

Creating Value-Based Benefits That Last

Building a Culture of Health for Women in the Workplace

August 13, 2025

8 am - 12:30 p.m. CT

**FedEx Event Center at
Shelby Farms Park
Memphis, TN**



HealthCareTN

One Voice. One Focus. Leading Employers.



8:00 am **Check-In/Exhibit Hall/Networking**

9:00 am **Welcome**
Phil Belcher, CEO, HealthCareTN

9:05 am **Keynote Address/Fireside Chat - Women's Health at a Crossroads:
Redefining Value Through Policy, Advocacy & Employer Action**
Moderator: Trinette Small, VP of Employer Engagement & Strategy, HealthCareTN
Dr. Chevon Rariy, Chief Clinical Innovation Officer, Visana Health
Kathryn Schubert, President & CEO, Society for Women's Health Research

9:35 am **Stopping Cancer in Its Tracks: Prevention, Treatment & Workplace Support**
Moderator: Jenny Goins, Chief of Staff, National Alliance of Healthcare Purchaser Coalitions
Dr. Mike Brown, M.D., Regional Medical Director, Merck & Co., Inc.
Dr. Kym Furney, M.D., Physician, Color Health
Jane Lutz, National Account Executive, Genentech

10:15 am

Exhibit Hall/Networking

10:40 am

Chronic, Complex & Often Overlooked - Addressing Chronic Conditions in the Female Workforce

Moderator: Chris Syverson, CEO, Nevada Business Group on Health

Dr. Jennifer Guy, Pharm.D., BCPS, Clinical Pharmacist, TrestleTree

Cynthia Kangos, National Board-Certified Health & Wellness Coach, Ciba Health

Andrea Stelk BSN, RNC-OB, VP of Commercial Solutions, Progyny

Agenda



11:20 am

Table Talks

Moderator: Sally Pace, CEO, Connect Healthcare Collaboration

Migraine Health: Tom Heard, Senior Director, Payer Account Medical Lead, Pfizer

Perimenopause/Menopause: Dr. Mary Mulcare, Chief Medical Officer, Summus Health

Wellbeing & Weight Management: Pam Appel, Senior Director Medical Affairs Strategy and Engagement, Currax Pharmaceuticals

Mental Health: Mary Beth Galey, Vice President of Behavioral Health Growth, Telus Health

Reproductive Health: Dr. Chevon Rariy, Chief Clinical Innovation Officer, Visana Health

Prevention: Alexandra Bhatti, US Commercial Leader, Public Health, Merck & Co., Inc.

Chronic Conditions: Lia Lansky, Chief Wellbeing Officer, Baptist Memorial Health Care

Bone & Musculoskeletal Health: Carrie Barth, Director of Partnerships and Business Development, Hinge Health

12:40 pm

Closing Remarks and Door Prizes

Phil Belcher, CEO, HealthCareTN

12:50 pm

Adjourn

DOOR PRIZES

- \$200 Amazon gift card
- \$250 Amazon gift card
- \$100 Restaurant Iris/The Second Line gift card
- \$100 Flight Restaurant gift card
- Wellness Reset Package
- 60 Second Benefits Explainer Video created just for your company
- Summer Fun Package
- Theragun
- And much more!

Items donated by:

Quantum Health

Connect HealthCare Collaboration

Aligned Marketplace

Color Health

Trestletree

Ciba Health

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RazorMetrics

WELCOME

HC/TN



Phil Belcher
CEO
HealthCareTN

CHAMPION

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VANDERBILT
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Employer Solutions

Keynote/Fireside Chat: Women's Health at a Crossroads: Redefining Value Through Policy, Advocacy & Employer Action



Moderator: Trinette Small
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Stopping Cancer in Its Tracks: Prevention, Treatment & Workplace Support



Moderator: Jenny Goins

Chief of Staff

National Alliance of Healthcare Purchaser Coalitions



Dr. Mike Brown

**Regional Medical Director
Merck & Co., Inc.**



Dr. Kym Furney

**Physician
Color Health**



Jane Lutz

**National Account Executive
Genentech**

Cancer Prevalence and Deaths in Women - 2025 Estimates

Most Common Cancers	New Cases/Year	%
1. Breast	316,950	32%
2. Lung	115,970	12%
3. Colorectal	69,120	7%
4. Uterine (Endometrial)	69,120	7%
5. Melanoma	44,410	4%
6. Non-Hodgkin Lymphoma	35,210	4%

