

# DETAILED AGENDA

## SUNDAY, APRIL 7TH, 2024

TIME	SESSION NAME	SPEAKERS
5:00 PM - 7:00 PM	REGISTRATION DESK Registration Open	SPEAKERS

## MONDAY, APRIL 8TH, 2024

TIME	SESSION NAME	SPEAKERS
8:00 AM - 6:00 PM	REGISTRATION DESK Registration Open	SPEAKERS

### TRACKS

12:05 PM - 12:30 PM	<a href="#">ACA HEALTH SUMMIT</a> <b>ACA Market Overview: Results from the IFP Shopping &amp; Switching Study</b>	<b>SPEAKERS</b> - Tim Brousseau, Deft Research, SVP of Client Services
12:05 PM - 12:45 PM	<a href="#">AGENT SYMPOSIUM</a> <b>The CMS 2025 Call Letter: What It Means For Agents, FMOs, &amp; Our Industry (*For Agents Only*)</b>	<b>SPEAKERS</b> - Amanda Brewton, Medicare Answers Now, Owner - John Greene, National Association of Benefits and Insurance Professionals (NABIP), Senior VP of Government Affairs - Chalen Jackson, McNerney Management Group, Compliance Officer - Danielle Kunkle Roberts, Boomer Benefits, Co-Owner
12:05 PM - 12:40 PM	<a href="#">RETIRETECH</a> <b>Future of the Annuity Market: The Macro Trends</b>	<b>SPEAKERS</b> - Scott Hawkins, Conning, Managing Director, Head of Insurance Research
12:35 PM - 1:05 PM	<a href="#">ACA HEALTH SUMMIT</a> <b>ACA Carriers: Current and Future State of ACA</b>	<b>SPEAKERS</b> - Debbie Harrison, Cigna, Senior Director, Government Affairs & Public Policy

**MONDAY, APRIL 8TH, 2024**

TIME	SESSION NAME	SPEAKERS
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**TRACKS**

12:40 PM - 1:15 PM	<b>RETIRETECH</b> <b>The Shape of Distribution To Come</b>	<b>SPEAKERS</b> - Tyler End, Retirable, CEO & Co-Founder - Patrick Kelly, Signal Advisors, CEO & Co-Founder - Brian Lucius, Gradient Financial Group, Chief Distribution Officer - Wes Severin, Symetra, EVP, Retirement - James Wong, The Founder's Chair, Founder
12:45 PM - 1:10 PM	<b>AGENT SYMPOSIUM</b> <b>Historic Changes in Medicare Part D: Prescription Drug Coverage &amp; the Inflation Reduction Act (*For Agents Only*)</b>	<b>SPEAKERS</b> - TJ Gibb, Humana, Head of Medicare Part D
1:10 PM - 1:50 PM	<b>ACA HEALTH SUMMIT</b> <b>How To Survive and Grow in the Changing ACA Landscape</b>	<b>SPEAKERS</b> - Arthur Barlow, Compass Insurance Advisors, President & CEO - Scott Kipper, Nevada Division of Insurance, Insurance Commissioner - Dean Mohs, Centers for Medicare & Medicaid Services (CMS), Division Director, Strategic Stakeholder Engagement & Operations - Ronnell Nolan, Health Agents for America (HAFA), CEO
1:15 PM - 1:35 PM	<b>AGENT SYMPOSIUM</b> <b>Adapting to Disruption: 5 Things Brokers Must Know in the Era of CMS Overhaul and AI Integration (*For Agents Only*)</b>	<b>SPEAKERS</b> - Brooke Ivey, Bloom Insurance, Chief Sales Officer - Victor Rivera, Bloom Insurance, VP Business Development
1:20 PM - 1:55 PM	<b>RETIRETECH</b> <b>Building Purpose-Driven Retirement Plans</b>	<b>SPEAKERS</b> - Joe Jordan, MetLife, Former SVP, Retail Product Development
1:35 PM - 2:00 PM	<b>AGENT SYMPOSIUM</b> <b>The View from Washington on Medicare Advantage &amp; Supplemental Benefits (*For Agents Only*)</b>	<b>SPEAKERS</b> - John Gorman, Nightingale Partners LLC, Chairman & Founder
1:50 PM - 2:15 PM	<b>ACA HEALTH SUMMIT</b> <b>ACA &amp; U65 – Same Industry?</b>	<b>SPEAKERS</b> - Charlie Harris, National Health Insurance Company (Allstate Health Solutions), President - Michael Howard, Howard Insurance Corporation, President
1:55 PM - 2:30 PM	<b>RETIRETECH</b> <b>Seeking Stable Growth: Designing the Next Generation of Annuities</b>	<b>SPEAKERS</b> - Jason Fichtner, Bipartisan Policy Center, Chief Economist - Branislav Nikolic, The Index Standard, Managing Director, Head of Insurance - Chris Orestis, Retirement Genius, President - Bobby Samuelson, Executive Editor, The Life Product Review

