



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**

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|----------------------------|---|
| 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 Development, 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 | Closing Remarks and 40th Anniversary Celebration |

Special Thanks to...

The Conference Planning Committee

Chairs:

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

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