

One Place. 2011.

Event Guide

May 18 - May 20 | Charleston Music Hall & Francis Marion Hotel



BENEFITFOCUS®

All Your Benefits. One Place.™



Welcome to One Place. 2011.

We're so glad that you are here in Charleston! Over the next few days, you'll participate in an exciting lineup of events featuring experts who are leading the field in healthcare, benefits and technology innovation. We'll share several Benefitfocus announcements and provide the kind of Southern hospitality that has made Charleston famous.

One Place attendees represent a wide variety of industries: healthcare, government, technology, retail, manufacturing and education to name a few. It is exciting to be able to bring together such a diverse and influential group. Our workshops and evening events will give you the chance to collaborate, learn and be inspired. Enjoy the event, and thank you for being a part of One Place.



One Place. 2011. Keynote Event

The keynote address is the official kickoff for One Place. On Wednesday, Benefitfocus President and CEO Shawn Jenkins will welcome One Place attendees to the historic Charleston Music Hall for a morning of exciting announcements and special guests.

The keynote will highlight important IT developments, examine technology's impact on healthcare and benefits and discuss the evolution of benefits shopping and management. Shawn and other members of the Benefitfocus team will share new initiatives and provide an update on our overall roadmap and technology strategy. We'll also welcome several guest speakers including our clients and technology partners to the stage.

Keynote Agenda - Wednesday, May 18th - 6:30 a.m. - 12:30 p.m.

6:30 - 8:15	One Place Attendee Breakfast and Registration (Colonial Ballroom, Francis Marion Hotel)
7:45 - 8:30	Walk to Charleston Music Hall - 2 blocks (transportation available)
8:30 - 9:00	Countdown to Keynote (Charleston Music Hall)
9:00 - 12:00	Keynote Event
12:00 - 12:30	One Place Attendees walk to lunch at Francis Marion Hotel (transportation available)

Keynote Speakers

Joe Riley
Mayor, City of Charleston

Andy Howell
Chief Operating Officer, Benefitfocus

Nancy Sansom
Senior Vice President of Marketing and Communications, Benefitfocus

Tim Vaughn
Senior Vice President and CFO, BlueCross BlueShield of South Carolina

Mark Woodward
Healthcare CTO, EMC

Nick Iacono
EVP, Business and Market Development, PayChoice

Dennis Schmuland, MD FAAFP
World Wide Managing Director, Health Insurance Industry, Microsoft

Shawn Jenkins
President and CEO, Benefitfocus

Danette Wilson
Group Executive of External Operations, Blue Cross and Blue Shield of Kansas City

Shekar Subramaniam
Associate Vice President, Broker Sales, CareFirst BlueCross BlueShield

David Bird
President, Allstate Benefits

One Place. 2011. - At a Glance

Tuesday, May 17 - 7:00 p.m. to 9:00 p.m.

7:00 - 9:00	Welcome Reception and Registration (Gold Room, Francis Marion Hotel)
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Wednesday, May 18 - 12:15 p.m. to 9:00 p.m.

12:15 - 1:15	Lunch & Meeting Logistics (Colonial Ballroom, Francis Marion Hotel)			
1:15 - 1:30	Transition to Break Out Sessions			
KEY	HR & Benefits	Membership & Billing	Technology	Sales & Marketing
1:30 - 2:20	An Integrated Approach to Benefits Administration: Payroll Integration and the Platform (Carolina Ballroom)	Membership Case Studies (Laurens)	The Benefitfocus API: Providing Practical Solutions for Integration and Extensibility (Calhoun)	Wellmark Blue Cross and Blue Shield Online Enrollment Market Adoption Case Study (Rutledge)
2:20 - 2:30	Break			
2:30 - 3:20	Self-Service Reporting for HR and Benefits Teams (Pinckney)	Sweetening the Deal: Video as a Tool for Group Retention (Laurens)	Going Mobile: Extending the Reach of Your Brand Through Mobile Device Development (Calhoun)	The Benefitfocus Platform 101: Online Enrollment and Billing (Carolina Ballroom)
3:20 - 3:40	Snack Break			
3:40 - 4:30	Consumer Trends and Best Practices for Open Enrollment (Carolina Ballroom)	The Benefitfocus Platform Design and Roadmap for Insurance Carriers (Pinckney)	Technology Approach to Healthcare Reform (Calhoun)	Benefitfocus 102: An Inside Look at the Company's History, Culture and Approach to Design (Rutledge)
6:00 - 9:00	Dinner Reception 28 Bridgeside Meet in Francis Marion Lobby at 5:45 p.m. (Transportation Provided)			

Thursday, May 19 - 7:30 a.m. to 1:00 p.m.