## MONDAY, APRIL 8TH, 2024

TIME	SESSION NAME	SPEAKERS
<b>TRACKS</b>		
2:05 PM - 2:25 PM	<b>AGENT SYMPOSIUM</b> <b>The Power of Partnership: Taking Some Chips off the Table (*For Agents Only*)</b>	<b>SPEAKERS</b> - Justin Haskell, Maximum Senior Benefits, CEO & Founder - Darren Houck, MCC Brokerage, CEO - Alex Hyer, AmeriLife, VP of Corporate Development - Patrick Nichols, AmeriLife, SVP of Biz Dev
2:20 PM - 2:40 PM	<b>ACA HEALTH SUMMIT</b> <b>How to Start, Grow, or Integrate ACA Into Your Agency</b>	<b>SPEAKERS</b> - Arthur Barlow, Compass Insurance Advisors, President & CEO
2:25 PM - 3:00 PM	<b>AGENT SYMPOSIUM</b> <b>Buying Habits &amp; Trends of Seniors Today (*For Agents Only*)</b>	<b>SPEAKERS</b> - Tim Brousseau, Deft Research, SVP of Client Services - Chalen Jackson, McNerney Management Group, Compliance Officer - Anna Patrick, CSG Actuarial, Director of Strategic Partnerships - Jared Strock, Telos Actuarial, Principal & Consulting Actuary
2:35 PM - 3:10 PM	<b>RETIRETECH</b> <b>Reinventing Customer Experience and Service in an AI-Driven World</b>	<b>SPEAKERS</b> - Scott Campbell, American National, SVP & Chief Client Experience Officer - Dan Gremmel, Zinnia, Chief Data Officer - Sean O'Donoghue, Security Benefit, Chief Technology Officer - Jay Singh, Hedgeness, CEO - Sam Zimmerman, NCD, CTO
2:40 PM - 3:15 PM	<b>ACA HEALTH SUMMIT</b> <b>The Latest CMS Compliance Protocol and How To Do It Efficiently</b>	<b>SPEAKERS</b> - Dr. Anthony Bowen, Quantum, COO & CDO - Joshua Brooker, National Association of Benefits and Insurance Professionals (NABIP), Chair Of Individual Market Working Group - Al Castellanos, Premier Insurance Contracts, President - Josh Van Drei, Centers for Medicare & Medicaid Services (CMS), Deputy Director, Division of Compliance, Oversight, & Monitoring
2:40 PM - 3:10 PM	<b>AGENT SYMPOSIUM</b> <b>Session Presented by Spark Advisors</b>	<b>SPEAKERS</b>
3:05 PM - 3:25 PM	<b>AGENT SYMPOSIUM</b> <b>Will Artificial Intelligence Replace Insurance Agents? (*For Agents Only*)</b>	<b>SPEAKERS</b> - Daniel Petkevich, Fair Square, CEO & Founder
3:05 PM - 3:50 PM	<b>IMPROVING HEALTHCARE OUTCOMES FOR SENIORS IN MEDICARE ADVANTAGE</b> <b>Managing Medical Spend via VBC: Moving from Primary to Specialty Care</b>	<b>SPEAKERS</b> - Eugene Hsu, Elevance Health, Chief Medical Officer & RVP II, Medicare Duals, West Region, Group Retiree Solutions - Tej Motiwala, Oak Street Health, VP, Population Health - Kevin O'Leary, Health Tech Nerds, Co-Founder - Rachel Winokur, TailorCare, CEO & Founder

MONDAY, APRIL 8TH, 2024

TIME	SESSION NAME	SPEAKERS
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TRACKS

