FLORIDA ALLIANCE FOR HEALTHCARE VALUE

Employer Member Bulletin – March 27, 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?

Florida Alliance Voice Featured at Drug Channels Leadership Forum

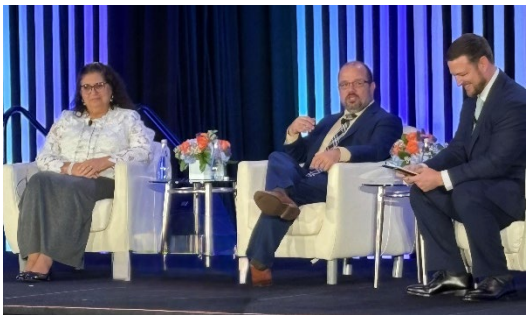
On Wednesday, March 18, **Miami-Dade County Public Schools Administrative Benefits Director and Florida Alliance Board Member Rosa Novo** represented the employer perspective in a panel discussion at the Drug Channels Leadership Forum (DCFL) 2026 in Miami, Florida.

The panel session was entitled "The View from the Payer" and also included Shawn Gremminger of the National Alliance of Healthcare Purchaser Coalitions and Mike Jansen of Walmart.

Attendees shared overwhelmingly positive feedback, noting Rosa's insightful commentary and strong command of the issues facing employers today.

Kudos to Rosa!

If you have any questions, please contact Karen van Caulil at karen@flhealthvalue.org



Pictured from left to right: Rosa Novo, Shawn Gremminger, and panel moderator Bryce Platt, Director, Drug Channels Institute

Florida Alliance Members Attend Judi Health Partner Summit, Exploring AI, Digital Health, and PBM Trends

Rosa Novo, Shawn Gremminger, Nancy Bolton

Two Florida Alliance Employer Members attended this week's Judi Health Partner Summit in South Florida - a convening of national leaders focused on the future of employer-sponsored health care.

Florida Alliance Board Member Rosa Novo from Miami-Dade County Public Schools and Employer Member Nancy Bolton from The School District of Palm Beach County were invited to participate in this event because of their innovative approaches to managing healthcare cost, quality, and access -- a reflection of the leadership employers in Florida are demonstrating every day.

During the Summit, Shawn Gremminger, President & CEO of the National Alliance of Healthcare Purchaser Coalitions, led a session on the evolving role of employers in shaping the healthcare system - joined by notable voices including Mark Cuban.

Key themes from the discussion reinforced what we are seeing across the Florida Alliance:

- Employers are driving greater transparency and accountability
- Pharmacy and specialty drug costs remain a top priority for action
- Innovative employers are not waiting -- they are leading

This important discussion will continue at our Annual Conference on May 13 (The Future of Health Care: Built by Employer Leadership).

Please contact Karen van Caulil at karen@flhealthvalue.org if you have any questions.

FLORIDA ALLIANCE HOSTED EVENTS AND WEBINARS

FLORIDA ALLIANCE FOR HEALTHCARE VALUE

Employer Member Benefit: **FLORIDA ALLIANCE'S First Prevention Learning Series webinar, *Building Vaccine Confidence and Addressing Vaccine Hesitancy***
Webinar - Wednesday, April 15 from 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 cannot 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.

MERCK

A calendar invitation was sent on Monday, 3/16. If you need it re-sent, please reach out to Lisa Hain at lisa@flhealthvalue.org.

If you have any questions, please contact Karen van Caulil at karen@flhealthvalue.org

Employer Member Benefit: **FLORIDA ALLIANCE'S All Employer Member Meeting –** ***Special Topic: Reference-Based Pricing (RBP) Opportunities & Considerations***

Webinar – Thursday, April 23, 2:00–3:00 PM ET

Rising healthcare costs, particularly for hospital services, continue to challenge our Employer Members according to the feedback received from our 2025 Employer Member Survey. The respondents indicated that they are seeking sustainable, high-value benefit strategies and requested more education on Reference-Based Pricing (RBP), which ties provider payments to a defined benchmark rather than traditional negotiated rates.

This webinar will provide a balanced, practical overview of RBP to help our members better understand how it works, where it can be effective, and the considerations involved in implementation. We will explore how RBP compares to traditional network-based pricing, its potential to improve cost transparency and control, and the realities employers should be aware of, including provider acceptance and member experience.

Participants will leave with a clearer understanding of:

- The fundamentals of RBP and how it is applied in employer-sponsored health plans
- Potential advantages, including cost containment and pricing transparency
- Common concerns, such as balance billing and employee disruption
- Key factors that contribute to successful implementation
- How RBP fits within a broader healthcare purchasing strategy

We will also provide updates on our upcoming projects and programs. Please look for a calendar invitation coming soon!