7:30 - 8:30	Breakfast (Colonial Ballroom, Francis Marion Hotel)			
8:30 - 9:00	Case Studies: An In-Depth Look at Companies Using the HR InTouch App, Presented by Annmarie Fini, Sr. Vice President, Employer Solutions (Carolina Ballroom)			
9:00 - 9:50	Insurance 2020, Presented by Ellen Carney, Sr. Analyst, Forrester Research (Carolina Ballroom)			
9:50 - 10:10	Snack Break			
10:10 - 11:00	What's Next? A Glimpse Ahead, Presented by Dennis Schmuland MD FFAFP Worldwide Managing Director, Health Insurance Industry, Microsoft (Carolina Ballroom)			
11:00 - 11:10	Transition to Break Out Sessions			
11:10 - 12:00	Using Analytics to Help Control Health Plan Costs: How Can You Control What You Haven't Identified? (Carolina Ballroom)	Simplifying Data Exchange with eExchange (Calhoun)	Designed for the User: Methods and Practices of Engaging UI Design (Pinckney)	The HR InTouch Partnership Program (Laurens and Rutledge)
12:00 - 1:00	Lunch (Colonial Ballroom)			

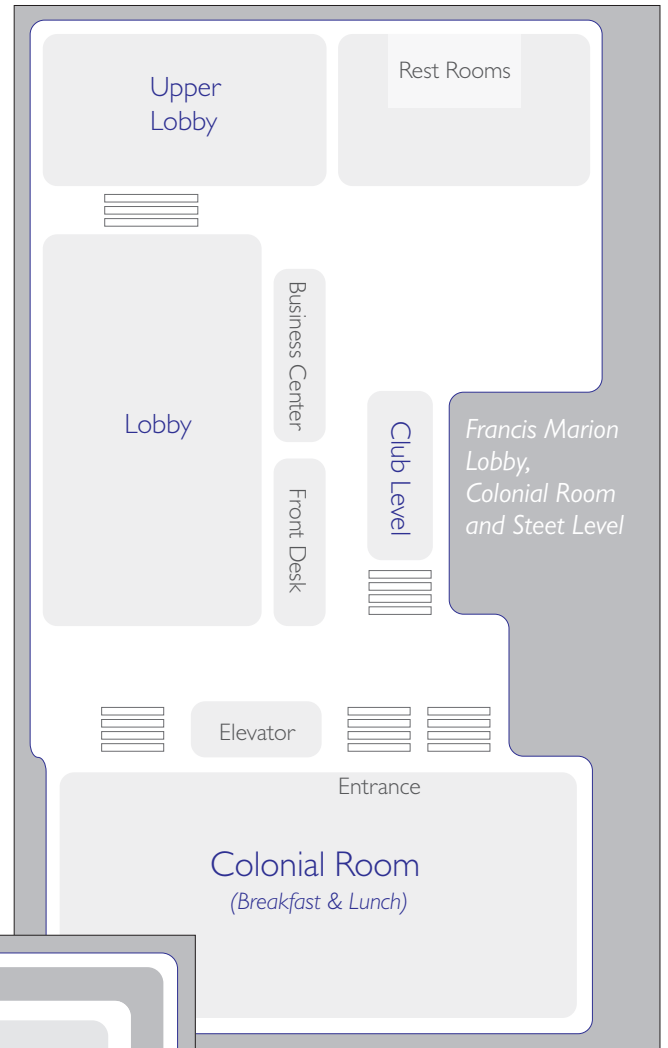
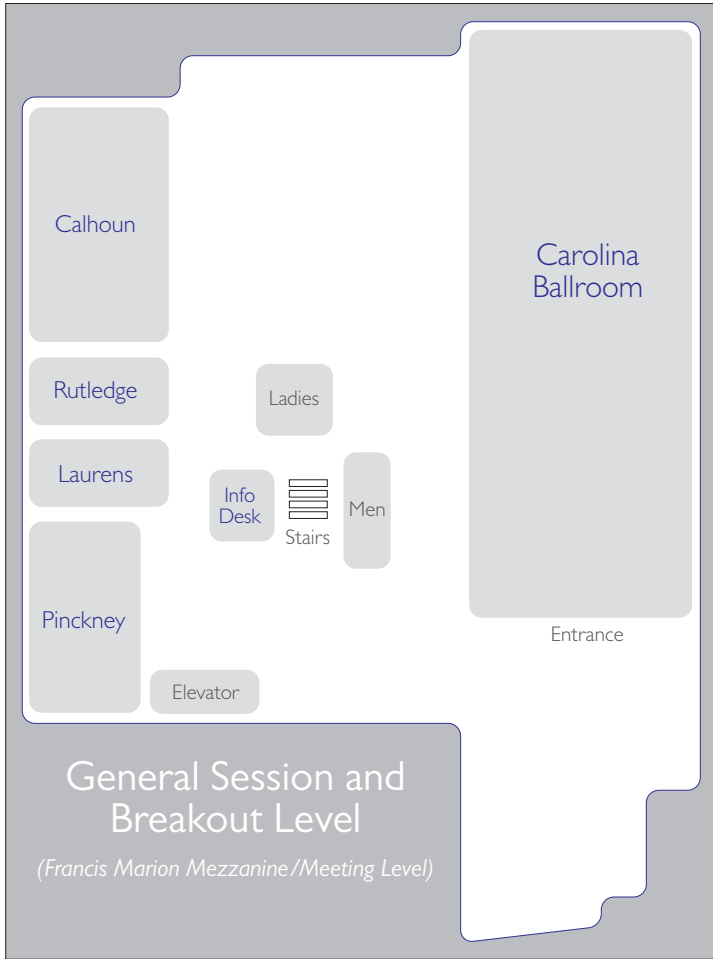
Thursday, May 19 - 1:00 p.m. to 9:00 p.m.

