school and public health training at the University of Kentucky, he attended residency at Self Regional Medical Center's Montgomery Center for Family Medicine in Greenwood, SC. Dr. Tolbert is currently active in the American Academy of Family Physicians. He and his wife Sara have three little girls and currently reside in Burlington, KY.

"The City of Florence made the investment with On Target Health for the health and wellness of our employees. This has been voluntary on the behalf of the employees and the results have been incredible. But the amazing part has been from the employees achieving and seeing the rewards of their efforts. They feel so much more confident, have more energy and love the accountability! Results of the program speaks volumes as to continuing a new lifestyle change that is reasonable and maintainable."

Linda Chapman - CFO, City of Florence (KY), Sherrill Morgan Client

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OnTargethealth



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Todd Foushee, Co-Founder and CEO - On Target Health



Todd has over 30 years of experience in health care and health insurance industry, serving in many management roles overseeing the actuarial, claims adjudication, data analytics and or health underwriting functions. Todd's experience includes administration of Wellness and Population Health programs, Commercial, Medicare, and Workers' Compensation plans at Anthem BCBS, CoreSource and Golden Rule Insurance Companies. He has also served as Director of Operations for a Benefits Consulting Agency and Vice President of Business Development at Quad Medical, an onsite primacy care clinic operator.

Currently, Todd serves as the CEO of On Target Health (OTH), which offers a worksite weight management program that focuses on one of the main drivers of inflammation in the body. That being too much fatty tissue on the body. Based on the participant's physiology, the OTH program is designed to educate participants on how to lose and sustain the loss of fatty tissue versus lean mass. This is accomplished by measuring a person's body composition, "resting" metabolism and coaching on the

necessary behavioral modifications that if unmanaged are known to contribute to weight gain.

Todd holds a Bachelor of Science Degree from the University of Louisville, a MBA Certification from Somerset CPA Group, and recently completed the Babson College/Goldman Sachs' Scholars Program for Entrepreneurs.

Mike Williams, C.E.O. - SHERRILL MORGAN



Mike has been with SHERRILL MORGAN for more than 20 years and has been instrumental in developing the company's fully insured and small group divisions. He has been a driving force for groups to implement new cost cutting solutions such as pooling and small group self-funding. As a licensed Agent and Consultant, Mike has extensive health insurance knowledge of claims issues, state laws and guidelines, and customer service. Mike is regularly sought to be a speaker on topics such as community rating, collaborative health plans, and innovative plan design options.

Mike is also an active member in the health care industry having served on several insurance company advisory boards and on several state advisory panels including the Insurance Coverage Affordability and Relief program in Kentucky. He has also been an advocate for transparency with pricing of drugs and services in the industry and practices that transparency as one of SHERRILL MORGAN's core values.

Joe Jones, Group Account Manager - SHERRILL MORGAN



Joe is originally from Western Kentucky but moved to Tennessee to attend Austin Peay State University where he completed his Bachelor of Science in Interdisciplinary Studies. While attending Austin Peay State University, Joe was very active in helping in educational outreaches around the community. He was head of the Interlibrary Loan student department and also did volunteer teaching in the local school district.

Joe joined SHERRILL MORGAN in 2012 and works as the liaison between carriers and providers and the employees. He works hard to ensure that all employees know about enrollment, how their plan works, and how any changes affect them. Prior to joining the SHERRILL MORGAN family, Joe taught 4th grade in Nashville, TN for 3 years. He and his wife Emily have two children and currently reside in Independence, KY.

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Crystal Williams is president of RxReins. Her business success and creative solutions have made her a leader in the growing segment of the stop loss industry. Crystal is dedicated to finding better business solutions for her clients by uniting technology with new approaches to prescription drug stop loss insurance. Her creativity and drive has fueled the growth of RxReins since its creation in 2009. With more than fifteen years' experience in underwriting, she has helped employers protect the purpose and financial stability of their prescription drug benefit programs.

Crystal holds a Bachelor of Science degree in Business Administration from the University of Redlands.

Bill Banks, VP, Managed Care - St. Elizabeth Healthcare



William Banks serves as the VP, Managed care/ Revenue Cycle for St. Elizabeth Healthcare in No. KY a 1,200 bed, 600 physician multi-site healthcare system sponsored by the Diocese of Covington. In this role, he is responsible for price setting, payor relations and the negotiation of all contracts for facility, professional and ancillary services. Prior to joining St. Elizabeth in January, 2009, Banks had a number of roles at Humana and Anthem BCBS; most recently serving as the VP, Network Operations for Humana of Ohio.

Banks holds a Masters degree in Health Administration from Xavier University and a Masters in Applied Economics from the University of Cincinnati. He currently serves as an adjunct professor of Health Economics at the University of Cincinnati, and has served as a Medical Service Corps officer in the US Army.

Belva Hale., Vice President, Business Development - SHERRILL MORGAN



Belva has worked in various roles and departments during her 23 year career with local governments. Prior to joining the SHERRILL MORGAN team, Belva served as the Director of Administration for the City of Bristol, Tennessee. She was responsible for the divisions of human resources, risk management, purchasing, and information technology where she implemented a change in retiree health benefits, was instrumental in implementing a hybrid retirement plan, completed the purchase of a city wide ERP system, and established a new comprehensive wellness program. Overseeing self-funded health insurance plans, health reimbursement arrangements, retiree health reimbursement arrangements, and flexible spending accounts were also a key part of her responsibilities. Belva holds a B.B.A. from East Tennessee State University in business with a concentration in human resources management and completed the senior executive program at the University of Virginia's Darden School of Business.

