



Sample Topics for HCW Presentations

(Please note: each presentation can be tailored to your time requirements)

1. **GETTING DOWN TO BRASS TACKS: Understanding Utilization Data and What To Do With It**

With medical costs continuing to rise at an alarming pace, employers need to take a data-driven approach to managing their benefit programs. This presentation explores the tools available to obtain utilization and cost data for medical plans and how the data can be utilized. It begins with an overview of healthcare utilization and continues with a demonstration of data mining to determine the “who, what, where and why” of utilization. The course then covers how to use data in benefit plan design, as well as in developing a targeted wellness program, and concludes with a brief session on practical applications for employer plans. **NOTE: This course is intended for employers with at least 100 employees enrolled in their medical plan.** *(HRCI General Credit Pending)*

2. **REALITY CHECK: What’s Driving Healthcare Costs and How It Affects Your Business**

This program focuses on understanding the market effect on healthcare costs and how these impact the actual claims costs paid by employers. The presentation examines the components of healthcare trend and includes a discussion of healthcare pricing and carrier and independent network price negotiations. It also includes a review of underfunding of public assistance programs and the impact of uninsured populations in the context of their impact on employer based private insurance. The presentation also examines the near- and long-term impact of healthcare reform on trend and some unique strategic initiatives employers are using to impact the effect on their businesses. *(HRCI General Credit Pending)*

3. **SHIFTING STRATEGY BASED ON REFORM: Time to Put the Pedal to the Metal**

With all the technical aspects of healthcare reform, how does an employer incorporate this complex law into an optimal benefit strategy? This presentation examines all the factors – from Grandfathered Status decisions and section 105 (h) rules to play-or-pay penalties and additional reporting requirements – that will affect employer benefit plans and offers a strategic map for how employers can prepare themselves. It will cover all the reform mandates from the current provisions to 2014 and beyond, while presenting an overview of the decisions employers must face for compliance. Attendees will then learn how to adopt a benefit strategy that meets the requirements of the law while simultaneously meeting the objectives of their own organization. Come join us as we explain how the complex technical aspects of this new law may alter your benefit strategy moving forward! *(HRCI General Credit Pending)*



4. ITS NOT HIP TO BE SQUARE: Round Out Your Benefits Program With Effective Ancillary Offerings

Even though ancillary benefits are typically an afterthought when it comes to plan design, employers can often create great value for their group sponsored benefits package by complementing their medical plans with the right ancillary offerings. This presentation will provide an understanding of the many supplemental benefits an employer can offer, including: dental, life and AD&D, short- and long-term disability, long term care, vision, critical illness, and accident plans. For each product, we will highlight important contract provisions, funding options, tax implications, and a myriad of other considerations that will help employers take a strategic approach to their entire benefits package and get the most out of their benefit dollars. *(HRCI General Credit Pending)*

5. KNOCK KNOCK: Is Your Organization Ready for the Imminent DOL Audit?

For years, employers have been receiving news about changes to HIPAA, ERISA and other laws that govern health and welfare benefit plans – now it's time to determine how compliant their plans are with today's regulations. While the Department of Labor is stepping up its employee benefit plan audits, it is more important than ever that employers are prepared in the event they are selected for auditing. This presentation will help prepare attendees for a DOL audit and inform them as to what information they will need to have on hand. Attendees will also learn the differences between applicable state and federal laws, self-auditing procedures to ensure compliance, and possible penalties associated with non-compliance. *(Approved for HRCI General Credit)*

6. BENEFITS STUCK BETWEEN A ROCK AND A HARD PLACE? Aligning Your Benefits With Your Business Strategy

This course discusses the fundamentals for building an effective employee benefit strategy and its role in supporting operational and strategic business initiatives for today's business model. The course will provide attendees with: a general overview of the components of an effective benefit strategy; valuable information for benchmarking and strategy development of benefit programs; and step-by-step guidance on how to use it to support corporate direction and vision statements. The first part of the program provides observations from recent local and national surveys, and includes discussion on how both support and contradict marketplace beliefs, as well as a comparison between benchmarks. The second part of the program provides a framework to use this information along with other components to build an actionable employee benefits strategy and then align it with overall corporate strategy. *(Approved for HRCI Strategic Credit)*



