

# Managing Healthcare Costs in the Digital Age

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October 20, 2022  
DuPont Country Club

Hosted by:



# Welcome!

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## Let's get started!

This conference will connect and inspire individuals across a variety of industries. Meet leaders and cutting-edge innovators involved in digital solutions, benefits, value-based care, and cost management. Attendees will have the opportunity to interact with thought-provoking speakers, connect with one-of-a-kind educators, and get a sneak peek of the latest healthcare innovations.

Feel free to ask any questions! If you require assistance of any kind, please find a 4C Digital Health employee with a blue badge and they will assist you to the best of their abilities. You can learn more about 4C's leadership team by scanning the code below with your smartphone camera.



## Let's stay connected!

Follow us on all major social media platforms for the latest updates on data transparency, healthcare happenings, and legislation. Stay tuned for original content, such as podcasts, informative videos, and articles.

If you would like to post during this event, please use #4Cevent22.

Sign up for our newsletter at [4cdigitalhealth.com/contact-us](http://4cdigitalhealth.com/contact-us).



# Table of Contents

- Agenda ..... 4
- Independence/Data Transparency .... 6
- CEO Statement ..... 7
- Lisa Buckingham..... 8
- Marshall Allen..... 10
- Tommy Thompson ..... 12
- 4C Symphony ..... 14
- Politics & Healthcare ..... 16
- Legal Panel Discussion..... 18
- Clinical Panel Discussion..... 19



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

# Agenda

- 9:30 AM - Welcome  
w/ Robert Hurt

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- 9:40 AM - Crossing the Digital Divide  
w/ Ron Templeton, CEO of 4C Digital Health

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- 10:00 AM - Why HR Has to be Data Driven  
w/ Lisa Buckingham  
Moderated by George Murphy

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- 10:45 AM - The Healthcare System Isn't Broken, It Was Built That Way  
A conversation w/ Marshall Allen  
Moderated by Robert Hurt

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- 12:00 PM - Lunch

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- 1:00 PM - Politics & Healthcare (Bring on the Hurt!)  
w/ Charles Hurt  
Moderated by Robert Hurt

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- 1:40 PM - You Can't Handle the Truth!  
Mona Lisa Wallace, ESQ  
Jon Corey, ESQ  
Steve Buffone, ESQ  
Moderated by Jeff Kays

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- 2:20 PM - Leveraging Data for Improved Health Outcomes & Cost Savings  
Setu Vora, MD  
Ron Loeppke, MD, MPH, FACOEM, FACPM  
Jason Chirichigno, MD, MA  
Moderated by Meredith Karney, MHA, MS, RD

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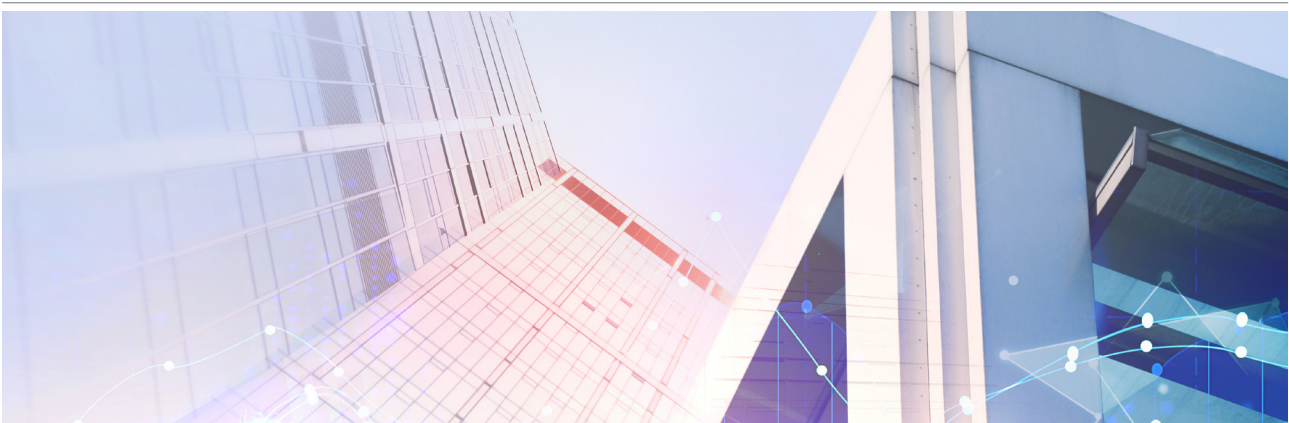
- 3:10 PM - The Future of Healthcare Depends on You  
w/ Governor Tommy Thompson