KEY	HR & Benefits	Membership & Billing	Technology	Sales & Marketing
1:00 - 1:50	Healthcare Reform Impact for Employers (Calhoun)	Maximizing Your Experience: The Best Enrollment Features of the Past Year for Insurance Carriers (Carolina Ballroom)	Maintaining Control in the Cloud (Laurens)	Now Presenting Claims Analytics (Pinckney)
1:50 - 2:00	Break			
2:00 - 2:50	Designing and Building Your HR InTouch Portal (Pinckney)	Healthcare Reform: An Update for Insurance Carriers (Carolina Ballroom)	The Big Data Opportunity: Why Health Insurers Need A Business Data Strategy (Calhoun)	Second Session: Sweetening the Deal: Video as a Tool for Group Retention (Laurens)
2:50 - 3:10	Snack Break			
3:10 - 4:00	The Benefitfocus App Store (Carolina Ballroom)	Maximizing Your Experience: The Best Billing Features of the Past Year for Insurance Carriers (Pinckney)	Using Distributed Computing Models to Manage Costs (Rutledge)	The Benefitfocus Platform 201: Online Shopping for Groups and Consumers (Calhoun)
4:00 - 4:10	Transition to Carolina Ballroom			
4:10 - 4:40	Benefit Informatics: Data Employers Need to Have, Presented by Philip Kurtz, President, Benefit Informatics (Carolina Ballroom)			
6:00 - 9:00	Dine Around Dinner Walk to Downtown Venues Meet in the Francis Marion Lobby at 6:00 p.m. (Transportation Available)			

Friday, May 20 - 7:30 a.m. to 12:10 p.m.