If you have any questions, please contact Karen van Caulil at karen@flhealthvalue.org

Secure Your Spot: FLORIDA ALLIANCE'S 33rd Annual Conference on Employer-Led Health Care

In-Person Event – Wednesday, May 13, 2026, 8:30AM– 4:30PM,
Center for Health & Wellbeing, Winter Park, FL

33rd Annual Conference
FLORIDA ALLIANCE FOR HEALTHCARE VALUE

The Future of Health Care: Built by Employer Leadership

Family and Lifestyle Medicine Expert Joins the Lineup

Dr. Arianna Becker is a double board certified physician in Family Medicine and Lifestyle Medicine with a deep commitment to preventing chronic disease before it starts. Since beginning her medical practice in 2015, she has focused on helping individuals make sustainable lifestyle changes that support long-term health and well-being.

Recognizing the growing impact of chronic conditions on both individuals and the workplace, Dr. Becker brings a practical, prevention-first perspective that resonates with employers seeking to improve workforce health, productivity, and overall quality of life. Her approach emphasizes

the foundational role of everyday habits such as nutrition, physical activity, sleep, and stress management in reducing risk and driving meaningful health outcomes.

Through her work, Dr. Becker is helping to shift the conversation from reactive care to proactive health, offering employers a valuable voice in advancing strategies that support healthier, more resilient populations.

Dr. Becker will share her expertise and insights during the panel: ***Optimizing Brain Health Through Lifestyle Medicine***

This year's agenda is built for impact, delivering insights you can take straight back to your organization:

- **The Women's Health Blind Spot**– Uncover the gaps and what employers can do about them
- **Precision Medicine in Action** – Right Care, Right Time, Right Outcome, Right Price.
- **Musculoskeletal Care Reimagined** – Reduce hidden costs and improve outcomes with new approaches
- **Brain Health and Performance** – Practical strategies to boosts workforce well-being
- **Mental Health as a Business Strategy** – Why employer leadership matters more than ever
- **Pharmacy Management in Transition** – Navigate reform and rising costs with confidence

Why Attend?
As a member, your **FREE registration** gives you:

- Direct access to top healthcare and employer leaders
- Actionable strategies you can implement immediately
- High-value networking with peers shaping the future of benefits

Seats are limited!

Event Details:

- **Date:** Thursday, May 13, 2026
- **Program:** 9:00AM – 4:30PM ET (Registration opens at 8:30AM)
- **Location:** Center for Health & Wellbeing, Winter Park, FL
- **Your Exclusive Member 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.)
- **Register Now to secure your spot!**

Have questions?

For logistics and registration, please contact Lisa Hain at lisa@flhealthvalue.org
For sessions and speakers, please contact Karen van Caulil at karen@flhealthvalue.org.

OTHER EMPLOYER MEMBER EDUCATIONAL PROGRAMS, REPORTS, AND RESOURCES

Employer Member Benefit: **Coming up on Tuesday! 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 (PSG) 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 report 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 if you have any questions.

Employer Member Benefit: **Last Call! Shaping Health Policy – Reimbursement Available**
In-Person Event – Tuesday, April 7, Washington, DC

The National Alliance of Healthcare Purchaser Coalitions will host its Spring Health Policy Summit on Tuesday, April 7, from 8:30AM – 12:00PM in Washington, DC. This convening brings together coalition leaders, employers, policymakers, and key stakeholders to explore how federal health policy continues to shape the commercial market and the benefits provided to millions of working Americans. A central focus of the Summit will be advancing transparency to support greater affordability, accountability, and long-term stability in the employer-sponsored system.

The morning agenda will feature discussions on hospital pricing, biosimilars, and developments in the 340B program.

Florida Alliance President and CEO Karen van Caulil will moderate a panel on Pharmacy Benefit Management reform, which will examine the implications for employer health plans and highlight opportunities to expand access to high-value therapies, including biosimilars. Florida Alliance Board Member Jair Espinoza from the City of Miami will join Karen on this panel to offer the employer perspective.

Following the Summit, attendees will have the opportunity to participate in Capitol Hill visits.

The National Alliance is using two registration links.

- Policy Summit (open to all attendees): 2026 National Alliance Health Policy Summit
- Capitol 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 Monday, April 6, from 5:30 – 7:00 PM at the University Club of Washington, DC. To attend, please RSVP to Education and Events Coordinator Mary Adewole at madewole@nationalalliancehealth.org**.**

Reimbursement details:

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 reimbursement** up to $500 with receipt
- **Limited to one representative per employer**

If you are interested in attending, please register right away.