3:10 PM - 3:50 PM	<p>RETIRETECH</p> <p><b>Insuring Tomorrow: Navigating the Regulatory Environment of the AI and Tech Revolution</b></p>	<p>SPEAKERS</p> <ul style="list-style-type: none"> <li>- Kathleen Birrane, State of Maryland, Maryland Insurance Commissioner</li> <li>- Troy Downing, Montana Commissioner of Securities and Insurance, Montana State Auditor</li> <li>- George Esposito, Zinnia, General Counsel</li> <li>- Nathan Houdek, Wisconsin Insurance Department, Commissioner</li> <li>- Andrew Mais, NAIC, President</li> </ul>
3:20 PM - 3:55 PM	<p>ACA HEALTH SUMMIT</p> <p><b>How to Apply AI to ACA and Open Enrollment</b></p>	<p>SPEAKERS</p> <ul style="list-style-type: none"> <li>- Alex Doonanco, AI Rudder, Growth</li> <li>- Tisson Mathew, Skypoint, CEO &amp; Founder</li> <li>- Vivek Zaveri, Meera.ai, CEO &amp; Founder</li> </ul>
3:25 PM - 4:00 PM	<p>AGENT SYMPOSIUM</p> <p><b>What Professional Organizations Do for Agents &amp; How to Get Involved (*For Agents Only*)</b></p>	<p>SPEAKERS</p> <ul style="list-style-type: none"> <li>- Diane Boyle, NAIFA, SVP, Government Relations</li> <li>- Danielle Kunkle Roberts, Boomer Benefits, Co-Owner</li> <li>- Ronnell Nolan, Health Agents for America (HAFA), CEO</li> <li>- Keith Wallace, NABIP, Membership Council Chair</li> </ul>
3:50 PM - 4:15 PM	<p>IMPROVING HEALTHCARE OUTCOMES FOR SENIORS IN MEDICARE ADVANTAGE</p> <p><b>Building Culturally-Sensitive MA Plans</b></p>	<p>SPEAKERS</p> <ul style="list-style-type: none"> <li>- Andy Higgins, Clever Care Health Plan, Vice President, Product Development</li> </ul>
3:55 PM - 4:25 PM	<p>ACA HEALTH SUMMIT</p> <p><b>How To Ensure You Have the Best ACA Technology</b></p>	<p>SPEAKERS</p> <ul style="list-style-type: none"> <li>- Arthur Barlow, Compass Insurance Advisors, President &amp; CEO</li> <li>- Chad Hogan, Quotit, President &amp; Marketplace Compliance Officer</li> <li>- Dave Keller, INSXCloud, President</li> <li>- Manal Mehta, Benefitalign, LLC, CEO &amp; President</li> </ul>
3:55 PM - 4:30 PM	<p>RETIRETECH</p> <p><b>Finding, Funding, and Improving the Future Retirement of GenX and GenZ</b></p>	<p>SPEAKERS</p> <ul style="list-style-type: none"> <li>- Tyler End, Retirable, CEO &amp; Co-Founder</li> <li>- Jonathan Kalman, Eos Venture Partners, Founding General Partner</li> <li>- Farooq Sheikh, Unqork, Global Head of Banking, Insurance and Healthcare</li> <li>- Alison Susko, Asset-Map, VP of Community &amp; Partnerships</li> </ul>
4:05 PM - 4:25 PM	<p>AGENT SYMPOSIUM</p> <p><b>Get More Sales Working With Medicare Express (*For Agents Only*)</b></p>	<p>SPEAKERS</p> <ul style="list-style-type: none"> <li>- Gary Gore, Medicare Express, National Director of Sales</li> <li>- Rob Graham, Medicare Express, Founder</li> </ul>

MONDAY, APRIL 8TH, 2024

TIME	SESSION NAME	SPEAKERS
<b>TRACKS</b>		
4:15 PM - 5:00 PM	<p><b>IMPROVING HEALTHCARE OUTCOMES FOR SENIORS IN MEDICARE ADVANTAGE</b></p> <p><b>The Promise and Peril of Back Office Automation with AI</b></p>	<p><b>SPEAKERS</b></p> <ul style="list-style-type: none"> <li>- Will Johnson, +Oscar, Vice President &amp; General Manager</li> <li>- Zach Kosky, Gold Kidney Health Plan, CFO</li> <li>- Jacob Goldstein Luria, N1 Health, President &amp; Founder</li> <li>- Kevin O'Leary, Health Tech Nerds, Co-Founder</li> </ul>
4:25 PM - 5:00 PM	<p><b>AGENT SYMPOSIUM</b></p> <p><b>Back Office Systems that Agents &amp; Agencies Need (*For Agents Only*)</b></p>	<p><b>SPEAKERS</b></p> <ul style="list-style-type: none"> <li>- Korey Ashton, SunFire, Director, SunFire Services</li> <li>- Amanda Brewton, Medicare Answers Now, Owner</li> <li>- Aaron Davis, ConnectureDRX, Director, Product</li> <li>- Steve Ogden, AgencyBloc, Sales Manager</li> </ul>
4:30 PM - 5:00 PM	<p><b>ACA HEALTH SUMMIT</b></p> <p><b>How To Double or Triple Your ACA Book of Business</b></p>	<p><b>SPEAKERS</b></p> <ul style="list-style-type: none"> <li>- Arthur Barlow, Compass Insurance Advisors, President &amp; CEO</li> <li>- David Cutter, HealthQuotes, Partner &amp; President</li> <li>- Dave Maman, WeCall, CEO</li> <li>- Tracy McMillan, Marketplace Insurance Exchange, President</li> <li>- Manny Zuccarelli, QuoteVelocity, CEO &amp; Founder</li> </ul>
5:00 PM - 7:00 PM	<p><b>RETIRETECH</b></p> <p><b>The End of Accelerators As We Know Them – Meet the Next Model of Corporate Innovation</b></p>	<p><b>SPEAKERS</b></p> <ul style="list-style-type: none"> <li>- Laurissa Berk, UConn School of Business, Director, Global &amp; Experiential Education, Graduate STEM Programs</li> <li>- Mike Fanning, MassMutual, Former Head</li> <li>- Jason Gross, ManchesterStory, VP, Head of Platform</li> <li>- John Wilson, University of Connecticut, Academic Director, MS FinTech</li> </ul>
5:00 PM - 7:00 PM	<p><b>NETWORKING &amp; EVENTS</b></p> <p><b>Kick-Off Party</b></p>	<p><b>SPEAKERS</b></p>

## TUESDAY, APRIL 9TH, 2024

TIME	SESSION NAME	SPEAKERS
7:00 AM - 8:20 AM	NETWORKING & EVENTS Breakfast	SPEAKERS
7:00 AM - 5:00 PM	REGISTRATION DESK Registration Open	SPEAKERS

