



# Employer Member Bulletin – March 13, 2026

This Employer Member Bulletin is a benefit of your organization’s Employer Membership in the Florida Alliance and is meant to ONLY be shared within Employer Member organizations unless approval has been given by the Florida Alliance CEO.

## WHAT’S NEW THIS WEEK?

### ***Employer Member Benefit: Join Us for our First Prevention Learning Series Webinar, Building Vaccine Confidence and Addressing Vaccine Hesitancy – Wednesday, April 15, 11:00AM – 12:00PM ET***

We are excited to launch our new Learning Series, designed to bring Florida Alliance members timely insights into key healthcare topics.



**W. Michael Brown, MD**

The first webinar in our Prevention Learning Series will take place on April 15 from 11:00AM – 12:00PM and will feature Mike Brown, MD, Medical Director at Affiliate Member Merck, who will present on how to build vaccine confidence.

Vaccine hesitancy continues to be a challenge across the healthcare landscape. This session will explore strategies for strengthening trust in vaccines and supporting informed decision-making among patients, employees, and communities.



The webinar is open to all members, including both Employer and Affiliate Member organizations.

Mark your calendars now and plan to join us for this informative discussion. Unfortunately, we are not able to record Dr. Brown’s part of the webinar due to internal rules at Merck. We will be able to share the slides that he presents. A calendar invitation will be sent soon.

If you have any questions, please contact Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org)

### ***Employer Member Benefit: Complimentary Registration to the National Alliance Strategic Leadership Summit – June 8-9, 2026, in St. Louis, MO***

The National Alliance is hosting its 2026 Strategic Leadership Summit in St. Louis, Missouri on June 8 – 9. They invite you to join like-minded employers and industry leaders to discuss leading strategies and insights aimed at driving meaningful market change.

### **Go Direct: Employers Redefining Value in Healthcare Contracting** **Strategic Leadership Summit**

**June 8-9, 2026**  
Hilton St. Louis at the Ballpark | ST. LOUIS, MO



Employers and healthcare stakeholders will share actionable strategies to build a more efficient, accountable, and equitable healthcare system. Sessions will explore:

- **Direct-to-consumer and direct-to-employer pharmaceutical models** that remove middlemen, increase transparency, and better align incentives around patient access and employer value
- **Employer-aligned primary care models** that improve access, reduce complexity, deliver predictable costs, enhance the employee experience, and support better health outcomes
- **Onsite and near site clinics** that give employers greater cost control while expanding primary care access, convenience, and care coordination—and reducing unnecessary spending
- **Direct contracting partnerships** that move beyond traditional hospital networks to prioritize value, quality, and transparency

As members of the National Alliance, we have received **complimentary registrations for ten of our Employer Members** available on a first-come, first-served basis. You are responsible for your travel and hotel expenses. (There are a limited number of discounted rooms available at \$229/night + taxes. The block expires on Friday, May 8, 2026.)

To learn more about the Strategic Summit, click [here](#).

President & CEO Karen van Caulil and Board Member Rosa Novo are attending, and they hope you will join them! If you are interested in participating, please contact Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) for your registration promo code or for additional information.

## EMPLOYER MEMBER EDUCATIONAL PROGRAMS, REPORTS, and RESOURCES

### Raising a Glass to PBM Reform!

On March 5, the National Alliance of Healthcare Purchaser Coalitions cohosted a PBM reform celebration with the ERISA Industry Committee (ERIC) in Washington, DC. to mark the passage of meaningful PBM reform legislation included in the Consolidated Appropriations Act of 2026.



***Pictured on far right: Florida Alliance President and CEO Karen van Caulil***

After years of advocacy for transparency, accountability, and rebate pass-through, these reforms represent real progress toward greater affordability in the commercial market. While this milestone is worth celebrating, there is still more work ahead to ensure health care is both affordable and accessible.

The day after the event, Florida Alliance President and CEO Karen van Caulil joined Margaret Faso, Director of Health Policy at the National Alliance, to meet with staff from Senator Ashley Moody's and Representative Randy Fine's offices.

The conversations focused primarily on price transparency and surprise billing and how both issues directly impact employers and the families they cover. When employers have access to visible and

usable healthcare data, they can design better benefits, steer employees to high-value providers, and help control costs for working families and businesses.

Representative Fine's team immediately agreed that he would become a sponsor of the Patients Deserve Price Tags legislation and expressed interest in learning more about the ongoing surprise billing challenges for employers in Florida.

Senator Moody's team was particularly interested in the Florida Alliance's Employer/Healthcare Purchaser Bill of Rights and appreciated hearing the employer perspective on why greater transparency is essential to creating a functional healthcare marketplace.

The progress on PBM reform shows what is possible when employers/healthcare purchasers speak with a unified voice. The Florida Alliance will continue advocating for greater transparency and accountability so employers can make informed decisions, reward high-value care, and help bend the healthcare cost curve.




Please reach out to Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) with any questions.

***Employer Member Benefit: From Transparency to Action: How Employers Are Using Pricing Data for Smarter Health Plan Purchasing – Webinar – Monday, March 16, 2026, 2:00PM-3:00PM ET***

Price transparency regulations are flooding the market with new pricing data, and employers are beginning to turn that data into real purchasing power.