Top Cancer Deaths	Deaths/Year	%
1. Lung	60,540	21%
2. Breast	42,170	14%
3. Pancreatic	24,930	8%
4. Colorectal	24,000	8%
5. Uterine (Endometrial)	13,860	5%
6. Ovarian	12,730	4%

GENENTECH'S COMMITMENT TO WOMEN-CENTRIC HEALTH CARE

HOW WE APPROACH WOMEN-CENTRIC EMPLOYEE BENEFITS

Genentech benefits support employees at every stage of life



Key focus areas

- Comprehensive mental health benefits
- Expanded caregiver support
- Enhanced family-building benefits



Women-centric preventative care

- Time is among the top reasons employees don't get preventative care¹
- Catalyze care: Financial incentives for wellness exams and cancer screening
- Remove barriers: No age limits on cancer screening, on-campus clinics, 100% PTO for preventative care



Continuous evolution

- Genentech continues to look beyond traditional women's health benefits (menopause, cognitive function, autoimmune disease)
- Goal: Design benefits that support employees through all phases of life

These benefits are available to all employees and their families/spouses.

CHAMPIONING HER: WOMEN-CENTERED PREVENTIVE CARE

How we can deliver an optimal patient experience: Dedicated Women's Health Days

Leverage Campus Health Center and partnerships to:

- Simplify appointment scheduling and close care gaps
- Consolidate diagnostic tests in one day/increase convenience
 - Biometric screening
 - Mammography
 - Cervical screening
 - Colorectal screening (FIT Kit or Cologuard)
- Schedule **well-woman** visit 1-2 weeks later to ensure results are available for holistic appointment
 - Ensures she has a full picture of her health
 - Maximizes patient and provider efficiency and impact



“Thank you for providing the mammogram van on Genentech’s campus! It was quick and easy and best of all, I didn’t have to take time off to drive to a location to have this important exam! Well done!”

- Genentech Employee

ADVANCING WOMEN'S HEALTH FOR YOUR EMPLOYEES: HOW TO START

Please note this is an idea starter, not an exhaustive list

- ❑ Review your preventive care data for women in your health plans by age, hourly/salaried, etc. to identify gaps
- ❑ Seek employee feedback on what gaps they might be experiencing in their health care journey
- ❑ Review medical plan coverage and out-of-pocket costs for conditions that disproportionately impact women. Are women financially disadvantaged on the basis of health conditions?
- ❑ Develop strategies to address identified gaps (education, targeted communications, reduce finances, time, other barriers, etc)
- ❑ Foster a culture that normalizes health conditions (mental health, menopause, etc.)
- ❑ Reimagine a women-centric health journey (e.g., cancer, diabetes, etc.)
- ❑ Monitor your data and survey employees to understand gaps, needs and measure progress

Networking Break

Chronic, Complex & Often Overlooked - Addressing Chronic Conditions in the Female Workforce



Moderator: Chris Syverson
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Andrea Stelk
VP of Commercial
Solutions
Progyny