### PLENARY

8:00 AM - 8:30 AM	PLENARY First Light Insights: 3 Keys to Navigating the MA Storm	SPEAKERS - Sherman Rogers, Ascend Broker, CEO & Founder
8:30 AM - 8:35 AM	PLENARY Welcome – Plenary Stage Day 1	SPEAKERS
8:35 AM - 9:00 AM	PLENARY Tech Modernization: Innovation, Digital Transformation, and Meeting Market Demand	SPEAKERS - Michele Trogni, Zinnia, Chairman & CEO - Paul Tyler, Nassau Financial Group, Chief Marketing Officer
9:00 AM - 9:25 AM	PLENARY Fireside Chat With Tim Barry, CEO, Chair, & Co-Founder of VillageMD	SPEAKERS - Tim Barry, VillageMD, CEO, Chair, & Co-Founder - Neelam Brar, Total Life Therapy, Founder
9:25 AM - 9:30 AM	PLENARY Launch Showcase: Level Up With Ascend Broker	SPEAKERS - Sherman Rogers, Ascend Broker, CEO & Founder
9:30 AM - 10:00 AM	PLENARY Health & Wealth: The Keys to Retirement	SPEAKERS - Tyler End, Retirable, CEO & Co-Founder - Abby Levy, Primetime Partners, Managing Partner & Founder - Fran Soistman, eHealth, CEO & Director
10:00 AM - 10:08 AM	PLENARY In Search of the Next Big Thing: Fortuna Health	SPEAKERS - Nikita Singareddy, Fortuna Health, CEO & Founder
10:08 AM - 10:15 AM	PLENARY In Search of the Next Big Thing: Twilight Technologies	SPEAKERS - Greg Cangialosi, Twilight Technologies, Founder

### TRACKS

10:30 AM - 11:05 AM	RETIRETECH Investment Horizons – How Do We Make Smart Bets on the Future of Retirement?	SPEAKERS - Ray Jang, Primetime Partners, Principal - Marie-Christine Razaire, Northwestern Mutual Future Ventures, Principal - Doug Roth, Connecticut Innovations, Managing Director - Andrew Wegrzyn, SixThirty Ventures, Principal
	TRACK 1 Regulations, Commissions, & AI, Oh My! – Using Technology To Thrive Amid Constant Change	SPEAKERS - Brendan McLoughlin, e123, President & CMO

TUESDAY, APRIL 9TH, 2024

TIME	SESSION NAME	SPEAKERS
<b>TRACKS</b>		
10:30 AM - 11:05 AM	<b>TRACK 2</b> <b>The Future of MedSupp</b>	<b>SPEAKERS</b> - Calvin Bagley, Nuvo Health, CEO & President - Gaylan Hendricks, Senior Security Benefits, CEO - Marc Wheeler, Strategic Options, Managing Partner - Ty Wooldridge, Aetna Health & Life Insurance, President
	<b>TRACK 3</b> <b>Supplemental Benefits: Will People Use What They Say They Want?</b>	<b>SPEAKERS</b> - Matthew Herrera, Careington, VP of Sales - Andy Higgins, Clever Care Health Plan, Vice President, Product Development - Christine Leo, Cigna, VP Senior Products - Max Zamkow, Third Act Ventures, Managing Partner
11:00 AM - 11:30 AM	<b>INNOVATION &amp; PRODUCT SHOWCASE STAGE</b> <b>Presentation by UnaliWear</b>	<b>SPEAKERS</b> - Richard Hirsch, UnaliWear, Chief Marketing Officer
	<b>INNOVATION &amp; PRODUCT SHOWCASE STAGE</b> <b>The 1st AI Enhanced Products For Agencies &amp; Agents</b>	<b>SPEAKERS</b> - John Winner, Kizen, CEO
	<b>INNOVATION &amp; PRODUCT SHOWCASE STAGE</b> <b>Presentation by Skyjoy</b>	<b>SPEAKERS</b> - Lloyd Crawford, Skyjoy, Director
	<b>RETIRETECH</b> <b>CEO Roundtable: Where Will The Industry Be in Three Years?</b>	<b>SPEAKERS</b> - Bruce Donaldson, Simplicity Group, CEO & President - William Egan, Oceanview Life and Annuity, Chairman & CEO - Paul Tyler, Nassau Financial Group, Chief Marketing Officer - Doug Wolff, Security Benefit, CEO
11:10 AM - 12:00 PM	<b>TRACK 1</b> <b>Advancements in Preventing and Managing Cognitive Decline</b>	<b>SPEAKERS</b> - Julius Bruch, Isaac Health, CEO & Co-Founder - Diane Chau, California Geriatric Society, President - Hope Karnes, MD, PhD, ExamOne, a Quest Diagnostics Company, Medical Director, Clinical Solutions - Dave Meyer, Beacon Healthcare Systems, SVP, Risk Management and Quality - Gary Skole, AlzBetter LLC, CEO
	<b>TRACK 2</b> <b>Grow with Your FMO: Understanding the Value of Your Most Important Relationship</b>	<b>SPEAKERS</b> - Joshua Borders, Senior Market Advisors, CEO - Federico Guardia, Precision Senior Marketing, President - Bryan Keeven, SVP of Health Distribution AmeriLife, SVP of Health Distribution - Angela Palo, Pinnacle Financial Services, COO - Chase Urich, The Equita Group, President

