



Employer Member Bulletin – April 10, 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?

NEW SPEAKERS ANNOUNCED FOR OUR ANNUAL CONFERENCE ON MAY 13!

[Register Now](#) to secure your spot! Code is below. Seating is limited!

Event Details:

- **Date:** WEDNESDAY, 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.)

The Women’s Health Blindspot: An Employer Leadership Imperative



Jayne Morgan, MD
Hello Heart



Deborah Castagnola
City of Orlando

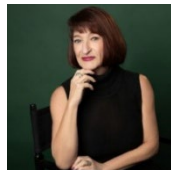


Jair Espinoza
City of Miami

Mental Health is a Business Issue: Why Employer Leadership Matters

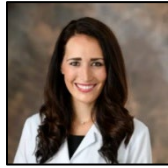


Sherry Magee
KPMG



Marni Stahlman
The Mental Health
Association of Central Florida

Optimizing Brain Health Through Lifestyle Medicine



Arianna Becker, DO
DO Life with Dr. Becker



Karen Moseley
Health Enhancement Research
Organization (HERO)

***Musculoskeletal Pain, Hidden Costs, and a New Care Path:
How Employers Are Rewriting the Playbook***



Dawn Hunt
MarineMax



Mark Testa, DC, MPH
Regenexx

Pharmacy Management in Transition: Navigating Reform and Rising Costs



Judi Craig
Waste Pro USA



Harry J. Travis, MBA
RxRoundtable



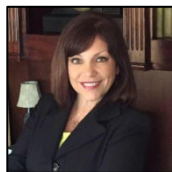
Katy Wong, MBA
Pharmacy Benefits
Management Consultant

***Delivering the Four Rights with Precision Medicine:
Right Care, Right Time, Right Outcome, Right Price***



Anthony Magliocco, MD
Protean BioDiagnostics

High-Value Care Starts Here: Employer Success with Advanced Primary Care



Nancy Bolton
The School District of
Palm Beach County



Beth Curran
Orange County Public Schools

Click [HERE](#) for the Annual Conference Agenda

Have questions?

For logistics and registration, please contact Lisa Hain at lisa@flhealthvalue.org

Employer Member Benefit: 2026 Trends in Specialty Drug Benefits Report

The newly released *2026 Trends in Specialty Drug Benefits Report* by PSG (Pharmaceutical Strategies Group) highlights a market at a critical inflection point, as employers and health plans work to balance access to innovative therapies with rapidly rising costs. Supported by **Affiliate Member Genentech**, the report provides timely insights into how benefit leaders are evolving their strategies to manage specialty drug spend.



Cost management remains the top priority but is getting more complex.

Employers continue to rank managing specialty drug costs and total cost of care as their primary goals. However, the biggest challenge has shifted to developing coverage strategies for new specialty drugs and expanded indications, reflecting the rapid pace of innovation and pipeline growth.

Rebates are still important, but employers are rethinking their role.

While rebates remain a central feature of specialty drug pricing, there is growing interest in moving beyond rebate-driven models. Notably, 2 in 5 organizations are willing to accept lower rebates in exchange for stronger utilization management controls, signaling a shift toward more clinically driven decision-making.

Greater focus on managing across medical and pharmacy benefits.

With specialty drugs increasingly covered under both benefits, employers are placing more emphasis on cross-benefit optimization to better manage costs and outcomes. However, gaps remain in data integration and the ability to measure total cost of care.

Utilization management is widespread, but not without tradeoffs.

Programs like prior authorization and step therapy are nearly universal, yet employers report concerns about unintended consequences, including delays in care and member dissatisfaction. Striking the right balance between cost control and patient experience remains a key challenge.

Emerging therapies are driving financial uncertainty.

Cell and gene therapies are a major concern, with most respondents anticipating moderate to significant affordability challenges in the next 2–3 years. Many organizations also report limited confidence in their ability to predict the financial impact of these high-cost treatments.

Interest in alternative models is growing.

