



Rising to the Challenge

A G E N D A

December 15, 2020 Conference Day 1	
7:30 am – 8:30 am	Live Visit with Exhibitors
8:30 am – 8:40 am	Welcoming Remarks and Introductions Patty Houpt – Executive Director, NEEBC Conference Planning Committee Chairs
8:40 am – 9:40 am	Keynote Lessons from 2020: COVID-19, Racism and Structural Equity Dr. Joseph Betancourt, MD, MPH – Vice President and Chief Equity and Inclusion Officer, Massachusetts General Hospital
9:40 am – 10:30 am	The Emerging Value of Telehealth – A Panel Discussion with a Telehealth Provider, an Employer and a Physician Panel: <ul style="list-style-type: none">• Dr. Larry Garber, MD – Reliant Medical Group• Marianna Gil – Director of Health Benefits, City of Boston• Dr. Kristi Henderson, DNP, NP-C, FAAN, FAEN – SVP, Innovation & Telehealth, Optum <i>Moderated by John Jesser – President of Clinical Solutions, Amwell</i>
10:30 am – 11:15 am	Break and Live Visit with Exhibitors Visit and live video chat with some of the most cutting-edge providers in the industry
11:15 am – 12:00 pm	Time Smart: Scientific Strategies for Reclaiming Your Time & Living a Happier Life Ashley Whillans – Behavioral Scientist, Assistant Professor, Harvard Business School and Author
12:00 pm – 12:30 pm	A Behavioral Health Care Initiative – An Employer Case Study Shawna Oliver – North America Benefits Strategy Lead, Manulife – John Hancock
12:30 pm – 3:00 pm	Grab some lunch and catch up with friends and colleagues Live visit with exhibitors and learn about new products and solutions

December 16, 2020
Conference Day 2

7:30 am – 8:30 am	Live Visit with Exhibitors
8:30 am – 8:40 am	Welcoming Remarks and Introduction of New NEEBC Executive Director Jack Myers – NEEBC Board President
8:40 am – 9:25 am	Keynote Go Above and Beyond: Always Put a Cherry on Top! Joyce Russell – President of the Adecco Group US Foundation and Author of <i>Put a Cherry On Top: Generosity in Life and Leadership</i>
9:25 am – 10:25 am	Financial Wellness for Challenging Times Sondra McVeigh – Head of Product Deployment, Empower Retirement Seth Serxner – Chief Health Officer & SVP Population Health, Optum
10:25 am – 11:05 am	Break and Live Visit with Exhibitors
11:05 am – 12:00 pm	Caregiving During COVID-19 – Employer Strategies and Community Resources to Help Employees Navigate “Back to School” and “Return to Office” Panel: <ul style="list-style-type: none"> • Tracey Crowell – Director, Benefits, VF Corporation • Lynette M. Fraga, Ph.D. – CEO, Child Care Aware® of America • Mary Jane Williams – Vice President, Total Rewards, HarborOne Bank <i>Moderated by Jennifer Sabatini Fraone – Director of Corporate Partnerships, Boston College Center for Work & Family</i>
12:00 pm – 12:30 pm	Creativity in Crisis – Workforce Well-being Trends & Solutions Kenneth Ralff – Senior Vice President, Employee Benefits Office Leader, Lockton Mike Smith – AVP, Producer, Northeast Benefits, Lockton
12:30 pm – 1:00 pm	Closing Remarks and 40th Anniversary Celebration

Special Thanks to...

The Conference Planning Committee

Committee Chairs:

John Kennedy, Ipsen Biopharmaceuticals
Patricia Rich, AllWays Health Partners
Eric Swain, UnitedHealth Group

Committee Members:

Tracy Crowell, VF Corporation
Jerry Daly, Optum
Lisa DiMarino, Boston Children’s Hospital
Sari Kalin, Liberty Mutual
J.C. Laven, Cigna
Teri Weber, Spring Consulting Group, LLC

...And Sponsors, Exhibitors and Attendees!

#NEEBConference2020