7:30 - 8:30	Breakfast (Outside Colonial Ballroom)			
8:30 - 8:50	Best in Show Awards Ceremony, Presented by Ralph Comrie, Director, Employer Solutions (Carolina Ballroom)			
8:50 - 9:20	Consumer Trends and Marketplaces, Presented by Shan Fowler, Director of Product Management (Carolina Ballroom)			
9:20 - 9:30	Transition to Break Out Sessions			
9:30 - 10:20	Workshop: The Benefitfocus Platform Design and Roadmap for Employers (Carolina Ballroom)	Open Enrollment and Renewals Management Best Practices for Insurance Carriers (Calhoun)	Second Session: Designing and Building Your HR InTouch Portal (Pinckney)	E-mail Marketing: What Works (Laurens)
10:20 - 10:40	Snack Break			
10:40 - 11:30	Benefits Workshop (Carolina Ballroom)	834/5010: Next Steps for Carrier Compliance (Rutledge)	Engaging Employees Through the Use of Social Media (Calhoun)	The Benefitfocus Platform 202: Sales and Renewal Automation (Pinckney)
11:30 - 11:40	Transition to Carolina Ballroom			
11:40 - 11:55	Closing Comments, Presented by Courtenay Cone, Director, Employer Solutions and Clarke Wallace, Vice President, Carrier Group (Carolina Ballroom, Francis Marion Hotel)			
11:55 - 12:10	Grab Boxed Lunch Depart for Airport			

One Place. 2011. - Maps



One Place. 2011. - General Sessions

Case Studies: An In-Depth Look at Companies Using the HR InTouch App

Presented by Annmarie Fini, Senior Vice President, Employer Solutions | Guest Speakers: Cari Rubin, Human Resources Manager, Mears Transportation Group and Kathleen L. Boushie, M.P.A., SPHR Director, Corporate Human Resources Meridian Health

In this session we will cover three main themes: Engagement, Wellness and Cost Sharing, as they relate to clients using the HR InTouch App. The session will be filled with demonstrations illustrating how clients are using the App including: Mears Transportation Group, Glen Raven, Furman University, Meridian Health, UFCW and Employer Trust of Arizona, North Carolina State Health Plan, General Parts International, Inc. and Brock.

Insurance 2020

Presented by Ellen Carney, Senior Analyst, Forrester Research

The insurance industry is embarking on a grand reset of its business model - and even its very identity. This reset is being driven by four primary forces: the post-financial crisis' "new normal" that will have major impacts on how and where insurance buyers go about their daily lives; competitive pressures that will challenge the status quo business models; demographic pressures that will drive both a more finely grained segmentation of the insurance-buying market and greater customization of protection products offered; and finally, the "consumerization" of technology that will itself have profound implications, both for how the industry markets, sells, and services insurance buyers and for the upcoming (and dramatic) shift in the insurance work force.

What's Next? A Glimpse Ahead

Presented by Dennis Schmuland, MD FAAFP, Worldwide Managing Director, Health Insurance Industry, Microsoft

For more than 30 years, digital technology has made our lives fuller, richer and more convenient -- but why not healthier? What's been missing and what are the innovations on the digital technology horizon most likely to improve population health and outcomes? Can these innovations actually improve health and make care safer or more efficient and effective at a lower cost point? Will these innovations need to function mostly inside our current healthcare delivery "system" such as clinics, hospitals and EDs where nearly all the big name HCIT vendors are betting their futures? Or will they need to function mostly outside the delivery system, i.e. where we live, work and play?

Benefit Informatics: Data Employers Need to Have

Presented by Philip Kurtz, Founder and President, Benefit Informatics

This session will introduce the Benefit Informatics data analytics core competencies. Benefit Informatics integrates health data from multiple sources into a consolidated data warehouse and provides companies with software applications to analyze, forecast and monitor health costs.

Best in Show Awards Ceremony

Presented by Ralph Comrie, Director, Employer Solutions

Benefitfocus will recognize several companies for innovative use of HR and benefits technology. We will share their stories and examine how they use Benefitfocus products and services to overcome unique challenges.

Consumer Trends and Marketplaces

Presented by Shan Fowler, Director of Marketplaces for Benefitfocus

Have you gone GPS mobile discount local crazy? Does your data look like the Mona Lisa or the Matrix? With the "people power" of Web 2.0 now a foregone conclusion, technologists and the marketplace are making all this newfound data and user-generated knowledge work for everyone. Shandon Fowler, Director of Marketplaces for Benefitfocus, surveys the technology impacting consumer behavior and shows how it will impact consumer decision-making in the benefits business and beyond.

Wednesday, May 18 - Breakout Sessions

1:30 p.m. - 2:20 p.m.