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- 3:45 PM - Final Comments  
w/ Ron Templeton

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- 4:00 PM - Reception w/ Cocktails & Appetizers  
Located on the Veranda  
Visit our participating partner tables





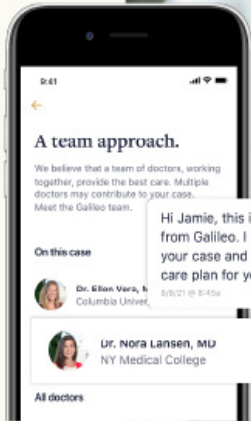
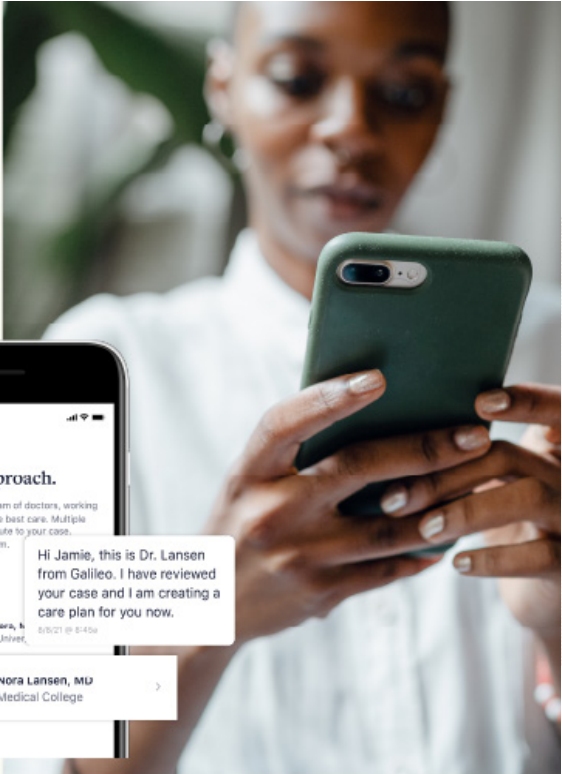
# Your blueprint for building a better Rx plan

We make prescription drugs more affordable and accessible for payors and patients to achieve optimum health



# The New Standard in Virtual Care

A digital medical practice that makes expert primary and specialty care affordable and accessible to all



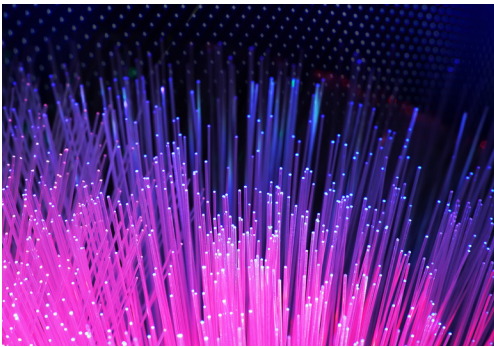
Email [partnerships@galileo.io](mailto:partnerships@galileo.io) to learn what's possible with Galileo.

# Independence & Data Transparency

4C Digital Health is committed to remaining independent from any real or perceived conflict of interest when serving our clients. Self-funded fiduciaries deserve unconflicted oversight of their data. Our Declaration of Independence is unique in the industry and has made us a trustworthy partner when delivering our suite of solutions.

4C's independence puts us in a prime position to provide true transparency to our clients. Transparency in healthcare promotes better quality of care and value to self-funded employers.

