

36TH ANNUAL

HBCE[®]

Health Benefits Conference + Expo

February 2-3, 2027

Sawgrass Marriott | Ponte Vedra Beach, Florida

Preconference: February 1

Registration
**NOW
OPEN!**

Smarter Health Benefits Strategies for 2027 and Beyond

Session Highlights:

- Mental Health
- GLP-1s
- PBMs
- Retirement/
Financial Wellness
- Cost-Containment

**More sessions being
announced this fall!**

www.HBCE.com

International Foundation
OF EMPLOYEE BENEFIT PLANS



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Smarter Health Benefits Strategies for 2027 and Beyond

The **Health Benefits Conference & Expo (HBCE)** is the go-to educational event for innovative, practical solutions that elevate your organization's health plans. Take a deep dive into dynamic educational sessions packed with actionable, timely insights to help you reduce costs, boost employee well-being, and stay ahead of the latest trends and topics. Whether you're managing a health plan or designing wellness and lifestyle programs to support the health of your workers, HBCE delivers the tools and inspiration you need.

Who Should Attend

Content at HBCE is designed for mid- to senior-level professionals from private and public sector employers, hospitals and health care systems, and universities in the following fields:

- Benefits and total rewards
- Employee health services
- Human resources including on-site/near-site clinics
- Occupational health and safety
- Wellness, health promotion and population health management
- Workers' compensation and absence management.

Five Reasons You Need to Be at HBCE This February

1. High-Quality Education

HBCE is committed to providing the quality education that organizations need for their health benefits programs to flourish. Start 2027 the right way by getting to know the latest trends and solutions from experts and peers who face the same challenges.

2. A Robust Agenda

There are numerous facets of health benefits programs, which is why there are numerous topics and sessions to choose from at HBCE. The session topics presented touch on a large variety of subjects and issues your plan may face, all in the same conference!

3. Strong Peer Networking Opportunities

Beyond the expert presenters and case studies, HBCE is the best place to create a network of peers who are facing the same challenges as your organization and may have solutions that your organization has been looking for.

4. New Point Solutions

Take advantage of the exhibit hall and select sessions to hear directly from new and innovative service providers. Make connections to help you find solutions you can bring back home with you.

5. Continuing Education Credits

Earn continuing education (CE) credits while attending a conference that will provide you with answers to your organization's health benefits questions.



The Opening Session You Can't Afford to Miss

The Impact of Artificial Intelligence on Health Benefits



Featuring:

Michael Stoyanovich

Vice President and Senior Consultant,
Administration and Technology Consulting
Segal

Artificial intelligence is no longer a future concept; it is actively reshaping how health programs are designed, managed and optimized. For plan sponsors and benefits leaders, this brings both opportunities and obligations. This keynote explores various impacts of AI, including cybersecurity risks, shifting fiduciary duties and necessary governance. Attend this session to learn how AI can positively transform the area of health benefits within your organization.

Closing the Conference With Takeaways to Bring Home

Advancements in Care—and the Stories Powering Them



Featuring:

Tyler Amell, PhD

Chief Health and Strategy Officer
MediKeeper, Inc.

Health headlines continue to focus on negative trends, telling a story of increasing costs and decreasing levels of quality. At the same time, the evolution of medical and technological advances is rapidly improving health care. This closing keynote explores a modern take on patient care, from gene therapies and AI diagnostics to wearable technology and 3D printing. Discover how these cutting-edge advancements are impacting benefit plans, shifting disease trends, altering patient behavior and rewriting the human stories behind the statistics.

Keep an eye on www.HBCE.com for more sessions being announced this fall!

Arrive Early and Extend Your Learning

Register for one or both preconference sessions offered this February. Take a deep dive into solutions-focused education and leave with key takeaways you can apply to the obstacles you face in your role.

MONDAY, FEBRUARY 1, 2027 | 8:00-11:30 a.m.

Health Care Plan Compliance Workshop

Facilitated by: **Rory Akers, JD**, and **Katy Gozalka, PhD, CEBS**

Recent legal and legislative changes have left plan stakeholders in a state of uncertainty. Plan sponsors must be prepared to adapt to ongoing changes in a tumultuous environment. This half-day, interactive workshop will include table activities and discussion, and will:

- Identify recent changes to government agencies
- Interpret how these changes impact existing programs
- Review the potential impact on your plan and its participants
- Understand compliance with MHPAEA, No Surprises Act, ACA, COBRA and more
- Develop practical action plans and next steps for plan sponsors, administrators and other stakeholders.