A meaningful share of employers are questioning whether the traditional PBM model, where the PBM owns the specialty pharmacy and manages utilization, fully aligns with their best interests. As a result, there is increasing exploration of alternative approaches, including unbundling services and pursuing more transparent contracting models.



What this all means for employers...

The specialty drug landscape is evolving rapidly, requiring more sophisticated, data-driven strategies. Employers are moving beyond traditional cost-containment approaches toward models that better align clinical value, financial sustainability, and member experience.

Click [HERE](#) to view the full report. To view the recording of the recent webinar on the report, click [HERE](#).

Please note that we have an excellent pharmacy benefit management panel lined up at the Annual Conference where you will hear about solutions that are bending the cost curve downward!

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

FLORIDA ALLIANCE HOSTED EVENTS AND WEBINARS



Employer Member Benefit: FLORIDA ALLIANCE’S 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 Prevention Learning Series, designed to bring Florida Alliance members timely insights into key healthcare topics and actionable strategies.



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.

This session will explore strategies for strengthening trust in vaccines and supporting informed decision-making among patients, employees, and communities.

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.



A calendar invitation was sent on Monday, March 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 via Webinar – Thursday, April 23, 2:00–3:00 PM ET

Upon review of the responses to our recent Employer Member Satisfaction Survey we learned that there is renewed interest in learning about reference-based pricing. Please join us during our upcoming All Employer Member meeting to learn more. We will also be providing updates on our education and research initiatives during the meeting.

Reference-based pricing replaces the "discount off a number we made up" model with a transparent, defensible benchmark — typically a percentage of Medicare rates. It is not new, not radical, and not as risky as you have heard, but it does require the right setup, the right vendors, and a communication strategy that actually prepares your employees for how it works.



This session covers the practical fundamentals: how RBP is structured, where it saves money, where the real risks lie, and what a well-run member communication and escalation process looks like when a balance bill shows up. Real claims, real numbers, honest pros and cons so you can evaluate whether it is the right fit for your organization.

You should have received a calendar invitation with Webex login information. If you need to have it re-sent, please contact Lisa Hain at lisa@flhealthvalue.org.

Please bring your best RBP questions to the meeting! If you have any questions, please contact Karen van Caulil at karen@flhealthvalue.org

OTHER EMPLOYER MEMBER EDUCATIONAL PROGRAMS, REPORTS, AND RESOURCES

Employer Member Benefit: Complimentary Registration to the National Alliance Strategic Leadership Summit and Women's Health Convening

In-Person Event - June 8-10, 2026, St. Louis, MO

The National Alliance is hosting its 2026 Strategic Leadership Summit in St. Louis, Missouri on June 8 – 9 followed by the 2026 Women's Health Convening. Employers and healthcare stakeholders will share actionable strategies to build a more efficient, accountable, and equitable healthcare system. Sessions will explore:

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

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



- **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

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



Women’s health has been sidelined for too long and the cost is undeniable. The National Alliance of Healthcare Purchaser Coalitions is bringing employers and experts together to address issues that can no longer be ignored, from menopause

and childbirth to major life-state transitions and the growing influence of GLP-1s. It is a push to challenge outdated norms and drive measurable progress by elevating the realities too often missing from workplace strategy. It is a call to disrupt the status quo and create real, measurable change for women in the workforce.

This event follows the National Alliance Strategic Leadership Summit but requires separate registration.

To learn more about the 2026 Women’s Health Convening including registration and hotel information, click [HERE](#).

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.)

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

Employer Member Benefit: Membership in the Pulse of the Purchaser Research Institute (PPRI) is Still Open!

As mentioned in previous Bulletins, through an exclusive invitation from the National Alliance of Healthcare Purchaser Coalitions, our Employer Members can join a confidential, expert panel in partnership with the Health Analytics and Insights Group. This is a unique chance to shape the conversation on the healthcare issues that matter most to employers while directly informing research and advocacy efforts at both the national and local levels.



Current studies focus on high-impact topics like cancer screening, brain health, mental health, weight management, and innovative access programs. See below to learn about findings from PPRI’s initial mental health study.

