

TECHNOLOGICAL INNOVATION IN HEALTHCARE & BENEFITS

Presented & Moderated by: Craig Hasday, Frenkel
Benefits President

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Healthcare is Undergoing a Major Transformation

- Healthcare is experiencing the largest transformation in 20 years and IT is leading the way
 - The current transformation is bigger than HMOs
- Tools that foster consumerism and transparency have emerged to help with navigating healthcare decisions with an emphasis on cost
- Nearly 1/3 of Americans are uncomfortable with managing their healthcare
- Healthcare costs for a family of four currently exceed \$25,000 per year

Rethink How Tech is Affecting Benefits & Healthcare Delivery

THE WORLD IS BECOMING MORE CONNECTED



7bn

Mobile phone
subscriptions
globally



92m

Mobile-connected
tablets in 2013



22m

Wearable devices
in 2013



<40k

Healthcare apps available
for download from the U.S.
Apple iTunes app store



2.7bn

By end 2013 2.7 billion people
(or 39% of the world's population)
will be using the internet

Sources: Cisco: Visual Networking Index; ITU: The World in 2013: ICT Facts and Figures; IMS Institute for Healthcare Informatics

What Does This Mean for Employers?

- Employers have an opportunity to give their employees the tools and resources to make educated healthcare decisions that focus on cost & quality
- Fostering consumerism in employees leads employees to save their money, which saves employers money
 - Shift employees toward in-network providers and save costs due to lower out-of-network utilization

Technology Partners

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 ZEST HEALTH

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Q&A PANEL WITH TECH PARTNERS

QUESTION 1:

Please introduce your technology and briefly discuss how your segment is improving healthcare.

Have you seen any negative shifts?

QUESTION 2:

Discuss how your platform is contributing to transparency in the healthcare system.

QUESTION 3:

All of these are great ideas, what are your obstacles in getting employees to adopt and engage?

Claudia Rimerman, Vice President **American Well**

- **Claudia** serves as Vice President of Channel Relationships where she oversees American Well's distribution partnerships nationwide and across the employer, health plan, and health system customer verticals.
- **American Well** is a telehealth software and services company that works with the nation's top health systems, employers and health plans.
- **American Well** helps health systems and health plans design and deliver telehealth services under their own brand using American Well's technology platform, clinical management services, and go-to market support.

Don Garlitz, Senior Vice President **bswift**

- **Don** leads business development and carrier partner relationships for bswift's marketplace and contributes to the development of consumer-facing technology.
- **bswift** provides cloud-based technology and benefits outsourcing/consulting services that streamline benefits, HR and payroll administration for employers nationwide.
- **bswift** services millions of users with benefits administration offerings that feature online enrollment, interactive decision support, ACA compliance reporting and employee engagement videos.

Jake Coniglio, Vice President, Sales

One Medical Group

- **Jake** joined One Medical as Vice President of the Enterprise Team, partnering with employers in New York and Los Angeles to make game-changing improvements to their health care benefits.
- **One Medical Group** is the fastest-growing primary care system in the U.S.
- **One Medical Group's** enterprise program helps companies solve the primary care access challenge, reduce health care costs, boost productivity and engage employees in their health.

AJ Loiacono, Co-Founder & Chief Innovation Officer **Truveris**

- **AJ** has led Truveris in product development, strategic planning, and enterprise partnerships since the company's inception in 2009.
- **Truveris** offers solutions that empower customers across the full prescription drug ecosystem to make smarter decisions at scale and save time, money, and resources.
- **Truveris** uses the power of data to shed light on the inner workings of the pharmaceutical supply chain to get medicine efficiently and affordably to those who need it.

Bernie Dal Cortivo, Senior Vice President Sales & Marketing **WinFertility**

- **Bernie** handles all sales, marketing, and client management for both WIN's managed program for funded benefits, and their consumer program for voluntary/individual sales.
- **WinFertility** has been the nation's leading infertility management company for over 15 years, serving millions of covered lives.
- **WinFertility** delivers financial and clinical results for health plans, employers and individual patients with an approach that bundles both medical treatment and pharmaceutical services.

Shawn Ellis, President **Zest Health**

- **Shawn** supported the incubation of Zest Health and since joining Zest Health in 2013, he has driven the company's commercial and organizational growth.
- **Zest Health** is closing the gap between how people manage their day-to-day lives and how they manage their health and benefits.
- **Zest Health** integrates an intuitive mobile application with live advocacy support, creating savvier healthcare consumers who confidently and intelligently engage in their health and benefits.

WRAP-UP

Technology Tools are The Future of Healthcare

- Changing the landscape of health and benefits delivery
 - Employees have access to less traditional, yet valuable additional benefits and services
 - Consumers are more educated & make healthier choices
 - Easier access to information
 - Mobile technology, healthcare applications
 - Proactive communication leverages technology to fill in knowledge gaps
 - Easy access to benefits and health information
 - Pro-patient experience technology platforms
 - Decision support consumer resources

Partnering with Tech Vendors

- Attend breakout sessions to see demos and get an in-depth look at about products & services
- Stop by tables in the foyer to pick up information & meet representatives
- A member of the Frenkel Benefits team will reach out to you to help connect you with tech partners & develop a strategy that suits your organization and your employees

Breakout Session 11:40 – 12:10	Breakout Session 12:15 – 12:45
bswift: Broadway Ballroom	Zest Health: Broadway Ballroom
One Medical: Belasco	Truveris: Belasco
WinFertility: Booth Boardroom	American Well: Booth Boardroom

THANK YOU

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