- **An Integrated Approach to Benefits Administration: Payroll Integration and the Benefitfocus Platform**

Presented by Jeremy Spencer, Manager, Payroll Integration and Stewart Milhoan, Manager, Employer Design Solutions | Guest Speaker: Nick Iacono, EVP, Business and Market Development, PayChoice

Benefitfocus payroll integration connects the BENEFITFOCUS® Platform with an employer's payroll system to simplify transmitting data for new hires, salary changes, demographic changes and terminations. In this session, we'll provide an overview of payroll integration including the implementation process, best practices, our PayChoice partnership and the payroll integration roadmap. (Presentation, Carolina Ballroom)

- **Membership Case Studies**

Presented by Hugh McDaniel, Operations Manager and Matt Brown, Enterprise Account Manager | Guest Speakers: Guest Speakers: Mark Price, Senior Team Lead of Metavance and eBilling Systems, Blue Cross Blue Shield of Michigan, Jerome Rewolinski, Director of Marketing, Blue Cross and Blue Shield of Nebraska and John Frost, Systems Analyst II, Blue Cross and Blue Shield of Nebraska

In this session, we will review the success stories of Blue Cross Blue Shield of Michigan and Blue Cross and Blue Shield of Nebraska and discuss ways to improve your membership processes. (Discussion, Laurens)

- **The Benefitfocus API: Providing Practical Solutions for Integration and Extensibility**

Presented by Fred Robinson, Chief Architect

This session discusses the BENEFITFOCUS® API and shows how it is being leveraged for 3rd Party "plug-in" applications. In addition, we will demonstrate the benefits the API will have for insurance carrier IT teams as they take advantage of extensible applications. (Presentation, Calhoun)

- **Wellmark Blue Cross and Blue Shield Online Enrollment Market Adoption Case Study**

Presented by Kerrie Sullivan, Market Adoption Coordinator | Guest Speaker: Rick Berg, Senior Systems Liaison, Membership and Enrollment, Wellmark Blue Cross and Blue Shield

In this session, we will interview Rick Berg from Wellmark Blue Cross and Blue Shield on the subject of market adoption; challenges faced, lessons learned and achievements made. Join us in this discussion to find out how they worked with Benefitfocus to further increase market adoption. (Discussion, Rutledge)

2:30 p.m. - 3:20 p.m.

- **Self-Service Reporting for HR and Benefits Teams**

Presented by Anna Turner, Product Manager

Learn best practices, tips and tricks for self-service reporting. Through hands-on exercises, participants will learn to design and run a variety of reports. (Workshop, Pinckney)

- **Sweetening the Deal: Video as a Tool for Group Retention**

Presented by Rachel Cooper, Media Project Manager

Video makes it easier to reach your market in a clean and consistent manner. Let video capture your employees, clients and prospects. Benefitfocus Media is effectively explaining healthcare, human resource material, and health & wellness programs. Let's discuss how video can help you reach your communication goals. (Discussion, Laurens)

- **Going Mobile: Extending the Reach of Your Brand Through Mobile Device Development**

Presented by Robert Moss, Vice President, Product Development and Shawn Jonnet, Principal Interaction Engineer

Smart phones and mobile devices are becoming a primary and preferred method of communication. So how do classic development approaches need to evolve to reach customers via this new and increasingly popular medium? Join us as we describe ways to extend your brand through developing your mobile device. (Presentation, Calhoun)

- **The Benefitfocus Platform 101: Online Enrollment and Billing**

Presented by Brian Philips, Solution Engineer

Join us for an overview of the online enrollment and billing features within the Platform. Learn how our insurance carriers, brokers, HR Administrators and consumers can shop, enroll, manage and exchange all of their benefits in one place. (Presentation, Carolina Ballroom)

3:40 p.m. - 4:30 p.m.