Do not miss your opportunity to have your voice heard! Feedback from our Employer Members who have already participated in the studies has been very favorable.

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

Employer Member Benefit: PPRI Releases Results of Pilot Study - Reveals Trends in Mental Health Benefits and Emerging Therapies

PPRI's inaugural pilot study on mental health benefits highlights just how central these services have become in employer-sponsored coverage yet also reveals a gap between priority and practice. While



most employers are highly engaged and view mental health as equal to or more important than physical health, many have yet to adopt condition-specific coverage or fully explore emerging treatments. Interest in innovative therapies, including psychedelics, is growing but remains cautious, with employers seeking stronger clinical evidence, clear safety guidance, and trusted insights before moving forward.

Read the [Insight Brief](#) for a quick view into how employer purchasers are approaching mental health benefits and emerging treatment approaches.

Click [HERE](#) to explore the full findings in the slide presentation from March 31 to get a better idea of what is shaping employer decision-making and what it could mean for the future of mental health benefits.

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

HEALTH POLICY

Advancing Affordability: Employer Leaders Engage Policymakers in Washington, D.C.

The National Alliance of Healthcare Purchaser Coalitions hosted its 2026 Health Policy Summit on April 7 in Washington, D.C., bringing together employers, coalition leaders, and policymakers to tackle the federal policies driving healthcare costs and access.

The agenda zeroed in on hospital price transparency, PBM reform, and the 340B program with a focus on what these changes mean for affordability and accountability in the commercial market.



Pictured left to right: Karen van Caulil, Amber Rivers (Groom Law), Jair Espinoza (City of Miami), Michael Barnard (Sandoz)

Karen van Caulil, President and CEO of the Florida Alliance for Healthcare Value, moderated a panel on PBM reform and what employers need to do next (pictured above). The panel included two policy experts who worked on the development of the new PBM regulations and the Consolidated Appropriations Act of 2026 in their prior positions and **Florida Alliance Board Member Jair Espinoza of the City of Miami**. Jair brought a real-world employer perspective to the policy conversation.



Following the Summit, Karen, Jair, and **Florida Alliance Board Member Rosa Novo from Miami-Dade County Public Schools** went on to do Capitol Hill visits, reinforcing to policymakers the critical role employers play in shaping smarter, more sustainable healthcare policy. Karen was also able to meet with the Deputy Secretary of the Department of Labor and his team to provide feedback on the proposed DOL PBM regulations, enforcing the need for clarity in the rules and requesting clear guidance and tools to carry out the required fiduciary duties.

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

Thanks to Rosa and Jair for making the trip and for providing much needed employer input to policymakers!

HEALTH OBSERVANCES

Employer Member Benefit: Planning Ahead: May is Mental Health Awareness Month and Women’s Health Month

Mental Health Challenges in the Workplace Are More Common Than You Think

May is recognized as Mental Health Awareness Month, a time to highlight the importance of emotional well-being, reduce stigma, and encourage open conversations about mental health. First established in 1949 by Mental Health America, this month serves as a reminder that mental health is just as essential as physical health, impacting how we think, feel, and connect with others both at work and in our daily lives.



It is an opportunity for organizations and individuals alike to prioritize self-care, check in on colleagues and loved ones, and promote access to resources and support. Whether through education, advocacy, or small everyday actions, raising awareness helps create healthier, more supportive communities where people feel empowered to seek help when they need it.

Click [HERE](#) to get the **Center for Workplace Mental Health Mental Health Month Toolkit**.

Refocusing on Women's Health and Gaps in Care

May is also recognized as Women's Health Awareness Month, a time to highlight the importance of preventive care, early detection, and whole-person wellness for women at every stage of life. It is an opportunity to encourage routine checkups, screenings, and open conversations about physical, mental, and emotional health. From heart disease and cancer prevention to maternal health and mental well-being, the month serves as a reminder that prioritizing women's health leads to stronger families, workplaces, and communities. By raising awareness and empowering women with knowledge and resources, we can help ensure better health outcomes today and for generations to come.



To get more information, 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.