HealthCareTN Women's Health Survey



Trinette Small
VP Member Engagement & Strategic Partnerships
HealthCareTN

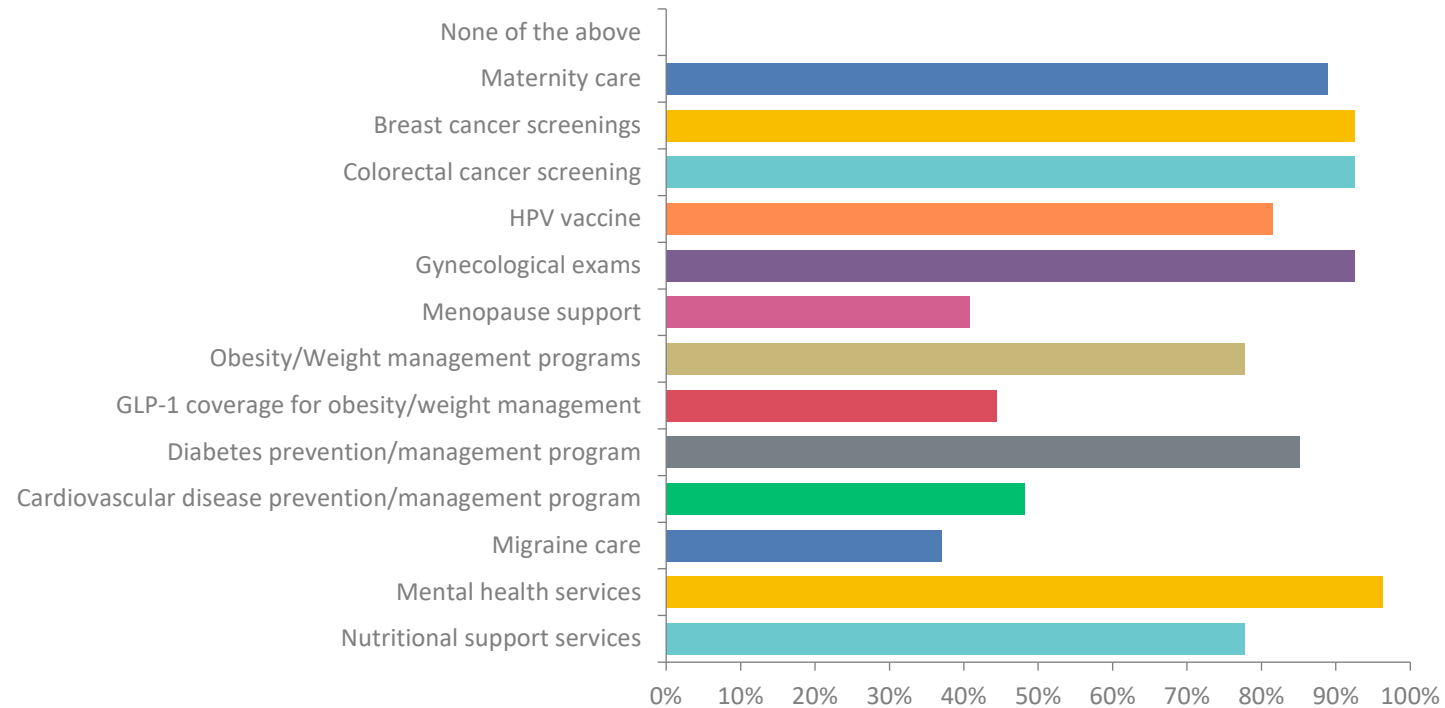
HCTN Women's Health Survey

Findings & Key Insights for Employers

- **Purpose & Goal:** Understand current benefits, effectiveness, gaps, and challenges in women's health support
- **Respondents:** HealthCareTN Employer Members (primarily HR/Benefits leaders)

