



# ASHHRA BENEFITS SYMPOSIUM

*Jan. 29 - 31, 2024 | Savannah, Georgia*



**ASHHRA**  
American Society for Health Care  
Human Resources Administration

# SCHEDULE

## MONDAY, JAN. 29

- 4:30 – 6:30 p.m. Happy Hour Welcome | Introductions/Ice Breaker | Program Overview | *Trade Room*
- 6:30 – 8:30 p.m. Dinner | *Franklin Room*

## TUESDAY, JAN. 30

*All events from 8:00 a.m. to 4:00 p.m. in Harper's Gallery.*

- 8:00 – 9:00 a.m. Breakfast
- 9:00 – 9:45 a.m. Trends from Benefits Survey of Hospitals ~ *Aon*
- 10:00 – 10:45 a.m. Moving Beyond Pain: A New Approach to Caring for Caregivers ~ *Hinge Health*
- 11:00 – 11:45 a.m. Combating Burnout and Compassion Fatigue for Healthcare Workers ~ *Lyra*
- 12:00 – 1:00 p.m. Lunch
- 1:00 – 1:45 p.m. Frontline Financial Support ~ *Brightside*
- 2:00 – 2:45 p.m. Care Navigation Paradox: Improved Benefit Experience and Lower Costs ~ *Quantum Health*
- 3:00 – 4:00 p.m. Debrief Topics/Learnings, Open Forum
- 4:00 – 6:00 p.m. Mental Refresh
- 6:00 p.m. Walk to dinner venue | *Meet at Alida lobby.*
- 6:15 – 8:00 p.m. Dinner | *Churchill's on Bay – Winston's Wine Cellar*

## WEDNESDAY, JAN. 31

*All events in Harper's Gallery.*

- 8:00 – 9:00 a.m. Breakfast
- 9:00 – 10:00 a.m. Roundtable Discussion
- 10:00 – 10:30 a.m. Final Comments/Adjournment



# Embracing the Contradiction

## How Cost-Cutting and Investing in Employee Well-being Can Coexist in Your Health System

The healthcare industry faces unique pressures, with economic challenges, labor shortages, and the everyday stress of caregiving taking a toll on the physical and psychological well-being of our most valuable asset: our employees. As benefits decision-makers for health systems, we can't afford to swing and miss when creating an exceptional benefits experience and caring for our employees.

ASHHRA is pleased to provide this exclusive two-day experience in collaboration with [Aon](#), [Brightside](#), [Hinge Health](#), [Lyra](#), and [Quantum Health](#). This professional development opportunity designed specifically for hospital benefits leaders is facilitated by industry leaders and features interactive sessions and peer-sharing aimed at advancing your organization's benefits and employee well-being programs.

This event will cover:

- How organizations can reconcile the seemingly contradictory priorities of reining in healthcare spend while investing in their employees through value-led strategies.
- Trends shaping the future of benefits offerings backed by benchmarked data from 160 health systems representing more than 1,400 hospitals with over three million U.S. employees.
- Case studies demonstrating transformation in physical, emotional and financial well-being for a diverse healthcare workforce.
- Tested strategies that demonstrate ROI of your health and benefits programs to ensure you get it right the first time.

## MONDAY, JAN. 29

- 4:30 – 6:30 p.m. **Welcome** | **Introductions** | **Program Overview** | *Trade Room*
- 6:30 – 8:30 p.m. **Dinner** | *Franklin Room*

## TUESDAY, JAN. 30

- 8:00 – 9:00 a.m. **Breakfast** | *Harper's Gallery*
- 9:00 – 9:45 a.m. **Education** | *Harper's Gallery*

### Trends from Benefits Survey of Hospitals

This session will review key themes and findings from Aon's 2023 Benefits Survey of Hospitals. We will provide market trends and insights that health system human resource executives need to know as they design and manage their future benefits offering. We will highlight strategies for addressing benefits and wellbeing priorities and tactics in response to balancing financial pressures and shifting workforce expectations. The 2023 survey covers the entire United States and provides key findings for over 1,400+ hospitals and 3.3+ million employees.



#### OBJECTIVES

1. Understand benefits and well-being priorities health systems are focused on.
2. Gain market insight into strategies and tactics to address these priorities.
3. Learn how health systems are shaping and designing their future benefits offering to add value for employees while managing costs.