A plan must know what data is available, absent, or obscured as the first step to understanding how it is performing, as well as what opportunities may lay hidden. Is your organization missing out on properly managing plan investments? What high value interventions are possible with unprecedented insight into your data? Our proprietary services bring clarity to the three major questions self-funded employers have been asking themselves:



**“What data do I have a right to see and how can I access it?”**

#### Data Supervision

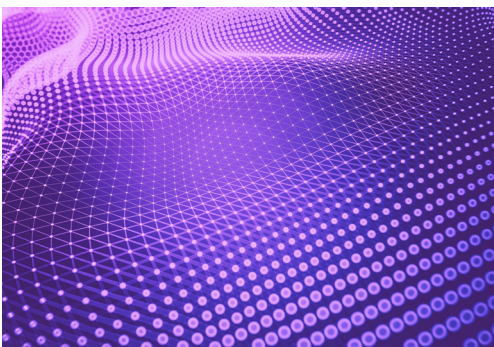
4C provides oversight of your data by facilitating the Acquisition, Assessment, and Augmentation as the foundation of our Symphony portfolio of solutions.



**“How do I know my claims are being billed and processed appropriately?”**

#### Financial & Operational Controls

4C Financial & Operational Controls include Provider Payment Accuracy, Other Payer Liability, Carrier Invoice Reconciliation, and Strategic Partner Oversight.



**“Where is my spend going and what are the outcomes?”**

#### Utilization & Spend Analysis

4C Utilization & Spend Analysis affords self-funded plans the confidence to make informed decisions. 4C Symphony's comprehensive portfolio of standard reporting is complimented by the team's ability to customize analyses to your unique needs. Without a doubt, with 4C Symphony reporting, you will be in the driver's seat.



“We want to thank all that have made this conference a priority and joined us today. Assembled in this room is a blue-ribbon group of speakers and attendees. We have an informative and action-packed collaborative program: “Managing Healthcare Costs in the Digital Age.”

# CEO Letter

## Ron Templeton

Chief Executive Officer, 4C Digital Health

Managing healthcare costs is on the front burner for all self-funded employers as many plans are struggling with double-digit cost increases for 2023. Our hope is you come away with practical ways to leverage data for both cost and quality improvement.

For the most part, leveraging data has been systematically blocked from self-funded plan administrators. TPAs & carriers have done a tremendous job in keeping their clients in what some would call a data desert. The old adage, “those that have the data make the rules & make the gold,” applies. Self-serving data hoarders have been able to create and maintain a business environment that allows virtually no oversight or accountability to their customers. To this end, they have monopolized your data to maximize profits and maintain control at your expense.

Fortunately, the Consolidated Appropriations Act of 2021 and recent rulings on ERISA change that dynamic. There is newfound freedom in access to all the data including provider & carrier pricing configurations. With this unprecedented access, plan administrators find themselves in a plight like those in Plato’s Allegory of the Cave staring at the shadows of the real world just behind them. It takes courage to turn around and embrace the truth because most are afraid of what it might hold. Not everyone will turn around, but the fact you are here today suggests you will.

TPAs and carriers are resistant to the change because it opens them up to transparency and accountability, which puts their operating and financial models at risk. The trains have left the station and the data is there for the taking.

Major gains in cost savings and quality are now in your grasp. Today we will be hearing from administrative, legal, political, clinical, and media industry experts who have been on the front lines of this battle. We also have with us like-minded digital vendors of USPM, Remedy, and Galileo that have come together to make this conference possible. Let’s explore the many opportunities that are now available and together let’s embrace this digital greenfield to change healthcare for the good.

The time has come to claim our data and unleash its value!

*Ron Templeton*

# Keynote Speaker

## Why HR Has to be Data-Driven

Lisa Buckingham has been at the apex of the digital transformation of many companies. With this experience, she has seen firsthand how data has emerged as a key component for any HR leader. While the rest of the business world moved to using “big data” in decision-making, HR was slow to adapt. Lisa was not! Lisa realized how much more powerful a

recommendation was when backed by data, not just feelings. Lisa was always making sure that the data was linked to the overall business strategy as well. This meant she was more involved in running the business than most CHROs. Today, she will discuss what using data means to HR while keeping the “human” component intact.



With Fintech, CHROs and their benefit teams can now control, analyze, and manage their healthcare data! With a data-driven approach, they can improve health outcomes for employees, reduce cost, and simplify benefits administration.



