

# **Disrupting Healthcare:** *How Technology & Innovation Are Changing the Game for Self-Funded Employers*

**September**  
27th–28th,  
2023

Hotel Du Pont | Wilmington, DE

# A Letter From the CEO



**Ron Templeton**  
CEO of 4C Digital Health

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On behalf of 4C Digital Health and all our outstanding conference sponsors, we want to thank each of you for joining us here at the Hotel Du Pont in Wilmington for our 2023 Disrupting Healthcare Conference. We have assembled a blue-ribbon group of speakers to deliver a cutting-edge and informative program over the next two days.

I am sure that each of us has been to conferences where the topic of healthcare “cost savings” was on the agenda. The problem with these programs is that most of the time they are underwritten by the very same organizations that are focused not on saving costs but on maintaining the status quo.

That is why 4C and our conference sponsors have taken the lead in exploring new and totally independent-minded approaches to tackling healthcare costs.

Over the years we have been building a grass roots transparency effort into a movement. Today we have influencers, media, providers, attorneys, unions, consultants, vendors, and politicians from both sides of the aisle, calling for a new direction. We have made incredible strides in

bringing about real change and accountability to make healthcare benefits affordable once again. That is what we are all about.

So, what is Disrupting Healthcare? Disruption simply means refusing to accept the status quo and tearing down the way it has always been in favor of delivering a better way for the future – where accountability and real value are at a premium.

As self-funded employers are struggling with double-digit health plan cost increases for 2024, managing these costs is their top priority, and we hope that each of you will leave this conference with practical ways to leverage your data for the purpose of lowering your costs and improving the quality of healthcare for your employees.

Once again, thank you for joining us here in Wilmington as we hear from the experts who have been on the front lines of this battle.

Now, let’s explore together the many opportunities before us and **let’s get to work disrupting healthcare for good!**

*Ron Templeton*

# 4C University Schedule

Education, Insight, and Solutions | **Wednesday, September 27, 2023**  
King Sullivan Room



**9:15 – 10:45 AM | CAA 2021: Your Data. Your Duty. Your Opportunity.**

## Jamie Greenleaf

Jamie has a proven track record of helping employers fulfill their fiduciary obligations by controlling cost and providing better health benefits. She helps mitigate the risk for the plan sponsors. Today, she will provide a step-by-step course on the federal Consolidated Appropriations Act 2021 (CAA 2021) and what it means for self-funded plans and responsible fiduciaries.



## Jenny Kiesewetter

Jenny has more than 22 years of experience advising businesses in ERISA, employee benefits, compensation, fiduciary responsibility, and compliance matters. Over the course of her career, Jenny has advised companies, governmental entities, plan sponsors, plan administrators, human resources professionals, and fiduciaries. She is ready to give a legal perspective regarding the ramifications the CAA 2021 will have.



**10:45 – 11:45 AM & 12:45 – 2:45 PM (Knowles Room)**

## Thomas Wudarski

With nearly 20 years in the healthcare sector, Thomas is a seasoned operations leader. Prior to serving as Chief Operations Officer at 4C, he held leadership roles representing Stryker, Johnson & Johnson, and drove shareholder value at Cotiviti across implementation, analytics, support, and production roles. Thomas will share how 4C's Symphony platform translates healthcare data to actionable insights for self-funded employers.



**12:45 – 1:15 PM | Specialty Care Management**

## Rick Garrison & Kimberlee Langford

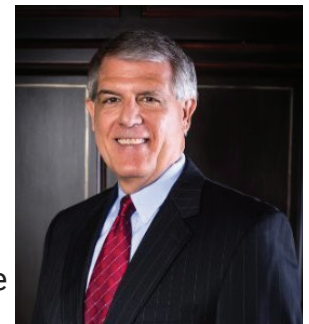
Discover the difference between risk management and mitigation as it relates to Chronic Kidney Disease and End Stage Renal Disease. Our experts will discuss how data is to risk mitigation as labs are to diagnosis. Learn how the actionability of data proactively manages risk in your population, improves decision-making and selecting appropriate solutions.



**1:15– 2:00 PM | GLP-1 Weight Solution**

## Al Lewis & Dr. Ron Loepke

Al is a recognized expert in health literacy and outcomes measurement and Dr. Loepke has over 30 years of executive experience in the Occupational Health, Preventive Medicine and Medical Management arenas. GLP-1 Drugs are on every company's mind. Today, our experts will discuss the facts and the myths around these drugs.