Mary Clark  
Senior VP, Healthcare Vertical Growth  
Leader, Aon Health Solutions Practice  
*Aon*

Sheena Singh  
Senior VP, Health and Benefits Healthcare  
Industry Strategist  
*Aon*

- 10:00 – 10:45 a.m. **Education** | *Harper's Gallery*

### Moving Beyond Pain: A New Approach to Caring for Caregivers

Hinge Health Chronic pain among caregivers is real and substantially affects employee well-being. The National Institute of Health\* recently warned that physical and emotional stressors endured by nurses intensify the perception of musculoskeletal pain, which is now a "main contributing factor" to nursing absenteeism and early exit from the profession. Caregivers often have generous healthcare coverage and access to on-site physical therapy



\*Krishnan K.S., Gunasunderi Raju, G., Shawkataly, O. (2021). Prevalence of Work-Related Musculoskeletal Disorders: Psychological and Physical Risk Factors. National Institute of Health, National Center for BioTechnology Information. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8430476/>

services, yet MSK pain remains prevalent and persists as a top three cost for health system employee benefit plans.

Join Hinge Health medical director Louis Dickey, M.D., in a discussion exploring how leading health systems are modifying their approach to health coverage and MSK care, driving better health and well-being outcomes for their caregivers and lower cost for their plans.

## OBJECTIVES

1. Unseen but pervasive barriers caregivers face when confronting MSK pain.
2. How extending traditional MSK care with complementary digital health programs transforms the care experience.
3. Outcomes achieved restoring long-term physical and emotional well-being for caregivers with MSK illness.
4. Health plan savings realized while also achieving superior program engagement and satisfaction.

Dr. Lous Dickey, M.D.

Medical Director

*Hinge Health*

- 
- **11:00 – 11:45 a.m. Education** | *Harper's Gallery*

## Combating Burnout and Compassion Fatigue for Healthcare Workers

According to a recent survey from Medscape, rates of physician burnout increased to 53% this past year, from 47% in 2021 and more than one in five physicians reported experiencing depression.

Day in and day out healthcare workers are providing care and supporting the health and well-being of others, while navigating the heavy demands of every aspect of life from professional to personal that can lead to burnout.

This is hard work at the best of times, and in recent years it's been unbelievably harder. As the workforce copes with burnout, vicarious trauma, and compassion fatigue, healthcare organizations face downstream effects including diminished engagement, disability claims, and increased turnover. What can HR leaders do to address the growing need for mental health services for our frontline workers?

The logo for Lyra Health, featuring the word "Lyra" in a dark blue, sans-serif font. The letter "y" is stylized with a long, thin tail that extends downwards and to the right.

## OBJECTIVES

1. How HR leaders can develop a comprehensive mental health strategy that aligns their healthcare organizations with new workforce mental health guidelines from the World Health Organization.
2. How to address mental health stigma in a clinical setting.
3. Why it's important to build on/go beyond traditional employee assistance program offerings.
4. How mental health benefits can help address workforce challenges like retention, burnout, violence, and compassion fatigue.
5. Why culturally responsive care must be part of your mental health strategy.

Dr. Tatiana McDougall, Ph.D.

Director of Culturally Responsive Care

*Lyra Health*

• **12:00 – 1:00 p.m. Lunch** | *Harper's Gallery*

• **1:00 – 1:45 p.m. Education** | *Harper's Gallery*

### Frontline Financial Support

Your frontline employees play a crucial role in your organization's success as they care for your patients. Frontline employees are often living from paycheck to paycheck and just one money emergency away from financially drowning. It's a cycle of hardship that doesn't offer easy or immediate solutions. Financial challenges cause high levels of stress and anxiety for your employees and lead to lower productivity and higher turnover.



Traditional financial wellness solutions help employees that are focused years or decades out and working on retirement readiness. But most frontline employees need financial solutions that can help this month, this week or even today. Financial education, literacy and coaching solutions can't help an employee to avoid eviction, pay an unexpected medical bill or put food on the table. And standalone financial solutions like emergency loans and earned wage access can make the situation worse.

Frontline Financial Support combines empathetic, non-judgmental financial guides, access to government and local resources, non-toxic financial products and a fully integrated, technology platform that provides short-term financial relief and long-term financial stability. This leads to 41% lower turnover, \$1,200 after tax income and a +90 net promoter score for engaged employees.

#### OBJECTIVES

1. Learn how the financial challenges of frontline employees differ from those of other employees.
2. Identify how financial stress negatively impacts your organization's top human capital priorities.
3. Discuss the unique financial support strategies required to help your financially-vulnerable frontline employees.