## Lisa Buckingham

Lisa served as Chief People, Place & Brand Officer for Lincoln Financial Group from December 2008 until her retirement in March 2021. During her tenure, she was responsible for all human resources practices and policies and for overseeing the corporation’s brand and advertising, enterprise communications, consumer insights and corporate social responsibility activities, as well as foundation, facilities, aviation, and corporate strategic real estate areas. Lisa also led Lincoln’s business continuity and enterprise crisis management initiatives. A member of the Senior Management Committee, she reported directly to President and Chief Executive Officer Dennis R. Glass.

She began her career in retail, where she forged a foundation in human resources and labor relations. 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 the organization, improve experience, and drive global efficiencies. Lisa earned her Bachelor’s degree from Georgetown University. Her areas of deep professional interest include board engagement, organizational development, total rewards strategies, culture, diversity, inclusion and belonging, digital transformation, change management, talent management, branding, wellness, engagement, and strategic communications.



# Facilitator

## George Murphy

George has 40 years of experience in a multitude of industries. He has held HR roles with oversight over all facets of the Human Resources business with a specialization in the Compensation and Benefits area. He has a successful track record of designing and leading benefit and compensation systems in large complex organizations with business results. He recently retired from Lincoln Financial Group, where he served as Senior Vice President Total Rewards, HR Technology and Operations. In that role, he implemented programs that saved the company over \$150 million.

He holds BS and MBA degrees from Thomas Jefferson University, a Harvard University certificate in Strategic Human Resources Studies and a Master of Science degree in Human Resources Management from Rutgers University.



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**USPM**

# Keynote Speaker

Marshall Allen is a patient advocate championing healthcare reform, oversight, and transparency. He is a journalist who investigates why we pay so much for healthcare in the United States and get so little in return. He offers real-world examples on how reform can happen, even as a patient. His research has made waves in the healthcare industry and benefited patients

tremendously. By understanding the importance of healthcare data transparency, Marshall is able to teach individuals how oversight can be used as a tool to ensure they are healthcare consumers and not healthcare victims. His endless quest for justice makes him a one-of-a-kind educator and speaker. We are excited to have him share his experience with us today.

“Our health care system is not broken. It was made this way.”



## Marshall Allen

Marshall is the founder of Allen Health Academy and the author of “Never Pay the First Bill: And Other Ways to Fight the Health Care System and Win.” His book and his health literacy videos, “The Never Pay Pathway,” are helping working Americans save hundreds and thousands of dollars – per health care encounter.

Marshall is a two-time finalist for the Pulitzer prize, winner of the Harvard Kennedy School's Goldsmith Prize for Investigative Reporting, and winner of dozens of other journalism awards. He has written for ProPublica, The New York Times, The Atlantic, NPR, and many other media outlets. His media appearances include The Today Show, Good Morning America, NPR, and he is a regular on health care and consumer finance podcasts, along with conferences across the country.

Before journalism, he spent five years in full-time ministry, including three years in Nairobi, Kenya. His Master's degree is in Theology. He is currently working as an Assistant Regional Inspector General with the Office of the Inspector General.

### Robert Hurt

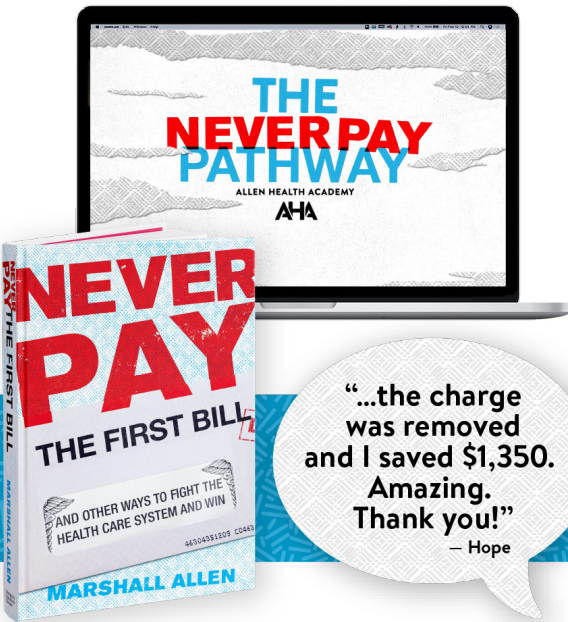
Robert Hurt served in the U.S. House of Representatives, representing Virginia's Fifth District in Washington for three terms from 2011–2017. After stepping down from Congress in January 2017, Hurt came to Liberty University as Vice-President and founding Director of Liberty's Center for Law & Government, where he has developed numerous programs that have provided students with exceptional opportunities to engage with influential leaders from the nation's capital and across the country.