Please contact Karen van Caulil at karen@flhealthvalue.org with any questions.

Employer Member Benefit: Complimentary Registration to the National Alliance Strategic Leadership Summit

In-Person Event - June 8-9, 2026, St. Louis, MO

The National Alliance is hosting its 2026 Strategic Leadership Summit in St. Louis, Missouri on June 8 – 9. 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.

Please contact Karen van Caulil at karen@flhealthvalue.org for your registration promo code or for additional information

MEMBERSHIP UPDATE

Thank you to *Independent Colleges and Universities Benefits Association (ICUBA)* and *Kalos Services* for renewing the Employer membership!

We appreciate Affiliate Members *Gallagher, ProCare Rx, SlateRx, and Winter Park Health Foundation* for renewing their membership with us!

Gallagher, a global insurance brokerage, risk management, and consulting firm, serves communities around the globe, helping clients address risk, protecting assets, and recovering from losses. The products and services they provide keep businesses and institutions running and enable individuals and families to face their future with confidence.

Gallagher provides retail and wholesale property and casualty brokerage, alternative risk transfer services, employee benefit consulting, and actuarial services. Gallagher also offers claims and information management, risk control consulting and appraisal services, human resource consulting, and retirement services.

To learn more about Gallagher, click HERE. For any questions, please contact Amy Mullen, Area Sr. Vice President at Amy_Mullen@ajg.com

ProCare Rx, a privately held leader in pharmacy claims processing, pharmacy benefit management (PBM), and clinical program design, has been empowering healthcare organizations since 1988. With offices in the U.S. and Puerto Rico, they provide customizable, cost-effective solutions tailored to the unique needs of self-insured employer groups, TPAs, pharmacies, health plans/systems, unions, and other industry leaders. Their commitment to ethical, transparent operations and long-lasting partnerships has made them a trusted partner in optimizing pharmacy benefits and clinical performance.

To learn more about how ProCare Rx bridges the gap between cost savings and clinical innovation, visit http://www.ProCareRX.com. For any questions, contact Marc Cohen, Sr. Vice President, Marketing & Sales at mcohen@procarerx.com.

SlateRx has been listening to what employers, plan sponsors, and brokers have been saying about traditional pharmacy benefit management—it is time for something new. They provide a pharmacy benefit experience that puts you in control.

With deep actuarial, clinical, and operations experience, their ability to deliver results means unmatched value. With this proven expertise, SlateRx creates innovative solutions that optimize medication access, improve health outcomes, and control costs. Their commitment to transparency and collaboration is at the core of their approach, ensuring clear communication and empowering informed decision-making.

SlateRx is driven by a belief that those who deliver and receive care must be protected. They are redefining the future of pharmacy benefits.

To learn more about SlateRx, click HERE. Please contact Angela Khan, AVP, Business Development, at angela.khan@slate-rx.com if you have any questions.

The **Winter Park Health Foundation (WPHF)** is a private, not-for-profit organization working to inspire healthy communities in Winter Park, Maitland and Eatonville, Florida. It also conducts research and provides education on health issues affecting youth, older adults and the community-at-large.

A long-trusted leader on healthcare issues, the Foundation serves as a catalyst for information gathering, research and collaboration on health issues impacting Central Florida.

Winter Park Health Foundation

Please contact Nicholas Abrahams, President & CEO at nabrahams@wphf.org with any questions or visit https://new.wphf.org/

IN CASE YOU MISSED IT

From our December "Best of the Best" Event: Redefining Benefits Leadership Podcast

If you were unable to attend our "Best of the Best" event, you will now be able to listen in to one of the sessions. Affiliate Member Ethos Benefit created a podcast from our Redefining Benefits Leadership session.

Chelsea Ryckis, President of Affiliate Member Ethos Benefits, sat down with two trailblazing benefits leaders, Florida Alliance Employer Member Stephanie Porrino, Director of HR at Hendry Marine Industries, and Kristina Ewing, Director of Health and Wellbeing at Shoestring Valley Holdings to hear about their journeys of transforming employer health plans through innovative strategies, data-driven decision making, and bold vendor partnerships, offering actionable insights for employers ready to take control of their benefits and deliver real value to their people.

Pictured from left to right: Chelsea Ryckis, Stephanie Porrino, Kristina Ewing

From self-funding and reference-based pricing to no-cost care alternatives and fiduciary governance, Stephanie and Kristina revealed how they navigated complex challenges, disrupted traditional models, and built multi-year benefits strategies that prioritize both financial sustainability and employee wellbeing.

To listen to the "Best of the Best" session turned into a podcast, click HERE.

Please contact Karen van Caulil at 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.