With her varied experience, Belva is requested to speak at conferences for both human resources and risk management.



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DAY 1 AGENDA



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For more information contact: Bernie Livers | Vice President Business Development Blivers@carehere.com | 615.495.5299 INCREASE



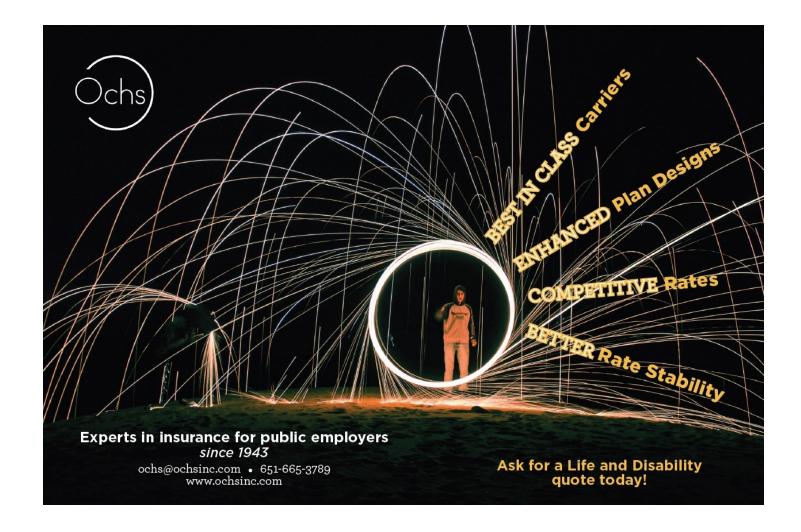
EMPLOYEE MORALE



DAY 1 AGENDA	THURSDAY, SEPTEMBER 12TH
7:00am - 8:00am	Downtown Cincinnati Powerwalk
8:30am - 9:00am	Conference Registration
9:00am - 9:10am	Opening Remarks Mark Morgan SHERRILL MORGAN
9:10am - 9:55am	The Legal Rundown: Updates on the ACA & Other Regulatory Issues Lisa Stamm SHERRILL MORGAN
9:55am - 10:35am	Direct Contracting: Risky or Rewarding? Kurt Harden MedBen; Mike Rossi Employer Advisory Services
10:35am - 10:45am	Morning Break
10:45am - 11:15am	Compliance Check: CBD Oils in the Workplace Roger Hayes Green Remedy, Inc
11:15am - 12:00pm	FMLA: How To Avoid Hidden Pitfalls Robert D. Hudson Frost Brown Todd LLC
12:00pm - 1:00pm	Lunch with Remarks from Boone County Judge Executive Gary Moore
1:00pm - 1:20pm	Metric Based Pricing: Healthcare That's Fair for Employers and Employees Tom Wittick ELAP Services
1:20pm - 2:00pm	Behind the Counter: Pharmacy Savings Programs Mark Morgan SHERRILL MORGAN
2:00pm - 2:30pm	How Medical Innovations are Considered, Piloted, and Implemented: Part 1 Ernie Clevenger CareHere
2:30pm - 2:40pm	Afternoon Break
2:40pm - 3:10pm	How Medical Innovations are Considered, Piloted, and Implemented: Part 2 Ernie Clevenger CareHere
3:10pm - 3:50pm	How to Justify and Fund a Comprehensive Wellness Program Jack Curtis Corporate Health Partners
3:50pm - 4:30pm	Pressing Issues from a Physician's Perspective Dr. Gerry Tolbert Christ Hospital
4:30pm - 4:45pm	Closing Remarks Mark Morgan SHERRILL MORGAN



DAY 2 AGENDA





DAY 2 AGENDA	FRIDAY, SEPTEMBER 13TH
7:30am - 8:00am	Conference Registration & Breakfast
8:00am - 8:10am	Opening Remarks and World War 2 Veteran Robert Doolan Mark Morgan SHERRILL MORGAN
8:10am - 8:40am	Why Body Composition Versus BMI Matters Todd Foushee On Target Health
8:40am - 9:10am	Introduction to Benefit Administration Software Mike Williams SHERRILL MORGAN; Joe Jones SHERRILL MORGAN
9:10am - 9:45am	Employer's Risk Exposure on Prescription Drug Cost Crystal Williams RxReins
9:45am - 9:55am	Morning Break
9:55am - 10:40am	Market Demands for Better Accountability & Transparency: How Hospitals are Responding Bill Banks St. Elizabeth Healthcare
10:40am - 11:00am	Innovative Dental Solutions Mike Williams SHERRILL MORGAN
11:00am - 11:30am	Recognizing and Responding to Changes in Employee Behavior and Performance Belva Hale SHERRILL MORGAN
11:30am - 11:45am	Closing Remarks Mark Morgan SHERRILL MORGAN
7:00pm	50th Anniversary Gala Hall of Mirrors in the Hilton Netherland Plaza

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