MONDAY, FEBRUARY 1, 2027 | 1:00-4:00 p.m.

Optimizing Your Pharmacy Benefits Manager Partnership

Facilitated by: **Asha Chikani** and **Eric Cionka**

Pharmaceutical costs impact both your health plan's bottom line and the well-being of your members. This interactive session goes beyond basic Pharmacy Benefit Manager (PBM) strategies, uncovering what you need to know to deliver a high-value plan.

- Demystify the complex role Pharmacy Benefit Managers (PBMs) play in the health care ecosystem.
- Evaluate the impact of pharmacy networks and emerging "cost-plus" trends.
- Learn how to be effective when negotiating your PBM contract to lower costs without sacrificing member access.
- Take actionable steps to maximize your PBM partnership.
- Explore industry shifts on the horizon to future-proof your pharmacy benefit strategy.

Program at a Glance

MONDAY February 1, 2027	7:30-8:00 a.m.	Morning Preconference Registration		
	8:00-11:30 a.m.	MORNING PRECONFERENCE: Health Care Plan Compliance Workshop		
	12:00 noon-12:30 p.m.	Afternoon Preconference Registration		
	12:30-4:00 p.m.	AFTERNOON PRECONFERENCE: Optimizing Your Pharmacy Benefits Manager Partnership		
	4:00-6:00 p.m.	Conference Registration	Welcome Reception in the Exhibit Hall	
TUESDAY February 2, 2027	7:00-8:00 a.m.	Continental Breakfast		
	7:00 a.m.-5:00 p.m.	Registration		
	7:00 a.m.-6:00 p.m.	Exhibits Open		
	8:00-9:15 a.m.	OPENING SESSION: The Impact of Artificial Intelligence on Health Benefits		
	9:15-9:45 a.m.	Networking and Refreshment Break in the Exhibit Hall		
	9:45-10:45 a.m.	Breakout Sessions		
	10:45-11:00 a.m.	Networking and Refreshment Break in the Exhibit Hall		
	11:00 a.m.-12:00 noon	Breakout Sessions		
	12:00 noon-1:15 p.m.	Lunch		
	1:15-2:15 p.m.	Breakout Sessions		
	2:15-2:45 p.m.	Networking and Refreshment Break in the Exhibit Hall		
	2:45-3:45 p.m.	Breakout Sessions		
	3:45-4:00 p.m.	Networking and Refreshment Break in the Exhibit Hall		
	4:00-5:00 p.m.	Breakout Sessions		
	5:00-6:00 p.m.	Networking Reception in the Exhibit Hall		
WEDNESDAY February 3, 2027	7:00-8:00 a.m.	Continental Breakfast		
	7:00-11:00 a.m.	Exhibits Open		
	7:00 a.m.-12:00 noon	Registration		
	8:00-9:00 a.m.	Breakout Sessions		
	9:00-9:30 a.m.	Networking and Refreshment Break in the Exhibit Hall		
	9:30-10:30 a.m.	Breakout Sessions		
	10:30-10:45 a.m.	Networking and Refreshment Break in the Exhibit Hall		
	10:45-11:45 a.m.	Breakout Sessions		
	11:45 a.m.-12:00 noon	Morning Break		
	12:00 noon-1:00 p.m.	CLOSING SESSION: Advancements in Care—and the Stories Powering Them		
Keep an eye on www.HBCE.com for more sessions being announced this fall!				

REGISTRATION

Register today at www.HBCE.com.

CONFERENCE REGISTRATION FEES

	Through December 22, 2026	After December 22, 2026
Government/Nonprofit	US\$750	US\$950
Corporate/Plan Sponsor	US\$850	US\$1,050
Service Provider	US\$950	US\$1,150
Preconference	US\$350	US\$450

Save up to US\$300 when you register by December 22!