**2:00 – 2:30 PM | Transparent Pass-Through PBM**

### Pat Pitsch

Pat has vast experience in active and retiree healthcare benefit plan design, administration, budgeting, compliance and communication; wellness incentive development; and collective bargaining support for the U.S. and Canada. She helps Navitus create strategy, positioning, and tactics to thoroughly understand and offer clients meaningful solutions to their business problems. Today, she discusses the idiosyncrasies of a Transparent Pass-Through PBM.



**2:30 – 3:15 PM | Lockton**

### Ed Pierce

Ed is a Partner at Lockton. The combination of increased fiduciary responsibility over self-funded health plans and continued medical inflation means that employers must be more vigilant than ever in controlling liability. Lockton’s Contract Integrity Practice provides guidance to employers to tighten ASA, SPD, Stop-Loss, and PBM contract language to enable better negotiations and lower costs.



### Renee Lizotte

Renee represents Lockton as Assistant Vice President and Account Executive in Lockton’s Northeast Series. Renee has significant expertise in partnering with large employers of many different demographics as a trusted advisor of total rewards. She is experienced in designing and administering self-funded health plans with a concentration in total health management, advocacy, medical and pharmacy claims data analytics, contract integrity, provider network development, and unique cost-containment initiatives.



**3:15 – 4:00 PM | Global Appropriateness Measures**

### Dr. Marty Makary

Dr. Makary is a best-selling author that is a leading expert on patient safety and quality of care. His work has been featured in The New York Times, The Wall Street Journal, and The Atlantic. Dr. Makary, Founder of GAM, will be speaking about the healthcare cost crisis and how to drive down low-value and unnecessary medical care. He will discuss how physicians are setting new standards for high-quality medical care.



### Will Bruhn, MD

Will is the Co-Founder and Chief Operating Officer at GAM. GAM was started by a small group of doctors in 2015 that set out to curb the healthcare cost crisis by driving down low-value and unnecessary medical care. GAM’s goal is to extract maximal clinical consensus around best practices leveraging sophisticated practice pattern standards which are derived from clinical wisdom and a judicious evaluation of the medical literature. Today, he will touch upon these topics and more.



**6:00 PM | Governor’s Reception & Cocktail Hour**

### Governor Tommy Thompson The Christina Room

Governor Tommy Thompson will be hosting a Governor’s Reception in the Christina Room. This is your chance to gather and socialize. We can’t wait to see you down there!



# 4C Forum Schedule

The Gold Ballroom

## Thursday

September 28, 2023

SCAN HERE



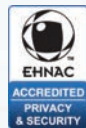
Sign up now to stay updated!

- 9:00 AM – 9:15 AM **Introducing Your MC: Lisa Buckingham**
- 9:15 AM – 9:45 AM **Seize the Moment w/ Ron Templeton**
- 9:45 AM – 10:30 AM **Grassroots Movement to Redesign Healthcare**
- 10:30 AM – 11:15 AM **Journey to Data Transparency w/ Diane Gherson**
- 11:15 AM – 12:15 PM **Private Equity Panel w/ Q & A**
- 12:15 PM – 1:00 PM **Lunch: Darryl Strawberry & Strawberry Ministries**
- 1:00 PM – 2:00 PM **Disrupting News w/ Tucker Carlson & Robert Hurt**
- 2:00 PM – 2:30 PM **Radical Visibility Delivers Value w/ David Fields**
- 2:30 PM – 3:30 PM **Public Sector Panel w/ Q & A**
- 3:30 PM – 3:45 PM **Closing Remarks**

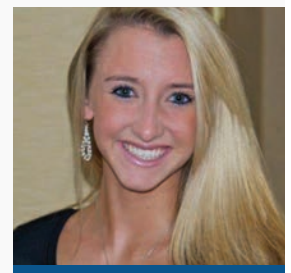


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During the conference, any questions or inquiries can be directed to Jacquelyn at (804) 601-2628.



