



## Helping Employers with the Morass of Health and Productivity Data

July 29, 2021

### Agenda

8:00am	Registration	Breakfast Available
8:30am - 8:45am	Neil Goldfarb, President, GPBCH Kelly McDevitt, President, IBI	Welcome, agenda review
8:45am – 9:30am	<b>Heather Sell,</b> Director, National Employer Medical Outcomes Specialist, <b>Pfizer</b>	<b>FirstMeasures</b> FirstMeasures provides a holistic view of the health of an employer’s population and offers a baseline assessment to prioritize resources and measure change.
9:30am - 10:15am	<b>Troy Ross,</b> President & CEO, Mid-America Coalition on Health Care	<b>Data Mapping</b> Empowering employers to move beyond merely influencing their high-cost claimants starts by looking at their disability data to identify the additional costs beyond medical and pharmacy spend. In collaboration with the Integrated Benefits Institute (IBI), a Data Mapping Initiative was launched to identify the high-cost drivers of disability claims, followed by integrating medical and pharmacy data, to identify the internal levers Employers can use to exhibit greater control of their high-cost disease states.
10:15am – 11am	<b>Wayne Burton, MD,</b> American Express (Retired)	<b>Data Integration</b> Dr. Burton will discuss how Amex integrated its health and productivity data, how he approached analysis and reporting, and how the information was used internally to make a business case for their programs.
11:00am – 11:15am	<b>Break</b>	
11:15am – 12:15pm	<b>Employer Panel</b> – (GPBCH & IBI Members)	Employer panel to discuss opportunities and challenges of the data strategies based on morning presentations.
12:15pm- 1:15	<b>Lunch &amp; Networking</b>	



1:15pm - 2:30pm & 2:45pm – 4:00pm	<b>Disease Specific Workshops – Data Strategies</b>	Each workshop will discuss issues and strategies around pharmacy data, medical care data and absence/disability data; each will include an employer discussant. The sessions will be repeated, so each attendee will be able to attend two sessions (each session will be run twice)
Workshop #1	AbbVie	<b>Autoimmune Disorders</b>
Workshop #2	Amgen	<b>Migraine Headaches</b>
Workshop #3	Genentech	<b>Cancer</b>
Workshop #4	Novo Nordisk	<b>Obesity</b>
Workshop #5	Pfizer	<b>Osteoarthritis</b>
Workshop #6	TBD	<b>Behavioral Health</b>
4:00pm – 4:30pm	Neil Goldfarb & Kelly McDevitt	<b>Closing Remarks &amp; Networking</b>