POLICIES

Cancel and transfer fees are based on registration fee paid: 60+ days of meeting is 10%; 31-59 days of meeting is 25%; within 30 days of meeting is 50%. Registration fee is forfeited once program commences. For details and the current policy, see www.ifebp.org/policies.

CONTINUING EDUCATION CREDIT

Continuing education (CE) credit for professions and designations MAY be available for attendance at live sessions. You must register for the program and request CE credit at least 60 days prior to the beginning of the program so that the Foundation can seek preapproval from the governing agency.

Note: Requests made for CE credit do not guarantee administration of credit. For further information on CE credit, please call (262) 786-6710, option 2.



Educational sessions at this program can qualify for self-reported CEBS® Compliance credit. Visit www.cebs.org/compliance for additional information.



Ponte Vedra Beach, Florida

Ponte Vedra Beach, part of Florida's Historic Coast, has plenty to explore during your stay this February. Stroll along the beautiful beach, take in the sights and explore the vast outdoor activities available after a day of robust learning and networking. Visit www.HBCE.com for more information on booking your stay.



Sawgrass Marriott

Reservation Deadline: January 11, 2027

Rates: US\$309 single/double occupancy
(Additional US\$20/person per night for a third and/or fourth guest)

Taxes and Fees (subject to change): 11.5% room tax

Resort Fee: Discounted resort fee of \$19/room per night

Resort Fee Includes:

- Enhanced guestroom Wi-Fi
- Daily fitness classes at the Sawgrass Spa
- Miniature golf daily
- One (1) hour bicycle rental for up to four (4) bikes (based on availability)
- Private access to the Cabana Beach Club
- Complimentary shuttle service to the Cabana Beach Club, TPC Sawgrass Clubhouse and other locations up to one (1) mile off resort property.
- One (1) year *Golf Digest* subscription.

Hotel Cancellation Policy: Hotel deposit forfeited for reservations canceled within 72 hours prior to arrival.

For additional hotel information, visit our Hotel/Travel tab at www.HBCE.com.

For hotel questions, contact the Registration Department at (888) 334-3327, option 2, or edreg@ifebp.org.

Note: Hotel room availability is not guaranteed outside of scheduled program dates.

Grow Your Brand at HBCE

Who Exhibits and Sponsors

Service providers at the HBCE represent products and services including:

- Health benefits/insurance/ third-party administration/ private exchange platforms
- Pharmacy benefit managers (PBMs)
- Providers of ancillary benefits, such as dental, vision and life insurance; employee assistance programs (EAPs); and pet insurance
- Employee benefits consulting/ lifestyle coaching
- Wellness and preventive care
- Health systems and on-site clinics, health screenings
- Health and wellness data analytics
- Communication platforms
- Benefits and HRIS technology
- Workers' compensation and absence management
- Telemedicine.

Why You Should Exhibit

Grow your business and secure quality leads with health and benefits professionals.

Position your organization in front of industry leaders looking for products and services.

Connect with existing clients and strengthen your relationships in person.



Learn More

The International Foundation has a number of health and wellness—related events and resources created to help support your work for your organization’s health benefits. Visit www.ifebp.org for more information on all of the International Foundation and Wellness Alliance offerings.

Conferences:

37th Annual Art & Science of Health Promotion Conference

April 14-16, 2027 | Tampa, Florida

Health Care Management Conference

May 3-4, 2027 | Nashville, Tennessee

Annual Wellness Summit

August 3-5, 2027 | San Diego, California

In-Person Certificates and Courses:

Certificates:

- Benefit Plan Administration Certificate
- Benefits and Compensation Certificate
- Health and Welfare Plans Certificate
- Public Sector Benefits Administration Certificate
- Strategic Benefits Management Certificate

Courses:

- Ancillary Benefit Plans
- Basic Compensation Concepts
- Basics of Employee Benefits Administration
- Communicating Employee Benefits
- Funding and Finance of Health Benefits
- Health Benefit Plan Basics
- Health Care Cost Management
- Organizational Strategies for Health and Financial Wellness
- Public Sector 401, 403 and 457 Plans
- Total Rewards and Workforce Strategies

Online Certificates

- Fundamentals in Health Benefits
- Health Plan Navigation
- Self-Funding Group Health Plans

Visit www.ifebp.org/elearning for more information on online courses on health care topics.

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