**JACQUELYN HUPE**  
Event Director

# Introducing the Master of Ceremonies



**Lisa Buckingham**  
President of Ellig Group



Follow on LinkedIn:



**Email:**  
lisa@elligroup.com

Lisa Buckingham has always been ahead of the curve when it comes to digital transformations. Lisa was one of the first leaders who saw the need to use data as a tool in the human resources space. With healthcare costs rapidly rising, businesses are under increasing pressure to control their healthcare spend. Lisa believes data-driven decision-making can help businesses identify opportunities to improve efficiency and provide powerful insights into how healthcare spend is being used. 4C is excited to have Lisa serve as Master of Ceremonies for the conference.

Lisa is now getting the right people in the right role, advising boards, and developing senior-level executives and board leaders at Ellig Group. She is passionate about assessing and developing talent, organizational effectiveness, and total rewards.

Lisa brings over 25 years of experience helping leadership teams transform cultures, companies, and individuals' lives through innovative talent strategies, DEI initiatives, career development, and coaching.

Most recently, she served as Chief People, Place & Brand Officer for Lincoln Financial Group for over a decade. During her tenure, she was responsible for all human resources practices and policies, enterprise communications, consumer insights and corporate social responsibility activities, as well as foundation, facilities, aviation, and corporate strategic real estate areas.

Prior to joining Lincoln, she held several executive level positions in human resources and organizational development at Thomson Reuters, where her accomplishments were rooted in the company's technology transformation from print to digital and offshoring to further streamline organizations, improve experience, and drive global efficiencies.

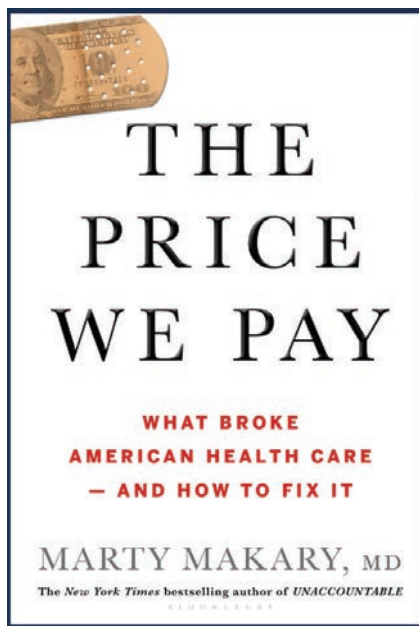
Her areas of deep professional interest include board engagement, human resources, organizational development, total rewards strategies, culture, diversity, inclusion and belonging, digital transformation, change management, talent management, branding, wellness, engagement, and strategic communications.



# The Grassroots Movement to Redesign Healthcare



**Dr. Marty Makary**  
Best-Selling Author



Follow on LinkedIn:



**Website:**  
marty.md.com

Dr. Marty Makary believes the US healthcare system is broken and is in need of major reform. He has identified a number of problems with the system, including high and rising costs, wasteful spending, and lack of transparency. He is a leading voice in the movement to fix the US healthcare system. His passion for advocacy has helped raise awareness and promote solutions that could improve care and lower costs. We hope that every self-funded employer can leave today more informed on these issues and better equipped to lower their healthcare spend.

Dr. Marty Makary is a professor at the Johns Hopkins University School of Medicine and a New York Times bestselling author. Dr. Makary served in leadership at the World Health Organization and is a member of the National Academy of Medicine.

A public health and public policy researcher, he leads a Johns Hopkins project on the “re-design of health care” to make health care more reliable, more democratic, and more affordable, especially for vulnerable populations. He is the recipient of the 2020 Business Book of the Year Award for his NYT best-selling book, *The Price We Pay*, about rising medical prices in America and the grassroots movement to increase health care transparency.

Clinically, Dr. Makary is the chief of Islet Transplant Surgery at Johns Hopkins and is the recipient of the Nobility in Science Award from the National

Pancreas Foundation.

He has been a visiting professor at over 25 medical schools and has published over 250 peer-reviewed scientific articles on the evaluation of new medical interventions, organizational culture, and health care costs. He was the first editor-in-chief of *Medpage Today* and is currently on the editorial board of *Sensible Medicine*. He has written for the *Wall Street Journal*, the *New York Times*, and the *Washington Post*.

Dr. Makary is a graduate of Bucknell University, Jefferson Medical College, and the Harvard School of Public Health. He completed a surgical residency at Georgetown University and his sub-specialty training at Johns Hopkins.