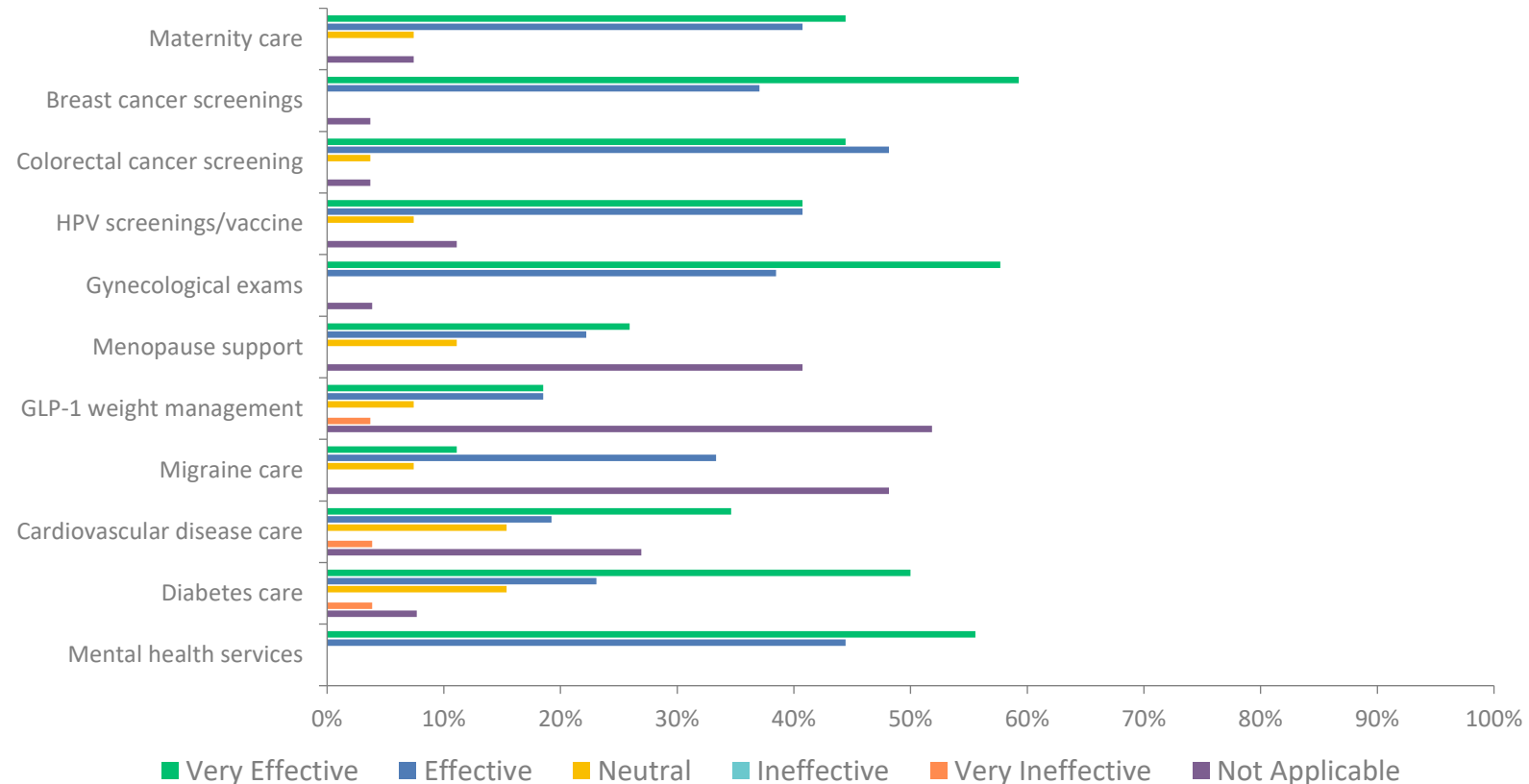
Current Benefits Offered

Q2: Which women's health benefits are currently offered by your organization?