On March 16, this session will explore the latest policy developments shaping the transparency landscape and what to expect next. Learn how leading purchasers are using transparency data to drive meaningful consumerism, strengthen purchasing strategies, and improve costs, network performance, and member experience.

**Meet the Speakers**

 <p><b>Shawn Gremminger</b> President &amp; CEO National Alliance</p>	 <p><b>Shay Forbes</b> General Manager, Employer Solutions Turquoise Health</p>	 <p><b>Kevin O'Brien</b> Chief Business Development Officer Innovu</p>
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To register for this webinar, please click [HERE](#).

Please contact Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) if you have any questions.

**Employer Member Benefit: National Alliance April 7 Policy Summit & Hill Visits – Flight and Hotel to be Paid for Employers Attending (One Representative per Employer)**

The National Alliance of Healthcare Purchaser Coalitions Spring Health Policy Summit will be held on Tuesday, April 7 from 8:30AM – 12:00PM in Washington, DC. The Summit will bring together coalition partners, employers, policymakers, and other stakeholders to examine how federal health reforms shape the commercial market and the benefits employers provide to millions of working Americans. This event will highlight the ongoing need for meaningful transparency to ensure affordability, accountability, and stability in the employer-sponsored system.

**The morning agenda includes sessions on hospital pricing, biosimilars, and 340B developments. Florida Alliance President and CEO Karen van Caulil will moderate a session on Pharmacy Benefit Management reform with a panel of experts who will discuss what the changes mean for employer health plans and what steps employers and policymakers should be considering next, including broader uptake of biosimilars and other high-value medications.**

**Capitol Hill visits will follow programming.**

The National Alliance is using two registration links.

- Policy Summit Open to all attendees: [2026 National Alliance Health Policy Summit](#)
- Hill Visits - Limited to coalition staff and employer members [2026 National Alliance Health Policy Summit - Hill Visits](#)

The National Alliance will also host a reception on April 6 from 5:30PM – 7:00PM at the University Club of Washington, DC. If you plan to attend the reception, please RSVP by emailing their new Education and Events Coordinator Mary Adewole at [madewole@nationalalliancehealth.org](mailto:madewole@nationalalliancehealth.org).

Reimbursement Information:

The National Alliance will provide reimbursement for:

- **One hotel night** (covered at the University Club, or up to \$275 at another hotel with receipt)
- **Travel** up to \$500 with receipt

**Reimbursement is available for one representative per employer.**

**Florida Alliance President & CEO Karen van Caulil and Board Member Rosa Novo are already planning to attend. They hope you will join them!**

If you are interested in participating in this event, please contact Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) as soon as possible.



**Employer Member Benefit: Latest Trends in Specialty Drug Benefit Design – Webinar – Tuesday, March 31, 1:00PM – 2:00PM ET**

Affiliate Member Genentech is co-sponsoring an upcoming webinar with Pharmaceutical Strategies Group on March 31 at 1:00PM. The webinar will preview highlights from the *2026 Trends in Specialty Drug Benefits Report*, scheduled to be published on April 27.



The 2026 Report, co-sponsored for the fourth year by Genentech, showcases insights from 200 benefits leaders on current and emerging trends in specialty drug management including:

- **Alternatives to PBM-driven pricing arrangements**
- **Unintended consequences of utilization management**
- **Cell and gene therapy affordability**
- **Satisfaction with specialty pharmacies**

You can register for this webinar by clicking [HERE](#).

Please contact Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) if you have any questions.

**Register Now, [Seating is Limited](#) for our 33rd Annual Conference! – *In-Person Event* - Wednesday, May 13, 2026, 8:30AM– 4:30PM at the Center for Health & Wellbeing, Winter Park, FL**

### ***The Future of Health Care: Built by Employer Leadership***



#### **New Nationally Acclaimed Speaker Confirmed!**

We are excited to announce our newly confirmed conference speaker, **Dr. Jayne Morgan**. Dr. Morgan



**Dr. Jayne Morgan**

has been described by WomenHeart, the first and only national patient-centered organization solely focused on supporting women with or at risk of heart disease, as “a defining modern voice in women’s health and menopause.” Dr. Morgan, a cardiologist and Vice President of Medical Affairs at **Affiliate Member Hello Heart** specializing in women’s health and cardiovascular research, is an advocate for health equity. She has worked tirelessly to increase access to clinical trials for underserved populations, furthering her impact on patient care and medical advancement. Dr. Morgan will be a featured speaker on our women’s health panel.