**TUESDAY, APRIL 9TH, 2024**

TIME	SESSION NAME	SPEAKERS
<b>TRACKS</b>		
11:10 AM - 12:00 PM	<b>TRACK 3</b> <b>Technology in Senior Living from Home to Housing</b>	<b>SPEAKERS</b> - Bob Kramer, Nexus Insights, Founder & Fellow - Satish Movva, CarePredict, CEO & Founder - George Netscher, Safely You, CEO - Severine Petras, Priority Life Care, CEO & Co-Founder - Katie Schmitz, Ziegler Link-age Funds, Chief Administrative Officer
	<b>INNOVATION &amp; PRODUCT SHOWCASE STAGE</b> <b>Presentation by Carefluent</b>	<b>SPEAKERS</b>
11:30 AM - 12:00 PM	<b>INNOVATION &amp; PRODUCT SHOWCASE STAGE</b> <b>Presentation by Pyx Health</b>	<b>SPEAKERS</b>
	<b>INNOVATION &amp; PRODUCT SHOWCASE STAGE</b> <b>Presentation by Great Hearing Benefits</b>	<b>SPEAKERS</b> - Brad Volkmer, Great Hearing Benefits, Senior Consultant
12:00 PM - 2:00 PM	<b>NETWORKING &amp; EVENTS</b> <b>Lunch and Expo</b>	<b>SPEAKERS</b>
	<b>TRACK 1</b> <b>Retaining Members in an Age of Regulatory Change: Innovative Approaches to Supporting Agents</b>	<b>SPEAKERS</b> - Gary Culp, Cigna, Chief Distribution Officer - Dan Garrison, HealthMarkets Insurance Agency, President - Grant Hoffman, ConnectureDRX, CEO - Kyal Moody, MyPlanAdvocate, CEO & Co-Founder - Susan Plumer, ConnectureDRX, Chief Growth Officer
2:00 PM - 2:35 PM	<b>TRACK 2</b> <b>Session Presented by Integrity</b>	<b>SPEAKERS</b> - Ryan Kimble, Integrity Marketing Group, President, Integrity Health - Bill Kiray, Neishloss Fleming, VP, Chief Marketing Officer - Chris Kolowich, Integrity Marketing Group, VP, Health Sales
	<b>TRACK 3</b> <b>Reading the Legislative and Regulatory Tea Leaves for Medicare Advantage Marketing</b>	<b>SPEAKERS</b> - Helaine Fingold, Epstein Becker & Green, P.C., Partner
	<b>TRACK 4</b> <b>FCC Changes &amp; More: Telemarketing, Privacy Laws, and the Impact on our Industry</b>	<b>SPEAKERS</b> - Aaron Burstein, Kelley Drye & Warren LLP, Partner - Steve Kaplan, Health Plan One, Chief Legal, Privacy, Compliance Officer - Jill Allison Opell, Foley & Lardner LLP, Partner - Paul Rosenthal, Faegre Drinker Biddle Reath LLP, Partner



TUESDAY, APRIL 9TH, 2024

TIME	SESSION NAME	SPEAKERS
<b>TRACKS</b>		
	INNOVATION & PRODUCT SHOWCASE STAGE <b>Presentation by Contact Marketing, Inc.</b>	<b>SPEAKERS</b> - Ari Ginsberg, Contact Marketing Inc., CEO
2:30 PM - 3:00 PM	INNOVATION & PRODUCT SHOWCASE STAGE <b>The MediZues Edge: A New Era in Client Retention</b>	<b>SPEAKERS</b> - Evan MacGuffie, MediZues, Founder
	INNOVATION & PRODUCT SHOWCASE STAGE <b>Presentation by Invive</b>	<b>SPEAKERS</b> - Diego Tanton, Invive, CEO & Founder
	<b>TRACK 1</b> <b>Maximizing Medicare Growth: Strategies from Total Expert &amp; Guided Solutions</b>	<b>SPEAKERS</b> - Blake McCoy, Guided Solutions, Executive Director Medicare - Joe Welu, Total Expert, CEO & Founder
	<b>TRACK 2</b> <b>Targeted Audience Equals Qualified Leads</b>	<b>SPEAKERS</b> - Aaron Hail, Hail Financial Group, Owner - Mike Hail, Data Decisions Group, CEO
2:40 PM - 3:15 PM	<b>TRACK 3</b> <b>Supplemental Benefits: A Seat at the Benefits Table</b>	<b>SPEAKERS</b> - Michelle McRae, Instacart, Director of Health - Jason Montrie, Nations Benefits, Senior VP of Healthcare & Products - Roberto Rodriguez, Sequential Ventures, Managing Partner
	<b>TRACK 4</b> <b>State of Value-Based Care: How It's Going &amp; Where We're Headed</b>	<b>SPEAKERS</b> - Scott Handlon, Oak Street Health, Vice President, Managed Care Partnerships - Jill Henderson, Neishloss & Fleming, VP & Chief Operating Officer - Brian Laskin, Centerwell, VP of Growth & Field Sales - Kevin McGavick, ChenMed, Chief Growth Officer
	INNOVATION & PRODUCT SHOWCASE STAGE <b>Presentation by Waterlily</b>	<b>SPEAKERS</b> - Lily Vittayarukskul, Waterlily, CEO & Founder
3:00 PM - 3:30 PM	INNOVATION & PRODUCT SHOWCASE STAGE <b>Presentation by Rxcare.ai</b>	<b>SPEAKERS</b> - Gustavius Smith, Rxcare.ai, Founder & CEO
	INNOVATION & PRODUCT SHOWCASE STAGE <b>Aloe Care's AI Time Machine</b>	<b>SPEAKERS</b> - Paul Rooney, Aloe Care Health, Chief Growth Officer
3:20 PM - 3:55 PM	<b>TRACK 1</b> <b>Not Your Mama's Medicare: Creating a Beneficiary Experience for the Modern Era</b>	<b>SPEAKERS</b>