# The Journey to Data Transparency



**Diane Gherson**  
Former SVP & CHRO of IBM

## Fast Facts:

- Oversaw a 360,000-person workforce
- Pioneer in the digitalization of the HR function
- Received a US patent for her work
- HR Executive of the Year
- Profiled in major publications for her impact on HR and culture change

Follow on LinkedIn:



4C is pleased to have Diane Gherson as a keynote speaker to discuss the journey to data transparency. Diane is no stranger to redesigning HR and management systems. As a leader in cultural change, she has identified many reasons why companies would want to obtain and utilize their healthcare data. The top reasons being to improve patient care, increase efficiency while reducing costs, and ensure compliance with the latest legislation. As a keynote speaker, Diane will walk you through the journey it took companies to be able to own their data and provide you with real examples on how your organization can wield the same power. 4C is confident that you will walk away with a better understanding of how data is essential for making better business decisions.

Diane has been a Senior Lecturer at the Harvard Business School teaching Leadership to MBAs and cultural transformation and culture risk in executive education. She is currently a Board Director and a Senior Advisor at BCG.

Prior to joining HBS, Diane served as the CHRO at IBM. Diane redesigned all aspects of the 365,000-person company's people agenda and management systems to support a massive shift in the business portfolio, shaping a culture of continuous learning, innovation and agility. Under her leadership, IBM was the first company to embark on a skills-centered strategy at scale. Diane was a pioneer in the digitization of the HR function to deliver a better employee experience at lower cost and higher levels of manager support. Diane received a US patent for her work in this area.

As a CHRO, Diane was named HR Executive of the Year by HR Executive and elected Fellow of the National Academy of Human Resources, where she currently serves on the Board of Directors. Her impact on HR and culture change has been profiled in Harvard Business Review, MIT Sloan Management Review, Business Insider, Fortune, and the Economist. Her reflections on the need to reinvent the role of the manager, published in the Harvard Business Review has been reprinted in three Harvard Business Publishing books and was awarded the 2023 Warren Bennis Prize for best HBR article on leadership.

Diane is a Board Director of the KraftHeinz Company and Centivo. She is also an executive advisory board member at Semper Virens and is on the Executive Council of the Society of Human Resource Management.



# Private Equity Panel

## A New Paradigm and Focus

Private equity firms are increasingly interested in controlling self-funded healthcare costs for the firms they invest in, and this should resonate with benefit managers. One key reason is cost-savings potential. Managing and reducing healthcare expenses can significantly enhance a company's financial performance, aligning with Human Resource's goal of resource optimization and cost-efficiency. Moreover, controlling self-funded healthcare costs is crucial for talent attraction and retention, a top concern for benefit

managers. Competitive healthcare benefits play a vital role in attracting and retaining top talent. When private equity firms come alongside benefit managers to offer competitive and sustainable benefits packages, it strengthens the workforce and aligns with their strategic talent management goals. In essence, private equity's focus on healthcare cost control directly supports Human Resources in achieving long-term organizational success. Our panel will speak about these issues and more.



**AARON WURST**

Vice President of Global  
Portfolio Solutions at  
Carlyle Group



**STEVE IDOUX**

President of Lockton  
Dunning



**ROGER BEGGS**

Private Equity Operations  
Executive at TPG Capital



The advertisement features a dark background with a blurred image of a hand pointing at a screen displaying data. On the left, three vertical bars of increasing height are labeled 'Objective', 'Transparent', and 'Data'. The Lockton logo, a globe with a grid, is positioned above the text 'LOCKTON®'. To the right of the logo, the words 'PEOPLE SOLUTIONS' are written in a bold, white, sans-serif font. Below this, a white text block reads: 'Unlock transparency and independence through objectively reviewing your data. We provide clarity and trust where it matters most: **your company and people.**' At the bottom, the tagline '*Independence changes everything*' is written in a white, italicized serif font.

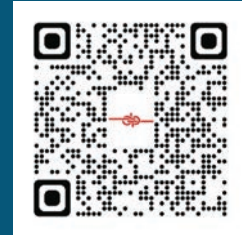
# Darryl Strawberry & Strawberry Ministries

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**Website:**  
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“ My pain led me to my greatness. But my greatness would eventually lead me to my destructive behavior. ”

### Darryl Strawberry

Founder of Strawberry Ministries & Former MLB Player

Darryl was appointed as Advisory Board Member of SAMSHA (Substance Abuse Mental Health Services Administration). His nonprofit organization, Strawberry Ministries, is a valuable resource for people who are struggling with addiction, emotional pain, or marital problems. The ministry's programs and services offer hope and support to those in need.