- **Consumer Trends and Best Practices for Open Enrollment**

Presented by Ashley Jackson, Client Manager, Employer Solutions and Matt Brown, Client Manager, Employer Solutions

Discuss current trends in the market and strategies for effective communication and employee engagement during Open Enrollment. (Presentation, Carolina Ballroom)

- **Workshop: The Benefitfocus Platform Design and Roadmap for Insurance Carriers**

Presented by Kadedra Kiner, Director, Product Management

Participate in an overview of upcoming design changes and roadmap initiatives focused on the insurance carrier market. Cast your vote for new features and themes as we build out the next update of the Benefitfocus roadmap for insurance carriers. (Presentation, Pinckney)

- **Technology Approach to Healthcare Reform**

Presented by Stephen Lance, National Director, Solution Engineering and John Wilson, Senior Solution Engineer

This session will be a discussion of the technology implications of healthcare reform from three perspectives: the medical insurance carrier, the employer and the state-based insurance exchange. (Presentation, Calhoun)

- **Benefitfocus 102: An Inside Look at the Company's History, Culture and Approach to Design**

Presented by Nancy Sansom, Senior Vice President, Marketing and Communications, Ron Tripp, Senior Director, Client Services and Matthew Brown, Chief Interaction Designer

In this session a panel of Benefitfocus associates will answer your questions about the company's history, culture and values and discuss the Benefitfocus design guidelines. Bring your questions about our processes, our design methodology or how we support Platform users on a daily basis. (Discussion, Rutledge)

Thursday, May 19 - Breakout Sessions

11:10 a.m. – 12:00 p.m.

- **Using Analytics to Help Control Health Plan Costs: How Can You Control What You Haven't Identified?**

Presented by Phil Bruns, Chief Operating Officer, Benefit Informatics

The first step in controlling rising healthcare costs is identifying cost drivers, and that starts with getting a handle on your data. This session shows how analytics can provide better management of benefit plan performance. (Presentation, Carolina Ballroom)

- **Simplifying Data Exchange with eExchange**

Presented by Jake Rauch, Manager, eExchange Account Management; Stephen Lance, National Director, Solution Engineering; and Michael McAdams, Senior Manager eExchange | Guest Speaker: Brett Looker, Director of Operations BlueCross BlueShield of South Carolina

Join us as we give an overview of Benefitfocus eExchange, as well as 2011 initiatives to drive improvements in organization, efficiency, reporting, file-tracking, issue-tracking and data accuracy. (Presentation, Calhoun)

- **Designed for the User: Methods and Practices of Engaging UI Design**

Presented by Matthew Brown, Chief Interaction Designer and Shawn Jonnet, Principal Interaction Engineer

Senior members of our User Experience Group will discuss our design methodology, strategies, and process to constantly evolve both the design and user experience of the Benefitfocus Platform. (Discussion, Pinckney)

- **The HR InTouch Partnership Program**

Presented by Virginia Fishwick, Strategic Alliances Manager and Jeff Peacock, Senior Director, Employer Solutions

Learn how insurance carriers are using the Benefitfocus HR InTouch App to attract and retain large employers. Through the HR InTouch Partnership Program, employers can expand their use of online enrollment to administer and manage their entire suite of benefits. We'll discuss the partnership tools and training provided to help you deliver market-leading technology with HR InTouch. (Discussion, Laurens and Rutledge)

1:00 p.m. – 1:50 p.m.

- **Healthcare Reform Impact for Employers**

Presented by Anna Turner, Product Manager | Guest Speaker: Matt Osborne, Senior Vice President, Sales Operations, Allstate Benefits

Learn about the regulations of the Patient Protection and Affordable Care Act (PPACA), how to prepare for compliance, and the impact on voluntary benefits. (Presentation, Calhoun)

- **Maximizing Your Experience: The Best Enrollment Features of the Past Year for Insurance Carriers**

Presented by Joe Dodson, Manager of Business Analysis

In this session, we will demonstrate some of the best new enrollment features that were released in the past year including prequalifying questions, e-signature and health statement improvements. Attendees will have the opportunity to learn how to implement these features for their organizations. (Presentation, Carolina Ballroom)

- **Maintaining Control in the Cloud**

Presented by Doug Drake, Vice President, Information Technology

Cloud Computing and its use in the SaaS model is a source of debate in today's healthcare industry IT shops. We'll discuss the issues surrounding the security and compliance needed to operate in the cloud. (Discussion, Laurens)

- **Now Presenting Claims Analytics**

Presented by L.G. Hanzel, Sales Director, Benefit Informatics

This interactive session will focus on the benefits of integrating all your health plan information into a single data warehouse. In this session, we will discuss real-world applications detailing how employers, consultants and insurance carriers are monitoring, analyzing and forecasting their health plan costs on a day-to-day basis. (Workshop, Pinckney)

2:00 p.m. – 2:50 p.m.