While in Congress, Hurt was appointed to the Financial Services Committee where he served as the Vice-Chair of the Capital Markets Subcommittee and the Vice-Chair of the Housing and Insurance Subcommittee.

Prior to representing Virginia's Fifth District, Hurt worked as a lawyer and served as a citizen-legislator from Southside Virginia. Hurt brings a wealth of practical legal, governing, and leadership experience, including three years in the Virginia Senate, six years in the Virginia House of Delegates, and a term in local government. During his 16 years in public office, Hurt demonstrated an abiding commitment to the Constitution and was always a strong voice for a common-sense policy designed to make it easier for Virginia families, farmers, and small businesses to be free and successful.

Prior to his election to Congress, Hurt served as Chief Assistant Commonwealth's Attorney for Pittsylvania County and then went on to build a successful private law practice in Southside Virginia.

## Moderator



“...the charge was removed and I saved \$1,350. Amazing. Thank you!”  
— Hope

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# Keynote Speaker

As both a Governor and Secretary of the United States Department of Health and Human Services (HHS), Tommy understands the nuance and political realities underpinning the healthcare crisis in America today. He knows how important it is for organizations to find out exactly how much they are spending on health insurance. Tommy has long been an advocate for utilizing data analytics to find out if organizations have been overspending on their members' healthcare. In this talk, he will discuss data transparency and accountability as

well as how it is a cornerstone for reducing healthcare costs and saving the healthcare system. You will see why anyone that has a chance to listen to him appreciates his ongoing passion to improve the healthcare system. We are excited to have Tommy speak on topics that impact each and every one of us.



The future of healthcare depends on you! Financial accountability through data transparency is the cornerstone in improving healthcare cost and quality.



## Tommy G. Thompson

Tommy G. Thompson is a former United States Health and Human Services (HHS) Secretary and four-term Governor of Wisconsin. He also served as President of the University of Wisconsin System from July 2020 – March 2022. Following his term in public office, he built, and continues to build on his work at Thompson Holdings, on his efforts as HHS Secretary and Governor to develop innovative solutions to the healthcare challenges facing American families, businesses, communities, states and the nation as a whole. These efforts focus on improving the use of information technology in hospitals, clinics and doctor offices; promoting healthier lifestyles; strengthening and modernizing Medicare and Medicaid; and expanding the use of medical diplomacy around the world.

From 2005 until 2009, Governor Thompson served as a senior advisor at the consulting firm Deloitte LLP and was the founding independent chairman of the Deloitte Center for Health Solutions, which researches and develops solutions to some of our nation's most pressing health care and public health related challenges. From 2005 to early 2012, Governor Thompson served as a senior partner at the law firm of Akin, Gump, Strauss, Hauer, & Feld LLP. Governor Thompson served as Chairman of the Board of Directors of Logistics Health, Inc. from January 2011 to May 2011, and served as President from February 2005 to January 2011. He currently serves on the Board of Directors of the following public companies: Physicians Realty Trust and TherapeuticsMD, Inc., each as Chairman of the Board of Directors, and United Therapeutics.

# BEDS4VETS

**A Common Sense Solution to Permanently  
End the Cycle of Veteran Homelessness**

Beds4Vets helps veterans and their families permanently transition from homelessness by providing them with the basic furnishings necessary to transform an empty apartment into a home. To learn how a 100% volunteer organization with no government funding is ending the cycle of veteran homelessness in communities across the United States or to make a tax deductible donation, please visit [www.beds4vets.org](http://www.beds4vets.org).