#### **Experience Sessions That Matter**

- ***The Women’s Health Blind Spot: An Employer Leadership Imperative*** – Discover how to address critical gaps in women’s health
- ***Delivering the Four Rights with Precision Medicine: Right Care, Right Time, Right Outcome, Right Price*** – Learn how precision medicine is transforming care delivery
- ***Musculoskeletal Pain, Hidden Costs, and a New Care Path: How Employers Are Rewriting the Playbook*** – Explore innovative approaches to reduce costs and improve outcomes

- **Optimizing Brain Health Through Lifestyle Medicine** – Unlock strategies to enhance workforce wellness and performance
- **Mental Health is a Business Issue: Why Employer Leadership Matters** – Gain insights into supporting employee mental health while driving organizational success
- **Pharmacy Management in Transition: Navigating Reform and Rising Costs** – Stay ahead of the latest changes in pharmacy benefits management

Employer membership ensures exclusive access to FREE registration, networking with top leaders, and actionable insights you can take back to your organization. Seats are limited, and this is your chance to engage directly with experts who are redefining health care from the employer perspective.

**Conference Details:**

- **Date:** Thursday, May 13, 2026
- **Registration:** 8:30AM – 9:00AM ET
- **Program:** 9:00AM – 4:30PM ET
- **Location:** Center for Health & Wellbeing, Winter Park, FL
- **Your Member Promo Code: EMPLOYERM26**  
(Please do not share this code outside your organization. You can request a guest code for non-member colleagues from [Karen@flhealthvalue.org](mailto:Karen@flhealthvalue.org).)
- **[Register Now](#) to secure your spot!**

Please contact Lisa Hain at [lisa@flhealthvalue.org](mailto:lisa@flhealthvalue.org) if you have any questions about logistics and registration. If you have any questions about the sessions or speakers, please reach out to Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org).

**Employer Member Benefit: Setting the Record Straight: A Challenge to Align Hospital Prices with Value – updated National Alliance Resource**

Because powerful hospital systems continue to increase prices, stifle competition, and obscure actual costs, the National Alliance periodically challenges industry claims that attempt to justify high prices. To set the record straight about what is truly driving hospital costs, the National Alliance has released this updated hospital pricing resource to arm employers and other healthcare purchasers with the facts.

This information will allow purchasers to set expectations for hospitals to lower unjustifiable costs that translate to less employer innovation, lower wages, higher premiums, worsening whole person health and health equity, and fewer vital community services. The report provides an employer and purchaser perspective on the typical hospital arguments regarding prices and offers additional context on how hospital pricing practices affect the cost of coverage for employers and working families.

To view the report, click [HERE](#).

Please contact Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) if you have any questions.



## HEALTH OBSERVANCES

### Employer Member Benefit: Planning Ahead - April is Cancer Prevention and Early Detection Month.

*April is Cancer Prevention and Early Detection Month, reminding us all of the importance of routine cancer screenings.*



Cancer Prevention and Early Detection Month reminds us that healthy habits and routine screenings can save lives. When individuals take charge of their health and organizations support that effort, we can make a real impact on public health.

To learn more, visit [www.preventcancer.org](http://www.preventcancer.org).

For additional resources, visit our [Employer Guide and Insights for Oncology Management](#) microsite. Developed by the Florida Alliance for Healthcare Value, this guide provides employers with strategic, evidence-based approaches to managing cancer care, enhancing benefit design, and supporting employees and their families through every stage of the cancer journey.

Please contact Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) if you have any questions.

### *World Health Day 2026 – Together for Science*

On **World Health Day, April 7**, we recognize the importance of advancing a healthcare system that prioritizes prevention, quality, and value.

Employers have a powerful opportunity to support healthier communities by championing transparency, encouraging preventive care, and partnering with organizations that are working to improve health care quality and affordability. Together, we can help ensure better health outcomes for individuals and families across our communities.



## IN CASE YOU MISSED IT

### Florida Alliance Annual Meeting Celebrates Progress and Leadership

The Florida Alliance convened our 42<sup>nd</sup> Annual Meeting on March 3, bringing together Employer and Affiliate Members to celebrate progress and reaffirm the organization’s mission to advance high-value health care on behalf of employers and the communities they serve.



During the meeting, we highlighted the mission, strategy, and growing impact of the Florida Alliance, as well as our Employer and Healthcare Purchaser Rights, which reinforce the critical role employers play as responsible purchasers and advocates for transparency, accountability, and affordability in health care.

Members were recognized and thanked for their continued

engagement and leadership. The Florida Alliance team also presented the 2025 Annual Report, highlighting key accomplishments, and shared the 2026 Plan of Work, outlining priorities and initiatives that will continue to strengthen the employer voice in healthcare.

The meeting concluded with the installation of the new Board of Directors and Executive Committee. We extended special appreciation to outgoing Board Chair Rosa Novo from Miami-Dade County Public Schools for her dedicated leadership and service, and to Stephanie Porrino from Hendry Marine Industries for her contributions as Vice Chair. Their commitment has helped advance the Florida Alliance’s work to improve healthcare value for employers and their employees across Florida.

We are grateful for the strong leadership of our members and look forward to continuing this important work together.

To view the recording, click [HERE](#).

To view the slide deck, click [HERE](#).

Please contact Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) if you have any questions.

**The Central Florida Health Care Coalition, Incorporated d/b/a Florida Alliance for Healthcare Value is providing this information to our employer members solely in our capacity as a 501c3 nonprofit education organization and not as advice in any capacity. The information that is not in the public domain is private and confidential.**