## TUESDAY, APRIL 9TH, 2024

TIME	SESSION NAME	SPEAKERS
<b>TRACKS</b>		
	<b>TRACK 2</b> <b>Advancing Health Equity, Access, and Outcomes</b>	<b>SPEAKERS</b> - Melissa Steffan, Evernorth, President, Home-Based Care - John Young, Evernorth, Chief Strategy & Development Officer, Home-Based Care
3:20 PM - 3:55 PM	<b>TRACK 3</b> <b>No Trade-Offs: Outbound Campaigns Driving Impact While Maintaining Compliance</b>	<b>SPEAKERS</b> - Dan Fox, Drips, Managing Director of Healthcare - Theresa Lauer, Independence Blue Cross, VP, Medicare Sales & Marketing - Jon Legler, Spring Venture Group, EVP, Marketing - Jean Lentsch, Western Asset Protection, Compliance Officer
	<b>TRACK 4</b> <b>A Practical Approach to AI in Member Enrollment &amp; Engagement</b>	<b>SPEAKERS</b> - Sean Robbins, Accenture, Managing Director
3:30 PM - 4:00 PM	<b>INNOVATION &amp; PRODUCT SHOWCASE STAGE</b> <b>Presentation by Motivity Care</b>	<b>SPEAKERS</b> - Mim Senft, Motivity Care, Managing Director & Co-Founder
	<b>INNOVATION &amp; PRODUCT SHOWCASE STAGE</b> <b>Presentation by Kinto Care</b>	<b>SPEAKERS</b>
	<b>INNOVATION &amp; PRODUCT SHOWCASE STAGE</b> <b>Presentation by Kyber</b>	<b>SPEAKERS</b> - Arvind Sontha, Kyber, CEO & Co-Founder
4:00 PM - 4:30 PM	<b>INNOVATION &amp; PRODUCT SHOWCASE STAGE</b> <b>Building Value-Driven Technology: The Application of AI to the Modernization of Care in Alzheimer's Disease and Related Dementias</b>	<b>SPEAKERS</b> - Brittany Casin, DigiCARE Realized, CEO
	<b>INNOVATION &amp; PRODUCT SHOWCASE STAGE</b> <b>Presentation by ActiveProtective</b>	<b>SPEAKERS</b> - Wamis Singhatat, ActiveProtective, CEO
4:00 PM - 5:00 PM	<b>NETWORKING &amp; EVENTS</b> <b>Expo Hall Networking Reception</b>	<b>SPEAKERS</b>
4:00 PM - 4:35 PM	<b>TRACK 1</b> <b>Re-Imagining the Call Center: Mandatory, Not Optional</b>	<b>SPEAKERS</b> - Sean Clark, Provana, SVP of Platforms - Bryan Derheim, eHealth, VP & GM- Supplemental Products - Jagger Esch, Elite Insurance Partners, CEO & President - Daniel Petkevich, Fair Square, CEO & Founder - Sam Wiener, Spark Advisors, EVP of Growth

## TUESDAY, APRIL 9TH, 2024

TIME	SESSION NAME	SPEAKERS
<b>TRACKS</b>		
4:00 PM - 4:35 PM	<b>TRACK 2</b> <b>Advancing Health Equity through Digital Health Literacy</b>	<b>SPEAKERS</b> - Raissa Hacothen, Longevity Venture Partners, Managing Partner - Andrew Parker, Papa, CEO & Founder
	<b>TRACK 3</b> <b>The Art of Cross-Selling</b>	<b>SPEAKERS</b> - Gaylan Hendricks, Senior Security Benefits, CEO - Brad Volkmer, Great Hearing Benefits, Senior Consultant
	<b>TRACK 4</b> <b>Elevate Your Game: Power Up With MedSupp Innovation</b>	<b>SPEAKERS</b> - Melissa Crawford, Physicians Mutual, SVP & CMO