[www.beds4vets.org](http://www.beds4vets.org)



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**4C Digital Health**

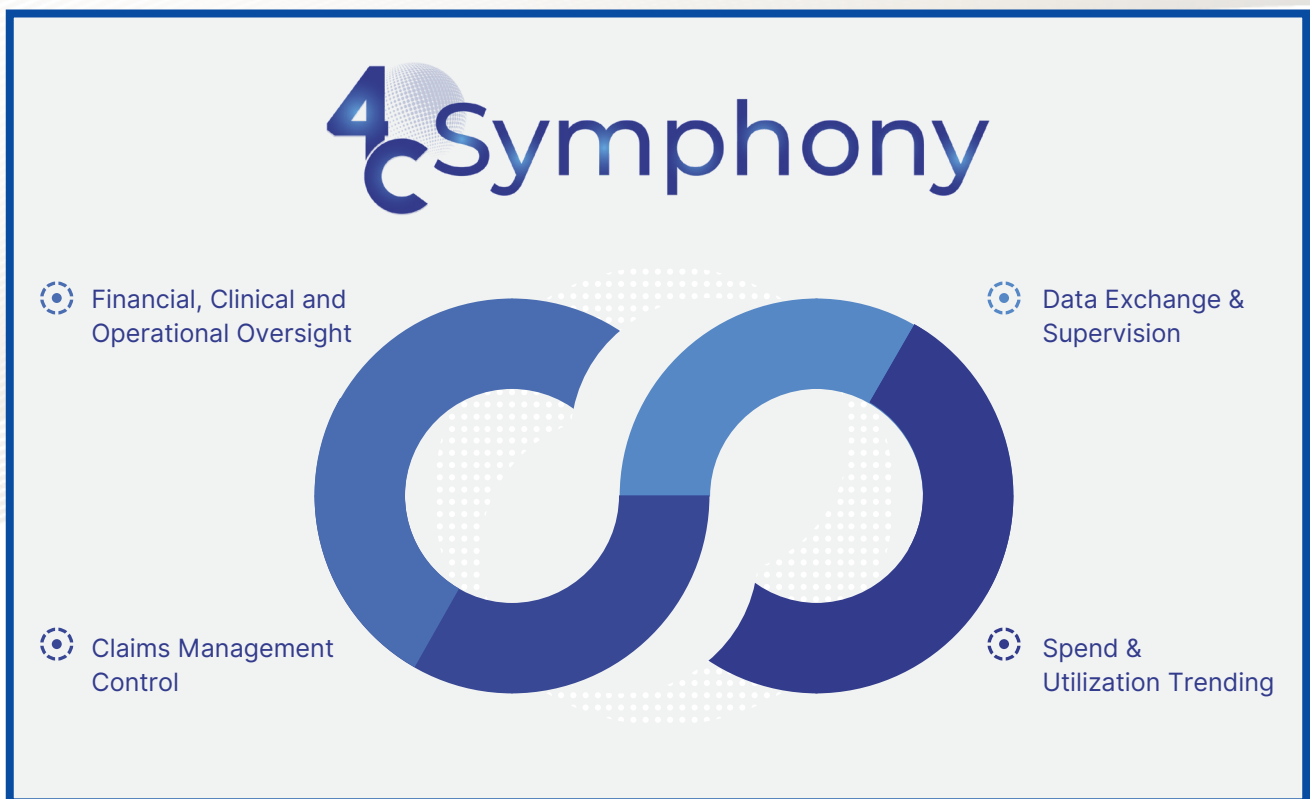
**Claim your data.  
Unleash value.**

Contact us at  
[info@4cdigitalhealth.com](mailto:info@4cdigitalhealth.com)



# A Comprehensive Digital Platform for Cost & Quality Improvements

4C Symphony is the ultimate data platform for health plan benefit administrators to implement and manage a digital strategy. The platform includes a comprehensive and fully integrated array of analytics, data management, and collaboration tools that empower you to reduce costs and improve outcomes. Contact us today for more information on how to utilize 4C Symphony and execute your digital health benefits strategy.