7. HOW TO KEEP YOUR WELLNESS INITIATIVES FROM RUNNING OUT OF STEAM

In order to address rising healthcare costs, many employers have already invested in some sort of wellness initiatives to create a healthier workforce. But what do you do when employee interest and participation starts to wane? This course will focus on some of the latest strategies and practices to enhance your workplace wellness program and maximize its impact on the health and well-being of your employees – and ultimately your organization’s bottom line. Attendees will learn how to: analyze and evaluate their current strategies, re-focus initiatives to address additional risk factors, enhance incentives, access new resources, integrate with corporate culture activities, gain added support from leadership, communicate the benefits of their upgraded programs, and engage and re-energize their employees to make them better healthcare consumers. *(HRCI General Credit Pending)*

8. TELL IT LIKE IT IS... How Communications Can Help Improve Perceived Value and Control Your Healthcare Costs

Regardless of your plan size, effectively communicating the value of your benefit plan can make as much a difference in recruiting and retaining employees as the benefits themselves. During this interactive session, attendees will learn how to gauge employee opinions about their benefits and build a communications strategy around that information. The session also includes information on best practices for packaging benefit plan value and educating employees on usage. Attendees will also learn about the latest benefit communication tools and determine which methods are best for their message and their employees. *(Approved for HRCI General Credit)*

9. REDUCING HEALTHCARE COSTS: A Complete List Of Cost Control Measures

This presentation is aimed at helping employers fight the rising costs of health care by exploring six key areas of program design that can directly impact health plan costs. It begins by looking at the current state of healthcare costs and examines what the employer’s insurance premium dollar actually purchases. The presentation then reviews the fundamentals of utilization management, case management, and disease management; providing insight on how these tools are being used in today’s market. Finally, the presentation addresses six areas of health plan design that can directly impact healthcare costs. Throughout this presentation, attendees will learn about the various factors influencing healthcare costs today and explore several solutions for how they can combat the costs of their own health plans. *(Approved for HRCI General Credit)*



10. HIPAA, COBRA, ERISA: A Three-Day Course In Three Hours

This presentation is designed to bring attention to the compliance issues around HIPAA, COBRA and ERISA, as well as common sense solutions for each. Attendees will gain a basic understanding of each set of regulations and how they affect their employee benefit plans. The presentation begins with a historical look at HIPAA, focusing primarily on the privacy rules. It discusses key concepts such as protected health information (PHI), covered entities, and business associates, and then looks at different approaches employers may take to ensure compliance. The COBRA segment begins with an explanation of the basic premise of COBRA and then proceeds to look at which plans are subject to COBRA and who should be offered COBRA benefits. It also addresses qualified beneficiaries, qualifying events, mandatory notices, and coverage issues. The final segment discusses ERISA, beginning with a discussion of the law's basic premise – including who is subject to ERISA and what constitutes a welfare plan – and concludes with discussion of the areas of disclosure, reporting, and fiduciary responsibility. *(Approved for HRCI General Credit)*

11. UNDERSTANDING THE FINANCES OF HEALTHCARE RENEWALS

This presentation is designed to provide CFOs, Controllers and HR directors of **employers with more than 100 employees** on their group health plan a better understanding of the components and projections of their health plan renewals. Participants will be able to better negotiate with their insurance carriers and know when another carrier offers rates that are not sustainable. The presentation covers many of the basics in understanding the finances associated with health plans, and investigates several strategies that can keep employers ahead in the benefit marketplace. The course is designed for human resource and benefit managers, as well as company executives and financial decision makers, with a solid familiarity with the employee benefits field recommended. *(Approved for HRCI General Credit)*

12. AN EMPLOYER'S GUIDE TO MEDICARE: Understanding Plan Basics and the MSP Rules

This presentation provides an overview of the different components of Medicare (Parts A, B, D, and Medicare Advantage) from both an employer and consumer perspective. It also takes a deeper look into the Medicare Secondary Payer (MSP) rules and how group health plans are affected by these requirements. Employers will gain a basic understanding of Medicare so that they can not only assist Medicare-eligible employees, but also design a group help plan that properly coordinates with Medicare. *(Approved for HRCI General Credit)*



13. KICKING THE TIRES: How to Use an RFP to Evaluate Your Benefits Broker

This course will review why it is important to review broker services and how to go about the process of shopping for a broker. When is it the right time to conduct this evaluation? What type of questions should the employer be asking? How can one ensure that the organization's needs are met? This presentation covers all aspects of the Request-for-Proposal (RFP) process, including essential research tips and advice on how to avoid some common pitfalls. Attendees will learn what type of a broker relationship, if any, is right for their organization, and how to address the employer's needs in an RFP. They will also learn the value of a good insurance broker, how to distinguish among different brokers and consultants, and the legal issues involved in requesting proposals.
(Approved for HRCI General Credit)

Speakers: **The consultants of Hill, Chesson & Woody**

Bios are available upon request and confirmation of topic selection.