## WEDNESDAY, APRIL 10TH, 2024

TIME	SESSION NAME	SPEAKERS
7:00 AM - 2:00 PM	<b>REGISTRATION DESK</b> <b>Registration Open</b>	<b>SPEAKERS</b>
8:00 AM - 9:00 AM	<b>NETWORKING &amp; EVENTS</b> <b>Breakfast</b>	<b>SPEAKERS</b>
<b>PLENARY</b>		
8:30 AM - 8:35 AM	<b>PLENARY</b> <b>Welcome – Plenary Stage Day 2</b>	<b>SPEAKERS</b>
8:35 AM - 9:05 AM	<b>PLENARY</b> <b>Fireside Chat with Dawn Maroney, CEO of Alignment Health Plan &amp; Markets President of Alignment Health</b>	<b>SPEAKERS</b> - Jenn Kerfoot, DUOS, Chief Strategy & Growth Officer - Dawn Maroney, Alignment Health Plan, CEO
9:05 AM - 9:30 AM	<b>PLENARY</b> <b>Fireside Chat with Vijay Kotte, CEO of Go Health</b>	<b>SPEAKERS</b> - Gabe Isaacson, McKinsey & Company, Associate Partner - Vijay Kotte, GoHealth, CEO
9:30 AM - 10:00 AM	<b>PLENARY</b> <b>Fireside Chat with Sachin Jain, MD, President &amp; CEO of SCAN Group &amp; SCAN Health Plan</b>	<b>SPEAKERS</b> - Sachin H. Jain, MD, SCAN Group & SCAN Health Plan, President & CEO

## WEDNESDAY, APRIL 10TH, 2024

TIME	SESSION NAME	SPEAKERS
<b>PLENARY</b>		
10:00 AM - 10:30 AM	PLENARY <b>Fireside Chat with Scott Perry, Chairman &amp; CEO of AmeriLife</b>	<b>SPEAKERS</b> - Matt McClure, Retirement.Radio, Manager of Media Hosting & Production - Scott Perry, AmeriLife, Chairman & CEO
10:30 AM - 10:55 AM	PLENARY <b>Fireside Chat with George Kalogeropoulos, CEO of HealthSherpa</b>	<b>SPEAKERS</b> - Drew Aldrich, Viewpoint Ventures, Managing Partner & Founder - George Kalogeropoulos, HealthSherpa, CEO
<b>TRACKS</b>		
	INNOVATION & PRODUCT SHOWCASE STAGE <b>Presentation by Spiraldot Health</b>	<b>SPEAKERS</b> - Talha Basit, Spiraldot Health, CEO & Founder
11:00 AM - 11:30 AM	INNOVATION & PRODUCT SHOWCASE STAGE <b>Fixing Therapy for Older Adults</b>	<b>SPEAKERS</b> - Neelam Brar, Total Life Therapy, Founder
	INNOVATION & PRODUCT SHOWCASE STAGE <b>Presentation by e123</b>	<b>SPEAKERS</b> - Brendan McLoughlin, e123, President & CMO
	RETIRETECH <b>Has the Time for Annuities in the Workplace Arrived?</b>	<b>SPEAKERS</b> - Sherry Chan, Atidot, Chief Strategy Officer - Scott Hawkins, Conning, Managing Director, Head of Insurance Research - Ramsey Smith, ALEX.fyi, CEO & Founder - Tamiko Toland, Principal, Toland Consulting, LLC
11:10 AM - 12:00 PM	TRACK 1 <b>Value-Based Care in Senior Living</b>	<b>SPEAKERS</b> - Alan Fairbanks, Serviam Care Network, President of the Value-Based Care Alliance, - Nick Gesue, Alder View Capital, CEO & Founder - Adam Kaplan, Solera Senior Living, CEO & Founder - Amy Kaszak, Curana Health, EVP, Strategic Initiatives
	TRACK 2 <b>Building Member Trust: Experience, Quality, and More</b>	<b>SPEAKERS</b> - Jonathan Cho, Blue Cross and Blue Shield of IL, MT, NM, OK, & TX, Executive Director, Medicare Solutions & Delivery - Joe Kanatzar, Clear Spring Health, Chief Growth & Strategy Officer - Sam Melamed, NCD, CEO - Karl Ulfers, DUOS, CEO & Co-Founder
11:30 AM - 12:00 PM	INNOVATION & PRODUCT SHOWCASE STAGE <b>Guide Path – Innovative Culture Change Solutions for Senior Living</b>	<b>SPEAKERS</b> - Rebecca Adelman, Adelman Law Firm and Guide Path, Founder