**Claim your data. Unleash value.**

## The 4C Symphony platform delivers:

### Data Exchange & Supervision

#### Data Acquisition & Exchange

- o Access to the Full Spectrum of Data (not just the fields the TPA wants you to see)
- o Receive PHI Securely Through a Compliant Data Exchange
- o Ensure Adequacy of Data Through Rigid Quality Controls
- o Consolidate & Augment Data with Supplemental Information
  - » Layer in Social Determinants of Health (SDOH)
  - » Aggregate Invoices & Other Financial Files
  - » Integrate Provider & Carrier Pricing Information

#### Data Warehouse

- o Store up to 10 Years of Data
- o Access Advanced Insight Reporting
- o Leverage Tailored Storyboards in Real Time
- o Frictionlessly Extract Necessary Data for Point Solutions
- o Offer Single Source Service of High-Quality Data to Third Party Vendors

### Spend & Utilization Trending

- o Visualize How Your Members Are Accessing Care
- o Monitor Behavioral Patterns of Providers
- o Leverage Reporting for Plan Design and Vendor Accountability

### Financial, Clinical, and Operational Oversight

- o Benefit from 4C's Advanced Transactional Scoring Engine
- o Oversee and Manage
  - » Carrier Adjudication Errors
  - » Provider Submission Errors
  - » Responsible Party & Enrollment Issues
  - » Stop-Loss Oversight
  - » Sophisticated Outlier Analysis Leveraging Machine Learning
  - » Invoice Reconciliation

### Claims Management Controls

- o Own Claims Recovery with Comprehensive Tools:
  - » Providing a Collaboration Gateway for Clients & Vendors
  - » Scoring Outstanding Recoveries Practices and Other Remediation Efforts
  - » Drill Down Capabilities to Understand Opportunities at the Line Level of All Findings

# Politics & Healthcare

Government is a large player in the healthcare arena. Our speakers will discuss how politics play into healthcare costs spiraling out of control. They will also discuss the current political environment, the impact midterms will have on healthcare costs, and how this inflationary period will affect healthcare costs in the coming years. Charlie and Robert will examine how these increases will be passed on to taxpayers, shareholders, and members.



**Robert Hurt**  
**Moderator**



## Charlie Hurt

Charlie Hurt is opinion editor for The Washington Times and a Fox News contributor. For two decades, Hurt has covered politics in Washington, first as a beat reporter and later as a columnist and opinion writer. He is a frequent guest across all of Fox News and Fox Business, including Tucker Carlson Tonight, Special Report and Gutfeld!

Today, Hurt edits the Commentary Section of The Washington Times. Even in today's crowded media environment, The Washington Times remains the only full-service, daily printed newspaper committed to hard, balanced news in its news section and a conservative voice on its opinion pages. He also writes the Nuclear Option column for The Times, focusing on the current state of national politics.

Hurt lives in Chatham, Virginia, the small tobacco town where he grew up and his entire family still resides. He and his wife and three children live on a small farm with dogs, horses, pigs, chickens and a various assortment of yard fowl.





As seen on:

**FOX**  
**BUSINESS**

**FOX**  
**NEWS**  
Channel

**The Washington Times**

**TUCKER CARLSON**  
—tonight—

**GUTFELD!**

# Legal Panel Discussion

## You Can't Handle the Truth!

This elite legal panel will explore the rights and obligations self-funded plans have serving their membership. Topics such as rights to data, fiduciary duties as well as common misconceptions will be discussed. We are excited to bring a legal perspective to these topics.



**Jeff Kays**  
Moderator

Principal in Buck's Commercial Group serving as leader of the Global Client Management and Channel Partners group.



**Steve Buffone, ESQ**

Steve Buffone is the Founder of Kenilworth Advisors, LLC, a legal and business consulting firm. From 1984 through 2017, Mr. Buffone was a partner at the Gibson Dunn law firm.

He is a corporate transactional lawyer who has led and closed 200+ transactions in 50+ counties and in 80+ industries with aggregate deal value in excess of \$50 billion. His expertise includes mergers and acquisitions, bank financings, public and private issuances of debt and equity securities, venture capital financings, corporate restructurings and bankruptcies, corporate governance matters and general corporate counseling.

He earned his B.S.F.S. in international economics, cum laude, from the Georgetown University School of Foreign Service and his J.D., cum laude, from the Cornell and Stanford Law Schools.