- **Designing and Building Your HR InTouch Portal**

Presented by Lee Crane, Account Manager, Employer Solutions and Brian Pack, Implementation Consultant, HR InTouch

In this session, we will address common questions presented by clients about how to customize HR InTouch to meet their specific needs. This will include demonstrating and discussing the site features, changing the aesthetics and layout of the site and a review of the new features that are now available to HR Administrators. (Workshop, Pinckney)

- **Healthcare Reform: An Update for Insurance Carriers**

Presented by Tom Dugan, Product Manager

We will provide an update regarding the Benefitfocus strategy to support the business challenges insurance carriers are facing to stay compliant with the PPACA. We will discuss key themes within this Act including transparency, access, affordability and education. (Presentation, Carolina Ballroom)

- **The Big Data Opportunity: Why Health Insurers Need A Business Data Strategy**

Presented by Ellen Carney, Senior Analyst, Forrester Research

Health insurers have finally realized that they're sitting on a data goldmine. In this session, Forrester examines the following: the business data investment plans of US insurers, the interest in predictive analytics in underwriting, product development, claims, and fraud identification and the multi-step strategy roadmap to address the industry's big data opportunity. (Presentation, Cal-houn)

- **Second Session of Sweetening the Deal: Video as a Tool for Group Retention**

Presented by Rachel Cooper, Media Project Manager

Video makes it easier to reach your market in a clean and consistent manner. Let video capture your employees, clients and prospects. Benefitfocus Media is effectively explaining healthcare, human resource material, and health & wellness programs. Let's discuss how video can help you reach your communication goals. (Discussion, Laurens)

Thursday, May 19 - Breakout Sessions (Continued)

3:10 p.m. - 4:00 p.m.

- **The Benefitfocus App Store**

Presented by Stewart Milhoan, Manager, Employer Design Solutions and Kenny Buckheister, Program Manager | Guest Speakers: Guest Speakers: Bart Bracken, Senior Vice President, SCIOinspire and Matt Osborne, Senior Vice President, Sales Operations, Allstate Benefits

The Benefitfocus App Store allows participating companies and developers to make their products, software, content or tools available to employers and their employees using the Benefitfocus Platform. This presentation will provide an overview of the Benefitfocus App Store and will showcase two Apps that we have recently added. (Presentation, Carolina Ballroom)

- **Maximizing Your Experience: Best Billing Features of the Past Year for Insurance Carriers**

Presented by Heather Totten, Product Manager

This highly interactive session will provide a detailed look at new billing features and allow you to discover and discuss how the new features work within the system. (Workshop, Pinckney)

- **Using Distributed Computing Models to Manage Costs**

Presented by Dave Loggins, Director of Internal Business Systems

This open discussion will cover distributed computing models, their cost implications and limitations and how to determine if they are a good fit for your organization. (Discussion, Rutledge)

- **The Benefitfocus Platform 201: Online Shopping for Groups and Consumers**

Presented by John Wilson, Senior Solution Engineer and Tom Dugan, Product Manager

Learn how to meet the needs of today's tech-savvy shoppers. We will demonstrate the Benefitfocus Platform's shopping and application tools, from filling out an application through the sales process. (Presentation, Calhoun)

Friday, May 20 - Breakout Sessions

9:30 a.m. - 10:20 a.m.

- **Workshop: The Benefitfocus Platform Design and Roadmap for Employers**

Presented by Anna Turner, Product Manager and Stewart Milhoan, Manager, Employer Design Solutions

This workshop will provide an overview of recent product enhancements and roadmap direction. As an attendee, you will have an opportunity to provide feedback on future roadmap features through roundtable discussions. (Presentation/Team Discussion, Carolina Ballroom)

- **Open Enrollment and Renewals Management Best Practices for Insurance Carriers**

Presented by Heather DiSandro, Manager, Operations Management and Ron Tripp, Senior Director, Client Services