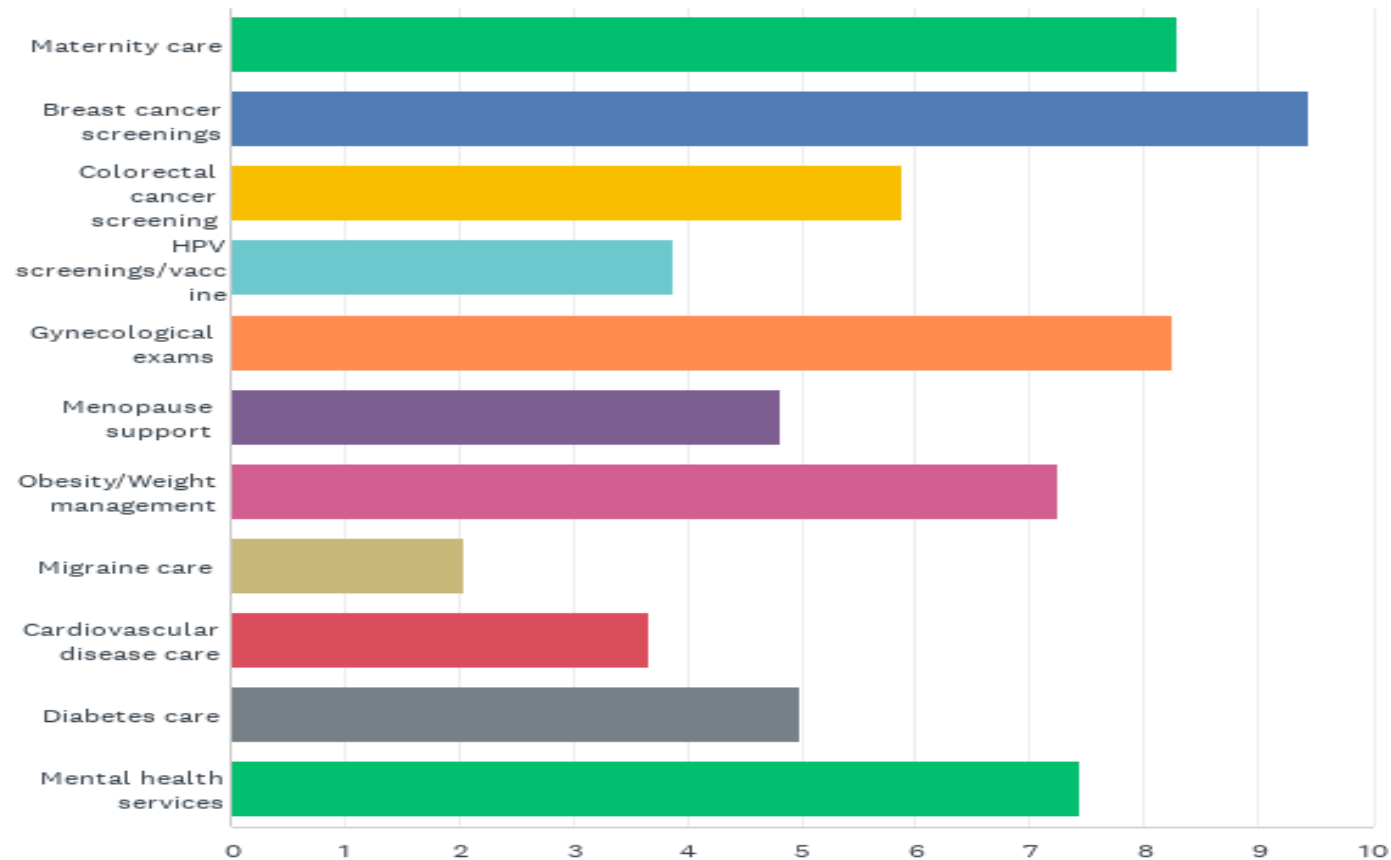
Effectiveness

Q3: How effective do you believe the following services are in meeting the needs of your female employees?



