

A close-up photograph of a silver stethoscope resting on a stack of US dollar bills. The stethoscope's chest piece is the central focus, with its two earpieces extending upwards and to the right. The background is a blurred stack of money, with a blue background visible at the top. The text is overlaid on the left side of the image.

*Employee
Consumerism:
Tools for Savings*

**Annual Benefits Seminar
June 19, 2014**

**Ritz Charles Meeting Facility
137th and Antioch
Overland Park, KS**

SEMINAR PROGRAM

7:30 am Registration and breakfast

8:00 am **BORING BENEFITS:
REJUVENATE THE WAY YOU COMMUNICATE**
Karrie Andes, CBP, SPHR, Senior Benefits Manager, PGI

Participants will learn about a variety of benefits communication techniques, including webinars, virtual meeting rooms and social media, designed to increase benefits engagement for workforce.

8:50 am Break

9:00 am **TELEMEDICINE**
*Garry Ripple, M.D., FCCP, Medical Director for eHealth & Outreach,
Steve D. Kropp, M.S., Executive Director of eHealth & Outreach,
Saint Luke's Health System*

A discussion of the availability and effectiveness of telecommunication and information technologies in order to provide clinical health care at a distance.

9:50 am Break

10:00 am **PRICE TRANSPARENCY:
THE KEY TO UNLOCKING VALUE IN THE HEALTHCARE SYSTEM**
Michael O'Neil, Healthcare Bluebook

Members will learn about an online and mobile healthcare pricing tool designed to help consumers know what they should reasonably expect to pay for care, understand their treatment options and find fair prices for healthcare services in their area.

10:50 am Break

11:00 am **SELF-FUNDING:
STRATEGIC PLAN MANAGEMENT & MEMBER ENGAGEMENT**
Tom Applehans, Regional Vice President Sales, Meritain Health

A discussion of how a group can pull all these tools for HR and EES together in a self funded environment.

11:50 am Lunch and **ETHICS:
MENTAL HEALTH PARITY and
ADDICTION EQUITY ACT**
*Noreen K. Vergara, Vice President,
General Counsel,
New Directions Behavioral Health®*

1:15 pm Close of seminar



PRESENTERS



Karrie Andes, SPHR, CBP, is the Sr. Benefits Manager for PGI. She's an HR professional with in-depth self-insurance and self-funding experience, and a frequent speaker on benefits and self-insured healthcare. Karrie's chaired The World Congress Executive Forum in Washington D.C. (2012), chaired The Savvy Self-Funding Healthcare Conference in Kansas City, MO (2005-2009), and is the list creator of The Savvy Self-Funding Healthcare Networking Group on LinkedIn (1,300+ members).

Tom Applehans has been in the self-funded business for 25 years serving in sales and sales management capacities. Tom has experienced the self-funded market from a wide variety of vantage points. Tom was part of a successful start-up in the stop loss business in the 1990's, and was a producer on the broker/consulting side of the business with a national consulting firm. Tom has worked for TPAs both small and large and is currently the Regional Vice President of Sales for a large national administrator, Meritain Health.



Steve D. Kropp, M.S., currently works for Saint Luke's Health System as the Executive Director of eHealth and Outreach Services. He works with regional clinics and hospitals outside the KC metro area to provide specialty services and patient access at the local level as well as coordinating tertiary referrals where appropriate. As the Director of eHealth Services he is responsible for building the SLHS eHealth program. Steve received his MA from the University of Tulsa and has over 20 years experience in creating care delivery models in the Midwest. He also served on the Missouri Governor's Telemedicine subcommittee and Health Information Technology (HIT) task force in the state of Missouri and has been active with Kansas legislative issues impacting Telehealth and HIT. Steve presents nationally on the topic of telemedicine and the advancement of eHealth initiatives. He is a member of the American Telemedicine Association, and the National Rural Health Association.



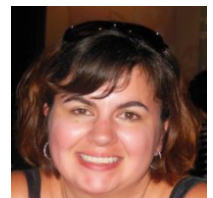
Michael O'Neil began his career writing and producing for television, print, and film. He was a member of a launch team behind two distinct start-up divisions of a multimedia company, Cowles Enthusiast Media, and also co-produced The Emperor's Club, released by Universal Pictures in 2002. Mr. O'Neil moved on to complete his MA in Counseling Psychology and Management Science and worked with First Data Corporation. He then joined Hamilton Partners specializing in aligning strategy and C-level talent for clients ranging from Fortune 100 to private equity portfolio companies. Michael began working in healthcare as a counseling psychologist, and moved into healthcare services in 2002, where he held P&L responsibility for the Medicare Advantage book of business as a general manager for Healthways (AMHC, NASDQ). He then led strategy and development as a Senior Vice President for HealthSpring. Most recently, Michael was the Chief Executive Officer for Clinically Home, a physician group model providing safe, acute care for patients hospitalized at home.



Dr. Gary Ripple is a pulmonary and critical care specialist who serves as the Medical Director for eHealth and Outreach and as an eICU Physician for Saint Luke's Health System. In this capacity, he promotes specialty physician telehealth and onsite outreach for clinics and hospitals outside the KC metro area. Dr. Ripple serves as an eICU physician for Saint Luke's eICU that provides ICU oversight for 12 ICUs in 10 Kansas, Missouri and Iowa hospitals. Dr. Ripple is a graduate of Kansas State University and Tulane University School of Medicine. He is certified in Internal Medicine, Pulmonary Medicine and Critical Care Medicine, and he is a Fellow in the College of Chest Physicians. COL Ripple (Ret) served 26 years in the U.S. Army as a physician, researcher and administrator. He worked in 8 Army hospitals and is a veteran of Desert Storm. His research experience includes injuries from blast overpressure, inhaled toxins, and burns. He was a major participant in the Live Fire Tests for the Bradley Fighting Vehicle and the M1A1 Battle Tank.



Noreen V. Vergara is Vice President, General Counsel and HIPAA Privacy Officer at New Directions Behavior Health. She is responsible for providing legal advice to senior leadership and employees, serving as their HIPAA Privacy Officer and managing the day-to-day operations of legal and regulatory affairs. She came from the National Association of Insurance Commissioners where she focused on corporate, insurance and health care regulatory law, including the Patient Protection and Affordable Care Act. She received her law degree from Saint Louis University School of Law.





Continuing Education Credits

Four hours of general insurance credit have been granted and one hour of ethics credit has been granted by Kansas. Missouri ethics credit is pending approval. CEUs are available only to 2014 EBPA members.

Registration Fees

\$95 for members, \$130 for nonmembers. After June 17, the registration fees are \$100 and \$135.

To Register

Go to the web site, www.ebpa-kc.org.

Cancellation Policy

CANCELLATIONS MUST BE RECEIVED 48 HOURS IN ADVANCE of the meeting. A credit for a future meeting will be provided for any cancellations received within this time frame. No shows that have not been prepaid will be billed. Of course, if you wish to send someone in your place to the meeting, please feel free to do so!