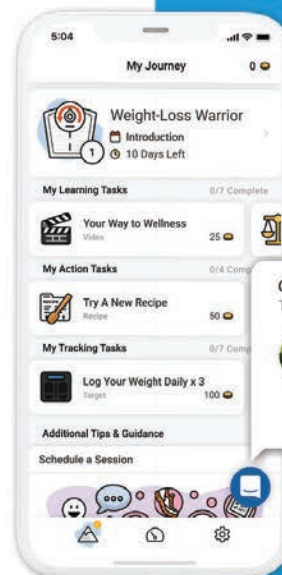
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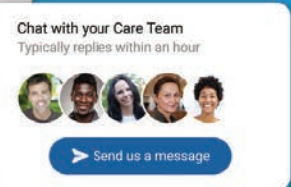
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# Disrupting News Tucker Carlson

## Commentator

4C Digital Health is pleased to welcome Tucker Carlson, one of the most well-known figures in media today. Known for his independent-minded nature, Tucker has written for newspapers and news magazines, launched the Daily Caller news website, and has hosted television news shows on CNN, PBS, and MSNBC.

Most recently he hosted Tucker Carlson Tonight on the Fox News Channel from 2016 to 2023. A proven disruptor, Tucker has had a front row seat to the seismic changes in the way news has been gathered, delivered, and consumed in America over the last 30 years. We look forward to a discussion with him on the importance of disruptive ideas and technologies in a healthcare marketplace dominated by greed and groupthink.



## Moderated by Robert Hurt

Since stepping down from the U.S. House of Representatives in 2017, Hurt served as Dean of the Helms School of Government at Liberty University where he developed numerous programs that provided students with exceptional opportunities to engage with influential leaders from Washington and across the country.

He most recently joined the 4C Digital Health team as General Counsel, where he is excited to help deliver technology that self-insured organizations such as for-profit and not-for-profit corporations, states, and local governments can use to reduce their out-of-control healthcare costs.



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# Radical Visibility Delivers Value



## David Fields

President & CEO of Navitus

Pharmacy Benefit Managers claim to be in the business of helping their clients but often deploy opaque models more closely aligned to goals and incentives of shareholders. For 20 years, Navitus has championed radical visibility in their client-first approach, challenging the status quo to deliver greater value for plan sponsors and health plans. In this presentation, David will discuss Navitus' approach as a mature disrupter and its impact toward driving down the cost of healthcare. You will understand what is meant by transparency and how it provides better visibility into your pharmacy benefit spend, recognize how removing costs from the system benefits you as an employer and learn how to advocate for change in how your benefit team chooses and evaluates a PBM.

“ Navitus is one of those rare companies that's truly disrupting the industry and actively helping ensure that people across the nation have access to affordable prescription drug coverage. ”

## Your trusted partner in pharmacy benefits

A member's medication matters.  
That's why we manage pharmacy benefits differently.

Ask us how.  
[navitus.com](http://navitus.com)



# Public Sector Panel

## New Levels of Accountability for Healthcare Spend



**ADRIAN PERKINS**

Former Mayor of Shreveport, Louisiana



**GARY JOHNSTON**

Director for the Office of Health Benefits at Commonwealth of Virginia



**LESLEY FRENCH**

Chief of Staff for the Office of the Texas Attorney General



**TOMMY THOMPSON**

Former Health & Human Services Secretary and four-term Governor of Wisconsin

At a time when rising healthcare costs are dragging down American families and driving up government debt and deficits, former Mayor Adrian Perkins, Director of Benefits Gary Johnston, Chief of Staff for the Office of the Texas Attorney General Lesley French, and moderator Governor Tommy Thompson will discuss the healthcare crisis today and how it is affecting federal, state, and local governments and their employees.

It is crucial for governments to find out exactly how much they are spending on their self-funded health plans. The use of data analytics is paramount in determining if there has been overspending or misallocation of funds. In this discussion, our panelists will touch on topics related to data transparency and accountability.

There is no better time than now to be looking at ways to reduce healthcare costs and improve the healthcare system for American families. 4C hopes that this informative conversation will provide a how-to for governments looking to reduce the cost of healthcare for their organizations, employees, and taxpayers.

Government entities can immediately utilize the services of **4C Digital Health** with a nationally awarded RFP contract already in place with **PCA**.

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