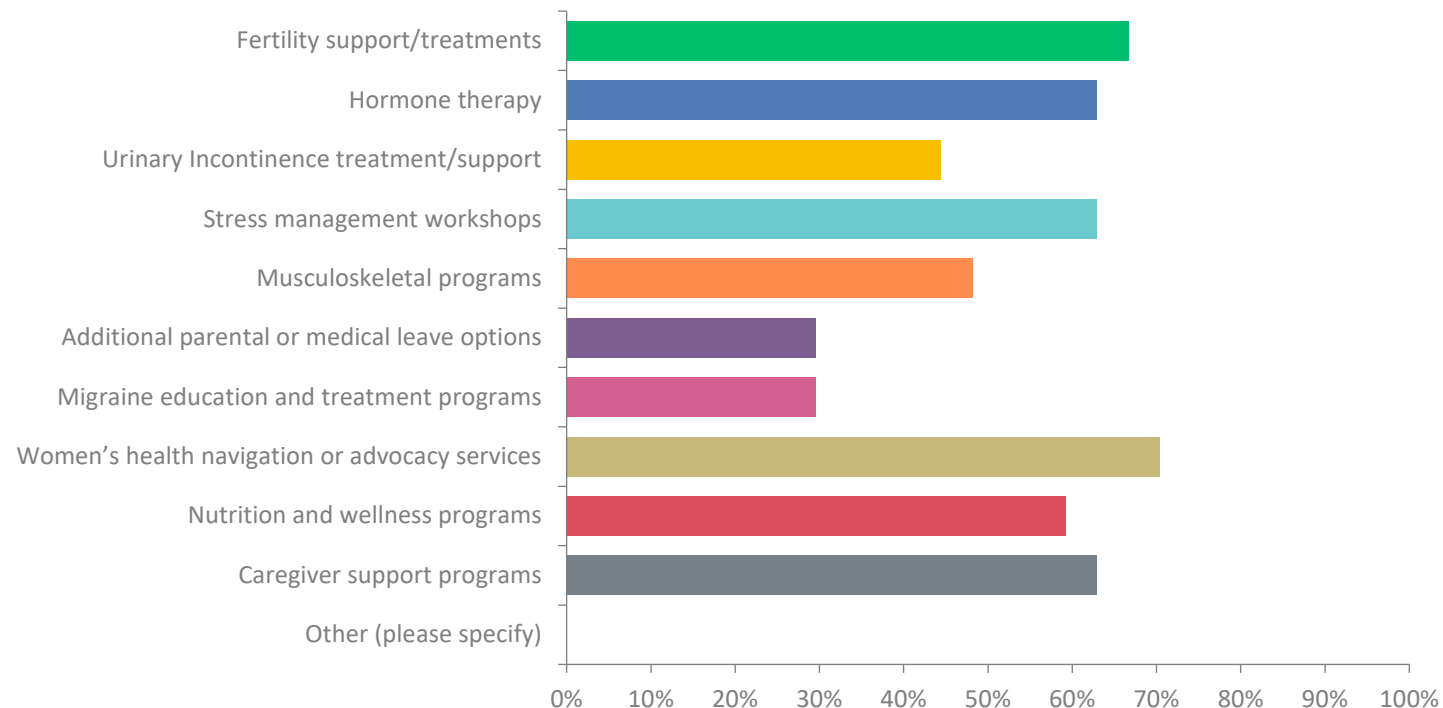
Top-Ranked Benefit Offerings

Q4: Please rank the following services in order of importance to your female employees:



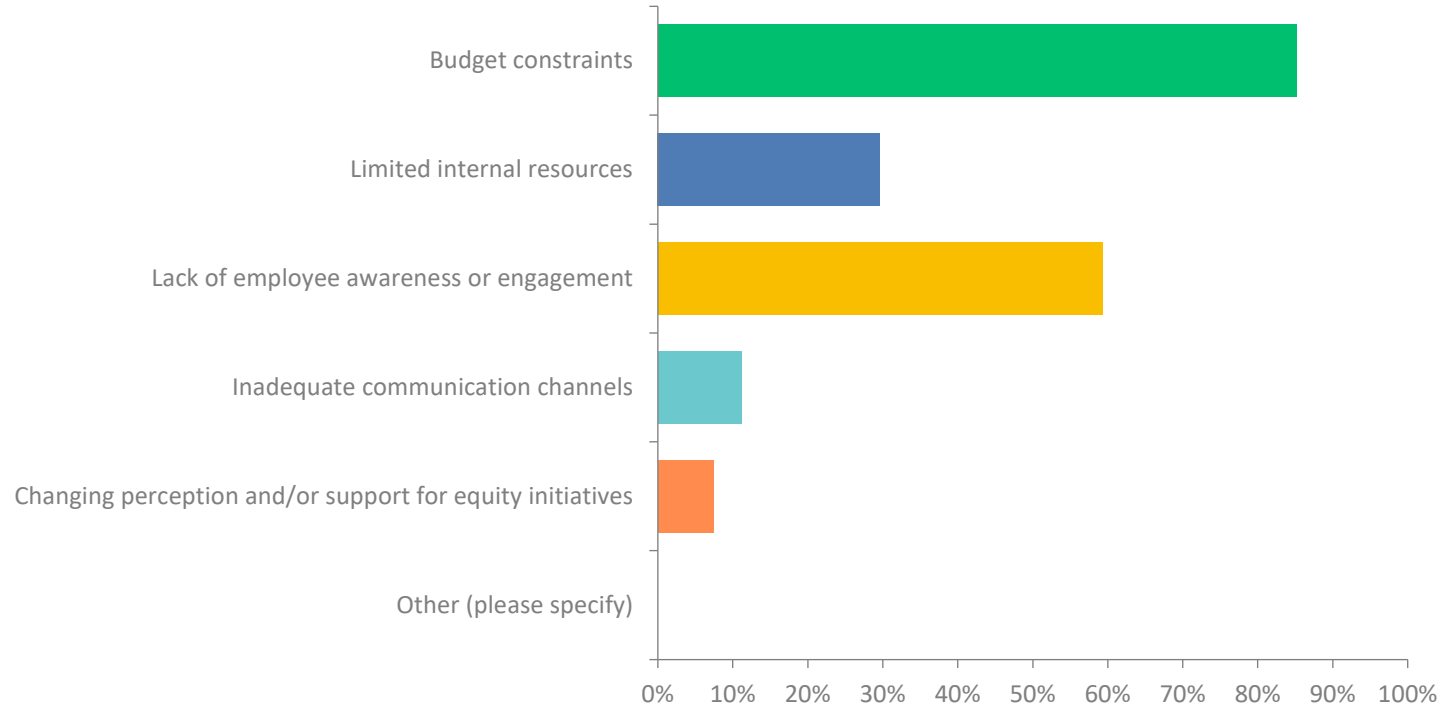
Additional Benefit Offerings

Q5: What additional services do you believe should be offered to support women's health?



