



2025 Annual Conference

Making Health Care Work

Thursday, May 1, 2025 · 8:00AM – 5:00PM
Rosen Centre Hotel, Orlando, Florida

8:00AM – 9:00AM **Registration opens with breakfast and networking available**

9:00AM – 9:10AM **Welcome**

Rosa Novo, *Administrative Benefits Director*, Miami-Dade County Public Schools
Karen van Caulil, PhD, *President and CEO*, Florida Alliance for Healthcare Value

9:15AM – 9:55AM **Fireside Chat: Food as Medicine**

Nicholas Abrahams, MNM, *President and CEO*, Winter Park Health Foundation
John Rivers, *CEO*, 4 Rivers and 4Roots

During this session the panel will share insights on the mission of the 4Roots Culinary Health Institute (CHI). The Institute is dedicated to researching the benefits of Food as Medicine and building a bridge between soil and human health. Focused on improving whole-person care, CHI emphasizes education, services, and clinical programs while studying nutrition's impact on health—from seed germination to measurable outcomes.

10:00AM – 11:00AM **Panel Session: The “Pink” Tax: Inequities and Financial Burdens in Women’s Health**

Nancy Bolton, MPA, *Director, Risk & Benefits Management*, The School District of Palm Beach County, Florida
Leah Tribus, BSN, RN, IBCLC, *Senior Director, Clinical and Strategic Partnership*, The Lactation Network
Rocio Diaz, MBA, *Director, Healthcare Market, Florida and Puerto Rico, and Health Equity Ambassador*, Genentech
Karen van Caulil, PhD (Moderator), *President and CEO*, Florida Alliance for Healthcare Value

Women consume more healthcare dollars than their male counterparts due in part to being charged a higher price than men are charged. Understand the concept of the “pink” tax, how it effects women, and learn ways to ensure your benefit design and healthcare programs support them.



11:00AM – 11:15AM Break

11:15AM – 12:00PM ***The Future of Employer-Sponsored Health Insurance: Is There One?***
Shawn Gremminger, MPP, *President and CEO*, National Alliance of Healthcare Purchaser Coalitions

During this session, you will gain insight into how market distortions and failures affect the commercial health insurance market and the challenges employers face in providing health coverage. Shawn will explain how employers can help restore functional markets for hospitals and prescription drugs, and why proactive purchasing and advocacy for policy change are crucial. Additionally, Shawn will discuss how federal and state policy changes can either support or hinder employers in delivering high-quality, affordable care to employees and plan members.

12:00PM – 1:15PM **Luncheon / Award Presentations**
The Harris Rosen “Most Engaged Employer” Award
The Dr. Jack Mahoney “Healthcare Hero” Award

1:15PM – 2:10PM ***Panel Session: Engaging in Health Policy and Advocacy to Drive Value in Health Care***
Claire Brockbank, MS, *Director of Policy and Strategy*, 32BJ Benefit Funds
Russell DuBose, *Vice President of Human Resources*, Phifer, Inc.
Rosa Novo, *Administrative Benefits Director*, Miami-Dade County Public Schools
Bret Jackson (Moderator), *President and CEO*, Economic Alliance for Michigan

Hear how employers are engaging state and federal elected officials in discussions about needed changes in health policy that would increase transparency, reduce costs, improve quality, and level the playing field for employers.

2:15PM – 3:15PM ***Panel Session: Beyond Blind Trust: A Fiduciary Framework for Managing Employer Healthcare Programs***
Bryan Orr, *President and Co-Founder*, Kalos Services
Chelsea Ryckis, *President and Co-Founder*, Ethos Benefits
Donovan Ryckis, *CEO and Co-Founder*, Ethos Benefits

Executing the required role of fiduciary can also provide an opportunity for plan sponsors to innovate and better manage their healthcare expenditures and outcomes. Hear from an employer on their best practice strategies.

3:15PM – 3:30PM Break



3:30PM – 4:45PM

Future Health: AI's Role in Population Health and Cost Management

Jim Arnold, CPA, CME, CFE, *Founder and CEO*, finHealth

Kendall Cortelyou, PhD, *Professor and Director of the School of Global Health Management and Informatics*, University of Central Florida

Chuck Wood, *Co-Founder*, mode.life LLC

Karen van Caulil, PhD (Moderator), *President and CEO*, Florida Alliance for Healthcare Value

Artificial Intelligence is a tool that can be used to help employers/plan sponsors manage population health, allowing the employer to tailor programs and services to meet the needs, or emerging needs, of their employees/beneficiaries.

4:45PM – 5:00PM

Wrap-Up

Karen van Caulil, Ph.D., *President & CEO*, Florida Alliance for Healthcare Value

Thank You to Our Generous Event Sponsors!



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