Did your last Open Enrollment go as planned? In this session, we will review planning and communication strategies and discuss the future of Open Enrollment and Renewals Management. (Presentation, Calhoun)

Friday, May 20 - Breakout Sessions (Continued)

● **Second Session of Designing and Building Your HR InTouch Portal**

Presented by Presented by Lee Crane, Account Manager, Employer Solutions and Brian Pack, Implementation Consultant, HR InTouch

In this session, we will address common questions presented by clients about how to customize HR InTouch to meet their specific needs. This will include demonstrating and discussing the site features, changing the aesthetics and layout of the site and a review of the new features that are now available to HR Administrators. (Workshop, Pinckney)

● **E-mail Marketing: What Works**

Presented by Sally Clarkson, Marketing Manager

In this discussion, the group will share tools, best practices and strategies for successful e-mail marketing campaigns. We will spend the majority of the session discussing the importance of relevant content, motivators and personalized calls to action for response driven e-mail marketing. (Discussion, Laurens)

Friday 10:40 a.m. – 11:30 a.m.

● **Benefits Workshop**

Presented by Courtenay Cone, Director, Employer Solutions

In this session, we will discuss strategies for dependent eligibility verification, biometrics, consumerism, wellness and employee engagement. During this workshop, attendees will engage with other participants to discuss each topic with peers. (Workshop, Carolina Ballroom)

● **834/5010: Next Steps for Carrier Compliance**

Presented by Jenna Colman, Manager, Integration Services

The new HIPAA 5010 version of the 834 has been published, and insurance carriers must be compliant by February 2012. Don't get caught unprepared! We will discuss what you need to do to convert to the 5010. (Discussion, Rutledge)

● **Engaging Employees Through the Use of Social Media**

Presented by Shan Fowler, Director of Marketplaces for Benefitfocus

The “new car smell” has officially worn off. It's no longer a novelty for companies to use social media – it's a necessity. We will survey the best practices for using social media and demonstrate some ways you can use HR InTouch to help you make the most out of this technology. (Presentation, Calhoun)

● **The Benefitfocus Platform 202: Sales and Renewal Automation**

Presented by John Wilson, Senior Solution Engineer and Tom Dugan, Product Manager

This demonstration will take you through the broker quoting and sales automation experience as well as a brief demonstration of the HR Administrator role in a broker-assisted sale. (Presentation, Pinckney)

One Place. 2011. Guest Speakers

Rick Berg
*Senior System Liaison-Elect Enroll,
Wellmark Blue Cross and Blue Shield*

David Bird
*President,
Allstate Benefits*

Kathleen Boushie
*Director of Human Resources,
Meridian Health*

Bart Bracken
*Senior Vice President,
SCIOinspire*

Ellen Carney
*Senior Analyst,
Forrester Research*

John Frost
*Systems Analyst II,
Blue Cross and Blue Shield of Nebraska*

Nick Iacono
*EVP, Business and Market Development,
PayChoice*

Brett Looker
*Director of Operations,
BlueCross BlueShield of South Carolina*

Matt Osborne
*Senior Vice President, Sales Operations,
Allstate Benefits*

Mark Price
*Senior Team Lead of
Metavance and eBilling Systems,
Blue Cross Blue Shield of Michigan*

Jerome Rewolinski
*Director of Marketing,
Blue Cross and Blue Shield of Nebraska*

Joe Riley
Mayor, City of Charleston

Cari Rubin
*Human Resources Manager
Mears Transportation Group*

Becky Rust
*Benefits & Wellness Manager,
The Scooter Store*

Dennis Schmuland, MD FAAFP
*World Wide Managing Director,
Health Insurance Industry, Microsoft*

Shekar Subramaniam
*Associate Vice President, Broker Sales,
CareFirst, Inc.*

Tim Vaughn
*Senior Vice President and CFO,
BlueCross BlueShield of South Carolina*

Danette Wilson
*Group Executive of External Operations,
Blue Cross and Blue Shield of Kansas City*

Mark Woodward
*Healthcare CTO,
EMC*

One Place. 2011. Technology Partners



Save the date for
One Place. 2012.
April 25-27, Charleston, SC



Benefitfocus | 100 Benefitfocus Way, Charleston, SC 29492 | 843-849-7476 | www.benefitfocus.com

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