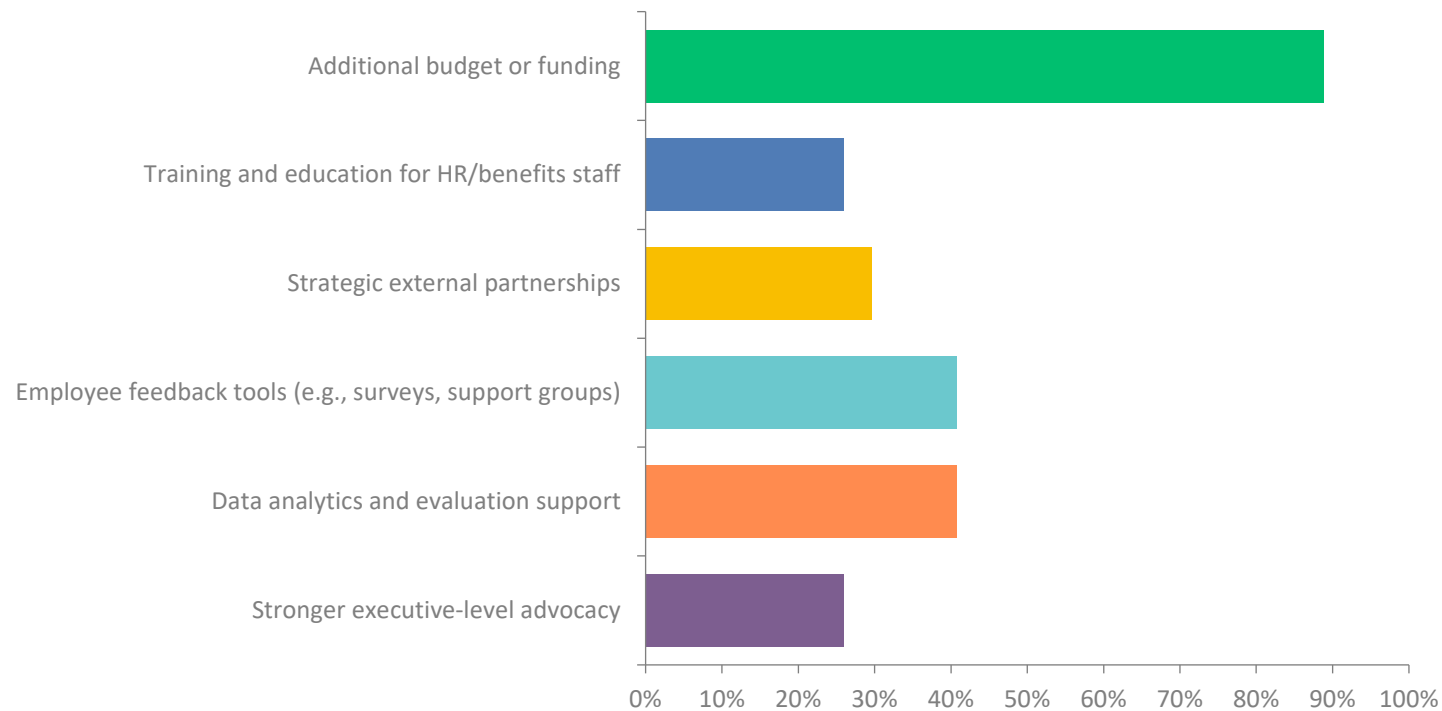
Challenges

Q7: What challenges do you face in implementing women's health-focused benefits or programs?



Supports Needed

Q8: What types of support would help you better implement women's health initiatives?



Metrics & Measurement

Q9: What metrics do you currently use to assess the success of women's health initiatives?