**Mona Lisa Wallace, ESQ**

Mona Lisa is the founding partner of the law firm of Wallace & Graham, P.A. There she was able to recover millions of dollars for workers and retirees in class actions addressing their pension and medical benefits with one settlement alone in excess of \$178 million.

In the North Carolina State Bar, Mona has served as an advisory member of the Rules of Professional Conduct Review Committee and as a member of other committees. She has served with the Wake Forest School of Law Board of Visitors, the Catawba College Board of Trustees, the Hood Theological Seminary Board of Trustees, and the New York Board of Directors of the Raoul Wallenberg Committee. Mona Lisa is a member of the North Carolina Advocates for Justice and the previous co-chair of its Products Liability Section. She has taken on some of the largest corporations in the world in her relentless quest for justice.



**Jon Corey, ESQ**

Jon Corey is a principal in McKool Smith's Los Angeles office. He focuses on representing plaintiffs in the healthcare industry including self-funded benefit plans, plan sponsors, and health care providers.

In addition to his health care focus, he also represents plaintiffs in other commercial cases alleging violations of antitrust, unfair competition, intellectual property, ERISA, RICO, environmental, securities, False Claims Act, trade secret theft, and business torts laws.

Jon has a particular expertise in identifying potential claims and possible recoveries, developing recovery theories, and offering these claims to a plaintiff or to a plaintiff group.

# Clinical Panel Discussion

## Leveraging Data for Improved Health Outcomes & Cost Savings

Ultimately, the purpose of any self-funded health benefit is the wellness of a plan's employees and dependents. Plan leaders regularly engage with various point solutions and carriers that claim to deliver greater value. In order to separate signal from the noise when evaluating these programs and claims, data is the key. This panel will offer you a clinical lens through which to understand your data, and be well positioned to make informed decisions.



**Meredith Karney, MHA, MS, RD**  
Moderator

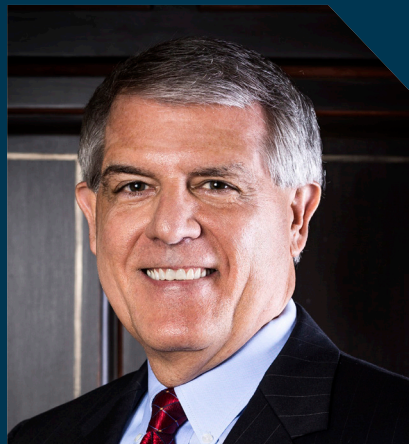
Strategic advisor to large employer clients at Premise Health and advocate for the healthcare industry shift from volume to value.



**Setu Vora, MD**

Dr. Vora serves as the Chief Medical Officer of the Mashantucket Pequot Tribal Nation in Connecticut. He leads the health system and oversees population health, self funded health plans, employee health, independent third-party administrator (TPA), Tribal Pharmacy, pharmacy benefit management (PBM), and healthcare services such as Slingshot Rx that helps self-insured employers get better value health by bringing down the giant costs.

He is a practicing physician, board certified in Internal Medicine, Pulmonary Disease, Critical Care Medicine, and Sleep Medicine.



**Ron Loeppke, MD, MPH, FACOEM, FACPM**

Dr. Loeppke is Chief Medical Officer of 4C Digital Health providing strategic guidance related to product development, population health, disease/care management and data analytics. He is also Vice-Chairman of U.S. Preventive Medicine (USPM) where he leads a Validation Institute accredited population health organization.

Dr. Loeppke has over 30 years of executive experience in the Occupational Health, Preventive Medicine and Medical Management arenas. He has delivered over 300 presentations nationally and internationally as well as authored numerous articles and book chapters on topics ranging from evidence-based disease management through innovative models of healthcare delivery.



**Jason Chirichigno, MD, MA**

Dr. Chirichigno is a practicing board certified 50-state licensed, bi-lingual Internal Medicine physician who serves as the Clinical Systems Leader at Galileo.

Prior to joining Galileo Dr. Chirichigno led the Los Angeles district at One Medical as its Medical Director. Over the course of his 7 year career as physician leader at One Medical he oversaw 7 regional offices while keeping one of the largest patient panels.

He received his BS from Cornell University, MA from Boston University School of Medicine and his MD from St. George's University School of Medicine.



Participating Partners:



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