## WEDNESDAY, APRIL 10TH, 2024

TIME	SESSION NAME	SPEAKERS
<b>TRACKS</b>		
11:30 AM - 12:00 PM	INNOVATION & PRODUCT SHOWCASE STAGE <b>Generative AI for Medicare Analytics and Prior Auth</b>	<b>SPEAKERS</b> - Ricky Sahu, GenHealth.ai, CEO & Founder
	INNOVATION & PRODUCT SHOWCASE STAGE <b>Presentation by Wealth2k, Inc.</b>	<b>SPEAKERS</b> - David Macchia, CEO & Founder, Wealth2k, Inc.
12:00 PM - 2:00 PM	<b>NETWORKING &amp; EVENTS</b> <b>Lunch and Expo</b>	<b>SPEAKERS</b>
2:00 PM - 2:50 PM	<b>TRACK 1</b> <b>Keeping Members Close: Strategies in Member Retention</b>	<b>SPEAKERS</b> - Blake Amos, Cigna, Director, Head of Customer Retention for Medicare Business - Marcelle Gathing, Zing Health, Director, National Strategic Accounts - Brian Park, Hank, Founder & CEO - Kris Schneider, Centerfield Insurance Services, SVP Medicare
	<b>TRACK 2</b> <b>New Frontiers in Senior Care Delivery</b>	<b>SPEAKERS</b> - Jordan Harmon, Hospital for Special Surgery, Chief Innovation & Commercialization Officer, VP - Danny Kaplan, Equitage Ventures, General Partner - Randy Klein, Vesta Healthcare, CEO - Neil Patel, MD, Patina Health, Chief Health Officer - Rishi Sikka, MD, VillageMD, President, Village Medical
	<b>TRACK 3</b> <b>Social Determinants of Health: The Fight Against Isolation and Insecurities</b>	<b>SPEAKERS</b> - Ed Likovich, NymbL Science, CEO - Jim Meyerle, Prufrock Ventures, Founding General Partner - Dr. Francesca Rinaldo, Sharecare, SVP of Clinical Product & Innovation
	<b>TRACK 4</b> <b>Venture Capital View: The Time Is Now</b>	<b>SPEAKERS</b> - Fatima Husain, Mosaic General Partnership, Co-Founder & General Partner - Jonathan Kalman, Eos Venture Partners, Founding General Partner
2:30 PM - 3:00 PM	INNOVATION & PRODUCT SHOWCASE STAGE <b>Presentation by Fortuna Health</b>	<b>SPEAKERS</b> - Nikita Singareddy, Fortuna Health, CEO & Founder
	INNOVATION & PRODUCT SHOWCASE STAGE <b>Presentation by ZIDA</b>	<b>SPEAKERS</b> - Isaac Oppenheim, Zida, CEO & Founder
	INNOVATION & PRODUCT SHOWCASE STAGE <b>Presentation by PEAR Health Labs</b>	<b>SPEAKERS</b> - Pete English, PEAR Health Labs, SVP & GM – Medicare

## WEDNESDAY, APRIL 10TH, 2024

TIME	SESSION NAME	SPEAKERS
<b>TRACKS</b>		
3:00 PM - 3:30 PM	INNOVATION & PRODUCT SHOWCASE STAGE <b>Innovation @ Keen: Multi-Carrier Enablement Technology</b>	<b>SPEAKERS</b> - Scott Matthews, Keen, CEO & Co-Founder
	INNOVATION & PRODUCT SHOWCASE STAGE <b>Presentation by Carevocacy</b>	<b>SPEAKERS</b> - Stefano Selorio, Carevocacy, CEO & Founder
3:00 PM - 3:35 PM	RETIRETECH <b>Building Global Retirement Corridors</b>	<b>SPEAKERS</b> - Susan Winkler, Connecticut Insurance and Financial Services, VP & ED
	TRACK 1 <b>Improving Star Ratings in an Era of Change</b>	<b>SPEAKERS</b> - Melissa Newton Smith, Newton Smith Group, Founder
	TRACK 2 <b>Boost Your Medicare Sales With Social Security Expertise</b>	<b>SPEAKERS</b> - Thomas Drapala, National Association of Registered Social Security Analysts, Director of RSSA Services - Martha Shedden, National Association of Registered Social Security Analysts, President & Co-Founder
	TRACK 4 <b>Managed Care in Senior Housing: Current &amp; Future Outlook</b>	<b>SPEAKERS</b> - Steve Monroe, The SeniorCare Investor, The SeniorCare Investor
3:40 PM - 4:15 PM	TRACK 1 <b>Generative AI in our Industry: The Hope, the Hype, &amp; What's Actually Happening</b>	<b>SPEAKERS</b> - Akash Magoon, Adonis, CEO & Co-Founder - Lily Vittayarukkul, Waterlily, CEO & Founder - John Winner, Kizen, CEO
	TRACK 2 <b>Balancing Transparency and Profitability in Medicare Marketing: Introducing the Insurance Marketing Coalition</b>	<b>SPEAKERS</b> - William DeCourcy, AmeriLife, SVP Growth Marketing & Customer Acquisition - Farzin Espahani, QuinStreet Inc., GM, Health & Medicare - Jennifer Mansfield, Digital Thrive, CEO & Co-Founder - Mark Seghers, Inspire Health Tech, CEO & Co-Founder
	TRACK 3 <b>The MedSupp Wondrous Dichotomy: Filtering High-Morbidity Applicants AND Issuing More Business with Medical Claims Data</b>	<b>SPEAKERS</b> - Jenna Fariss, Milliman Intelliscript, Director & Actuary - Eric Johansson, Liberty Bankers Insurance Group, EVP & Chief Operations Officer - Chris Pike, CVS Health / Aetna, Senior Manager of Underwriting
4:00 PM - 5:00 PM	NETWORKING & EVENTS <b>Expo Hall Networking Reception</b>	<b>SPEAKERS</b>

## WEDNESDAY, APRIL 10TH, 2024

TIME	SESSION NAME	SPEAKERS
9:00 PM - 11:00 PM	NETWORKING & EVENTS Official After Party	SPEAKERS

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