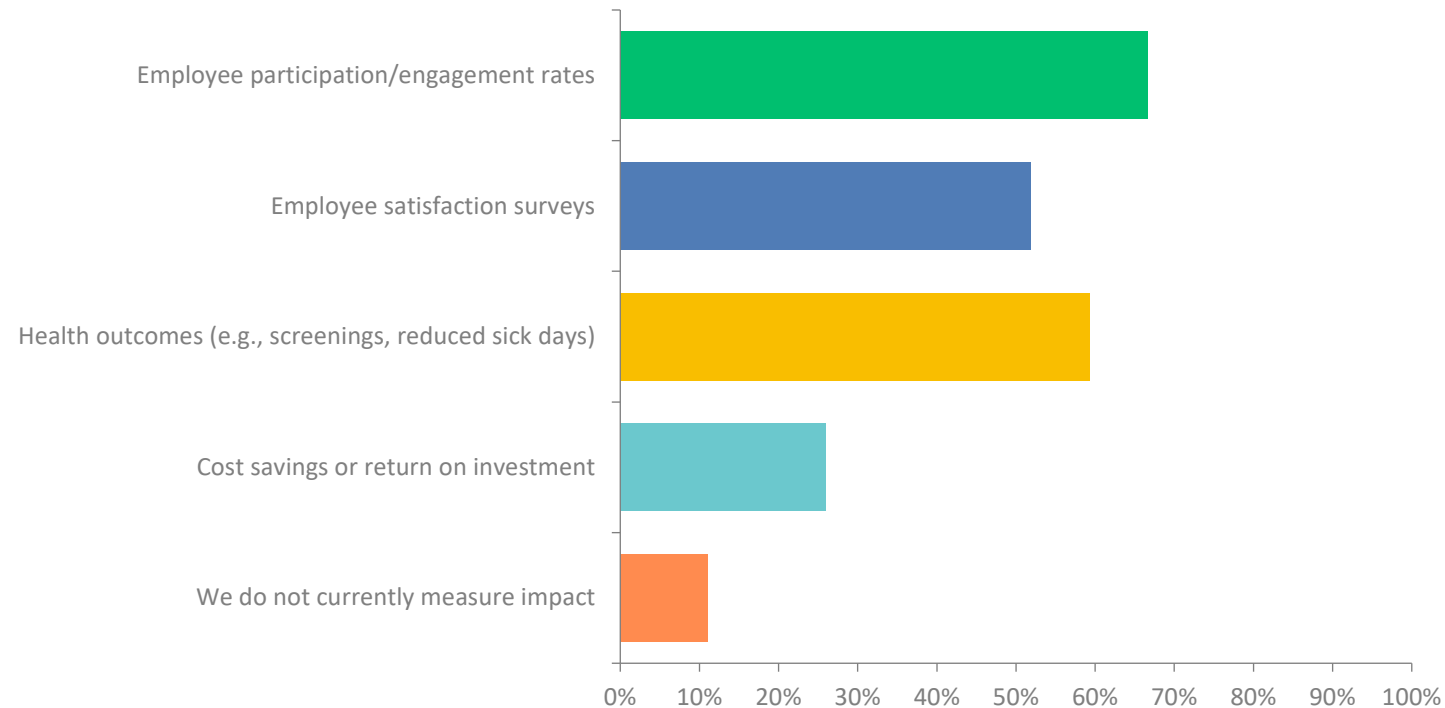


Table Talks



Moderator: Sally Pace
CEO
Connect Healthcare Collaboration



Migraine Health:
Tom Heard
Senior Director, Payer
Account Medical Lead
Pfizer



Perimenopause/Menopause:
Lindsey Forsyth
Director, Customer Service
Summus Health



Wellbeing & Weight
Management:
Pam Appel
Senior Director Medical Affairs
Strategy and Engagement
Solutions
Currax Pharmaceuticals



Mental Health:
Mary Beth Galey
VP of Behavioral Health Growth
Telus Health

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Baptist Memorial Health Care



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Carrie Barth
Director of Partnerships and
Business Development
Hinge Health

Advancing Workforce Health and Benefits for a Stronger Tennessee



Upcoming HCTN Events

Health & Well-Being Roundtable

August 19, 2025

13th Annual HCTN Pharma U Webinars

September 4, 2025

October 15, 2025

Hypertension Webinar

September 18, 2025

Women's Health Webinar

November 12, 2025

2025 HCTN Employer Conference Series

December 10, 2025

East TN Historical Society

Knoxville, TN

Visit www.HCTNOneVoice.org for registration information.

Conference Conclusion

- Turn in your completed blue Exhibitor Form for a chance to win a great door prize!
- Please complete your conference survey!
- Please leave your survey and name badges on the table.

THANK YOU HCTN STAFF!



Phil Belcher
CEO



Jeff Townsend
VP Members
Services



Trinette Small
VP Member
Engagement and
Strategic Partnerships



Amanda Abshagen
Programs &
Communications Manager