Tom Mudd  
Vice President of Sales  
*Brightside*

Graham Chalfant  
Senior Vice President, Employer Solutions  
*Brightside*

• **2:00 – 2:45 p.m. Education** | *Harper's Gallery*

### Care Navigation Paradox: Improved Benefit Experience and Lower Costs

Join us for a rich discussion on how care coordination and navigation can enhance the health and well-being of those dedicated to lifesaving work. Quantum Health Vice President of Health Systems Eric Parmenter, Ph.D.; Janay Andrade, Director of Benefits at Houston Methodist Hospital; and Amanda Lord, Vice



President of Total Rewards at Cincinnati Children’s Hospital, dive deep to uncover how each of these organizations built first-class benefits experiences that improved clinical outcomes while producing greater cost savings.

## OBJECTIVES

1. Identify proven strategies to improve employee health and wellbeing while reducing and maintaining costs.
2. Discover best practices to better understand and meet your employees’ individual and ever-evolving needs.
3. Examine methods for increasing member engagement while reducing the burden for HR teams.

Janay Andrade  
Director, Benefits and Exec./Physician Svcs.  
*Houston Methodist*

Eric Parmenter, Ph.D., MBA, CEBS, SPHR  
Vice President, Sales, Hospital Health Systems  
*Quantum Health*

Amanda Lord  
Vice President of Total Rewards  
*Cincinnati Children’s Hospital*

---

• **3:00 – 4:00 p.m. Debrief Topics/Learnings, Open Forum** | *Harper’s Gallery*

---

• **4:00 – 6:00 p.m. Mental Refresh**

---

• **6:00 p.m. Walk to dinner venue** | *Meet at Alida lobby*

---

• **6:15 – 8:00 p.m. Dinner** | *Churchill’s on Bay: Winston’s Wine Bar*

## WEDNESDAY, JAN. 31

---

• **8:00 a.m. Breakfast** | *Harper’s Gallery*

---

• **9:00 – 10:00 a.m. Roundtable Discussion** | *Harper’s Gallery*

---

• **10:00 – 10:30 a.m. Final Comments/Adjournment** | *Harper’s Gallery*



# SPONSORS

---



[AON.COM](https://aon.com)

Mary Clark  
Senior Vice President, Healthcare Vertical Growth  
Leader, Aon Health Solutions Practice  
[mary.clark6@aon.com](mailto:mary.clark6@aon.com) | 646-839-8209

Sheena Singh  
Senior Vice President, Health and Benefits Healthcare  
Industry Strategist  
[sheena.singh@aon.com](mailto:sheena.singh@aon.com) | 646-839-8249

---



[GOBRIGHTSIDE.COM](https://gobrightside.com)

Graham Chalfant  
Senior Vice President, Employer Strategy  
[graham.chalfant@gobrightside.com](mailto:graham.chalfant@gobrightside.com) | 615-305-2423

Tom Mudd  
Vice President, Sales  
[tom.mudd@gobrightside.com](mailto:tom.mudd@gobrightside.com) | 314-435-8850

---



[HINGEHEALTH.COM](https://hingehealth.com)

Chad Pyle  
RVP Sales, Healthcare  
[chad.pyle@hingehealth.com](mailto:chad.pyle@hingehealth.com) | 615-945-8958

Nick Palmer  
RVP Sales, Healthcare  
[nick.palmer@hingehealth.com](mailto:nick.palmer@hingehealth.com) | 913-617-0251

---



[LYRAHEALTH.COM](https://lyrahealth.com)

Claire Stovall  
Health Systems Partnership Director  
[cstovall@lyrahealth.com](mailto:cstovall@lyrahealth.com) | 404-227-2958

Lisa Soucy, CHWC  
Health Systems Partnership Director  
[lsoucy@lyrahealth.com](mailto:lsoucy@lyrahealth.com) | 413-454-7036

---



[QUANTUM-HEALTH.COM](https://quantum-health.com)

Eric Parmenter, Ph.D., MBA, CEBS, SPHR  
Vice President, Sales, Hospital Health Systems  
[eric.parmenter@quantum-health.com](mailto:eric.parmenter@quantum-health.com) | 615-870-7228

A'va Dukes  
Mktg. Events, Conference and Tradeshow Manager  
[ava.dukes@quantum-health.com](mailto:ava.dukes@quantum-health.com) | 803-391-5356

---