

# Balancing the Value Equation in Healthcare

April 2 | 9 am to 3 pm PT

## Agenda

- 9:00 AM** Welcome & Opening Remarks
- 9:15 AM** **Morning Keynote:** What's Next for Self-Insured Purchasers?  
Ge Bai, PhD, CPA – Professor of Practice, Johns Hopkins Carey Business School
- 10:00 AM** **Panel:** Practically Speaking: Next steps to improve value  
**Moderator:** *Jim Freeburg* – Executive Director, Patient Coalition of Washington  
**Panelists:** *Ge Bai*; *Nancy Giunto*, Retired Executive Director, Washington Health Alliance; *Drew Oliveira*, Executive Director, Washington Health Alliance; *Greg Marchand*, Director of Global Benefits, The Boeing Company; and *Peter Jong*, Principal, Health & Benefits Consultant, Mercer
- 10:40 AM** **Break**
- 11:00 AM** **Panel:** From Vision to Value: An employer's journey  
**Moderator:** *Judy Zerzan-Thul*, Chief Medical Officer, WA Health Care Authority  
**Panelists:** *Carley Hamann*, VP Markets, Vera Whole Health; and *Julie Thuy Underwood*, Deputy City Manager of Operations, City of Kirkland
- 12:00 PM** **Lunch (Provided)**
- 1:00 PM** **Afternoon Keynote:** The Path to Possibility: How to Enact Change in Your Benefits  
*Cora Opsahl* – Health Fund Director, 32BJ Benefit Funds
- 1:30 PM** **Panel:** Balancing Successes and Pitfalls to Enacting Change  
**Moderator:** *Denise Giambalvo*, Director, Member Engagement and Business Strategy, Washington Health Alliance  
**Panelists:** *Christina Johansen*, Managing Director, Benefit Operations, SEIU 775 Benefits Group; *Matt Lund*, CEO/President, Fortune Management Inc.; *Cora Opsahl*; *Megan Pedersen*, Director, King County Office of Labor Relations; and *Carol Wilmes*, Director of Member Pooling Programs, Association of Washington Cities
- 2:15 PM** Leveraging Policy to Drive Better Value for Employers  
*Shawn Gremminger*, President & CEO – National Alliance of Healthcare Purchaser Coalitions
- 2:45 PM** **Closing Remarks**
- 3:00 PM** **End**