



***Taking
Advantage
of a New Era
in Healthcare***

**Annual
Benefits Seminar**

**June 20, 2013
Ritz Charles Meeting Facility
Overland Park, Kansas**

PROGRAM AGENDA

7:30 AM Registration, Continental Breakfast

8:00 AM ***Big Data and Big Dilemmas***
Darren Taylor, President and Chief Operating Officer, Cobalt Talon

A discussion of “Big Data” in the healthcare industry and the ethical dilemmas created as companies attempt to innovate and transform by leveraging data and analytics for deeper insights and competitive advantage.

8:50 AM Break

9:00 AM ***Healthcare Reform Update***
Tim Van Zandt, Senior Director, Public Affairs, Saint Luke’s Health System

Our speaker will discuss the major components contained in the Affordable Care Act (ACA), the impact of the Act (ACA) on hospitals, and provide a legislative update on healthcare in Missouri and Kansas.

9:50 AM Break

10:00 AM ***The Affordable Care Act: Prevention Provisions and Behavioral Health***
Captain Jose Belardo, JD, MSW, Regional Health Administrator, Health and Human Services/
OASH/Region VII

This presentation will provide a general overview of the Health Insurance Market Place and what it will look like: the types of preventive services that are now covered without a co-payment, deductible or other cost sharing under Medicare and most commercial health insurance policies; specific preventive services covered by insurance to improve women’s health and encourage better outcomes for maternal and child health, and requirements that, beginning next year, health insurance must cover mental health, substance abuse and behavioral health conditions on par with medical and surgical care.

10:50 AM Break

11:00 ***Integrated Employee Benefits***
Mary Flynn, Vice-President, Market Solutions, United Healthcare

A discussion of the value of integrated ancillary products with medical. Learn how early intervention can reduce overall costs and benefit integration can heighten employee engagement, promote healthy lifestyle choices, catch early warning signs and increase collaboration across disciplines while increasing productivity.

12:00 PM Luncheon
Understanding Behavioral Change
Bill Tidd, Director, Saint Luke’s Employee Assistance Program, Saint Luke’s Health System

This speaker will discuss key findings from the American Psychological Association’s 2012 Stress in America report. He will address the importance of understanding the brain and behavioral change and address the importance of building awareness, making choices and coaching to reach the “tipping point” of change.

1:30 PM Conclusion of seminar

PRESENTERS

Captain (CAPT) Jose Belardo is a Commissioned Officer in the U.S. Public Health Service (USPHS). Currently, CAPT Belardo is the Regional Health Administrator, in the U.S. Department of Health and Human Services's (DHHS), Office of the Secretary (OS), Office of Assistant Secretary for Health (OASH), Region VII, and Kansas City, Missouri. As the RHA, CAPT Belardo is the principal federal public health leader for Region VII. He has the overall responsibility for managing five programs: Office of Minority Health, Office on Women's Health, Office of Population Affairs, Regional Resource Network for HIV/AIDS Capacity Building, and the Medical Reserve Corps. Before joining OASH, he worked in the U.S. Department of Health and Human Services Health Resources and Services Administration's Maternal and Child Health Bureau as a Project Director for the Healthy Start Initiative and the Healthy Tomorrows Partnership for Children Program. Prior to his career in the USPHS, he served as a Medical Service Corp Officer in the U.S. Army. CAPT Belardo has a Bachelor's and Master's Degree in Social Work from Virginia Commonwealth University, Master's of Science Degree in Administration (Specialization: Health Care Administration) from the University of Maryland, and a Juris Doctorate (JD) (Specialization: Health Care Law) from the University of Baltimore School of Law.

Mary Flynn has more than 20 years of experience in the health care industry specializing in dental benefits and more specifically the connection between oral health and systemic health. In addition to her current role as Vice President, Market Solutions, for UnitedHealthcare, she has held similar positions with several health insurance and health care delivery organizations. She brings a broad background of product development, strategic planning for employee benefits as well as clinical experience creating a well-rounded perspective and understanding across all key health care stakeholder groups. Ms. Flynn is responsible for aspects of UnitedHealthcare's national product portfolio inclusive of our integrated dental programs with medical represented in the market under our Bridge2Health banner. Ms. Flynn completed her studies at Pace University in New York as well as the Dental Studies Institute in New Jersey.



Darren Taylor currently serves as the President and Chief Operating Officer of Cobalt Talon, a Kansas City-based firm which enables healthcare companies to transform data into a strategic asset by providing high-performance analytic products and consulting services. Before joining Cobalt Talon, Darren spent 20 years with Blue Cross Blue Shield Kansas City (Blue KC). During his tenure with Blue KC, he served as director of a medical economics unit; oversaw a large portion of the company's Y2K systems consolidation project; overhauled the corporate data warehouse; and ran the company's analytics program. Darren holds a Bachelor's Degree from Truman State University and a Master of Business Administration degree from Baker University. He has been featured in two recently published books — *Secrets of Analytical Leaders*, by Wayne Eckerson and *Healthcare Business Intelligence*, by Laura B. Madsen.

Bill Tidd is a licensed psychologist, Certified Advanced Alcohol and Drug Counselor, Certified Employee Assistance Professional, and an executive coach and trainer. Mr. Tidd received his Bachelor and Master's degrees in Psychology from the University of Missouri at Kansas City. He has more than 30 years of clinical experience in behavioral health and has worked in the Employee Assistance field since 1979. He implemented the EAP at Saint Luke's Hospital of Kansas City in 1986 and has served as the program's director since the inception of the program. The program currently has more than 74,000 employees enrolled and offers five locations in the Greater Kansas City area and 40,000 globally. Annually, the EAP provides counseling, consultation, training and coaching to more than 10,000 employees and their families.



Tim Van Zandt is the Senior Director, Public Affairs, for the Saint Luke's Health System.

In his present position, he is responsible for management of federal, state and local governmental relations for the health system and its affiliates in Missouri and Kansas. Mr. Van Zandt served in the Missouri House of Representatives from 1995 – 2002. While in the House, he served on the Appropriations Committee with oversight over the budgets of the Departments of Health and Mental Health. Additionally, he served on the Budget Committee and chaired the Missouri Tobacco Settlement Committee and the Interim Joint Committee on Tobacco. Mr. Van Zandt has served on several public and private boards, including service as a Trustee of the Missouri Consolidated Health Care Plan and was appointed by Gov. Jay Nixon to the Health Sciences and Services Sector Council. Mr. Van Zandt is a Registered Nurse and received his nursing degree from Montgomery College (Takoma Park, MD), a Bachelor's degree in Accounting/Political Science from the University of Central Missouri and M.P.A. in Health Care Administration from the Bloch School at UMKC. In addition to his service to the City of Kansas City as a member of the City Plan commission, he also serves on the boards of the Kansas Economic Progress Council and Friends of the Conservatory of Music and Dance at UMKC.



**Continuing Education Credits**

Four hours of general insurance credit and one hour of ethics credit are pending approval. CEUs are available only to 2013 EBPA members.

Registration Fees

\$95 for members, \$130 for nonmembers. After June 18, the registration fees are \$100 and \$135.

To Register

Go to the web site, www.ebpa-kc.org.

Cancellation Policy

CANCELLATIONS MUST BE RECEIVED 48 HOURS IN ADVANCE of the meeting. A credit for a future meeting will be provided for any cancellations received within this time frame. No shows that have not been prepaid will be billed. Of course, if you wish to send someone in your place to the meeting, please feel free to do so!