



DISRUPTIVATE **HEALTHCARE**

June 23-25, 2025 | New Castle, NH

PARTNER CONFERENCE

Working towards a healthier, more
transparent tomorrow, together.

2025 PROGRAM OVERVIEW



LOCATION

The Wentworth by the Sea Resort in charming New Castle, New Hampshire, overlooks the Atlantic Ocean to provide a quintessential New England summer experience and a stunning backdrop for the TALON Partner Conference.

Except for the event scheduled for Tuesday evening, all activities will take place at the Wentworth by the Sea Resort.



MONDAY, JUNE 23 | SCHEDULE OF EVENTS

TIME	ACTIVITY
4:00pm-6:00pm	Conference Registration
6:30pm-9:30pm	Welcome Reception // Poolside with Marina Views



TUESDAY, JUNE 24 | SCHEDULE OF EVENTS

TIME	MAIN TRACK WENTWORTH BALLROOM	TRAINING TRACK SOLARIUM
7:30am-8:55am	Breakfast and Conference Registration	
9:00am-9:45am	Walk and Talk	
10:00am-10:25am	Opening Remarks	
10:30am-11:25am	Keynote	
11:30am-12:25pm	Power of Concierge	Supporting the Customer
12:30pm-1:25pm	Lunch	
1:30pm-2:25pm	New Innovations in Consumer-Directed Health Accounts	Subscriber Advocacy and Concierge Service
2:30pm-2:45pm	Break	
2:45pm-3:35pm	The Role of Healthcare Navigation and Access in the New Age of Transparency	Widgets, Announcements, and Tags
3:40pm-4:30pm	Price Equity in Healthcare	Digital Health Cards and QPAs
4:30pm-4:45pm	Wrap Up	
4:45pm-5:30pm	Decompress	
5:30pm-9:30pm	Evening Event at Jimmy's Jazz & Blues Club with Live Music!	



WEDNESDAY, JUNE 25 | SCHEDULE OF EVENTS

TIME	SESSION // WENTWORTH BALLROOM
7:30am-8:55am	Breakfast
9:00am-9:25am	Opening Remarks
9:30am-10:25am	The Perfect Digital Front Door to Capture Consumer Attention
10:30am-11:25am	How Benefits Advisors View the Future of Self-Funding and Transparent Healthcare Pricing
11:30am-1:00pm	Feature Enhancements & Closing Remarks with Lunch
1:00pm	Event Concludes



EVENING EVENTS



WELCOME COCKTAIL RECEPTION

MONDAY, JUNE 23

06:30PM | WENTWORTH BY THE SEA, POOLSIDE

Poolside Welcome Reception

Kick off the conference poolside, with a welcome reception at the beautiful Wentworth by the Sea Resort. Enjoy a selection of delicious hors d'oeuvres and refreshing drinks in a beautiful coastal setting. This is the perfect opportunity to mix and mingle with fellow attendees and set the tone for a productive and engaging event ahead.





JIMMY'S JAZZ & BLUES CLUB

TUESDAY, JUNE 24

05:30PM | JIMMY'S JAZZ & BLUES CLUB

Evening of Music & Dancing at Jimmy's!

Sponsored by: MedWatch

Join us for an unforgettable evening filled with exceptional music, fine dining, and great company at Jimmy's Jazz & Blues Club in downtown Portsmouth.

Featuring:

Another Tequila Sunrise – An Eagles Tribute Band, delivering timeless hits, and an energetic performance.

Event Includes:

- Hor d'oeuvres and full dinner
- Signature cocktails and drinks
- Live music and dancing
- Comfortable, round-trip transportation





MAIN CONFERENCE TRACK



MAIN CONFERENCE TRACK

TUESDAY, JUNE 24

10:30AM-11:25AM | WENTWORTH BALLROOM

Keynote: Trust, Transparency, and Transformation: The New Contract with the American Healthcare Consumer

The healthcare industry is undergoing a profound transformation—one driven not by providers or payers, but by the rising expectations of Americans nationwide.

In an environment plagued by opacity, fragmented experiences, and inconsistent value, trust has become healthcare's most scarce and valuable currency. This keynote will explore how ethical price transparency, when paired with innovative digital tools and aligned incentives, can serve as the disruptive catalyst to lay a new foundation for the healthcare industry — one built on clarity, competition, choice, and empowerment.

Attendees will gain insight into the policy momentum fueling change and how those efforts will shape the way people access, engage with, and pay for care.

This session will challenge you to rethink your role in the healthcare ecosystem—and offer a vision for how we can all work together to build a more equitable, efficient, and ethical system.



MAIN CONFERENCE TRACK

TUESDAY, JUNE 24

11:30AM-11:25AM | WENTWORTH BALLROOM

The Power of Concierge

Presented by conference sponsor:



In an era of complex healthcare navigation and increasing financial pressures, personalized concierge services paired with transparent pricing information are crucial for delivering superior member experiences and optimizing healthcare outcomes. Join our expert-led session moderated by MedWatch, a leader in delivering innovative solutions designed to advocate for plan members effectively.

This interactive discussion will explore how combining concierge-level support with robust price transparency can enhance clinical outcomes, significantly reduce unnecessary expenditures, and drive higher satisfaction and engagement among members.

Attendees will gain insights into implementing concierge and price transparency services within their organizations, discover best practices for integrating advocacy and transparency programs, and learn how personalized care navigation, supported by clear pricing information, can transform the healthcare journey for both plans and their members.



MAIN CONFERENCE TRACK

TUESDAY, JUNE 24

01:30PM-2:25PM | WENTWORTH BALLROOM

New Innovations in Consumer-Directed Health Accounts

Presented by Juan Godina (FIS Global) and Brian Guinta (HSA Bank) | Moderated by Mark Galvin (TALON)

As healthcare costs rise and consumer expectations evolve, the role of Consumer-Directed Health (CDH) Accounts, such as HSAs, HRAs, and FSAs, is more critical than ever.

This session examines the next frontier of CDH accounts—how these tools are transforming from simple savings vehicles into dynamic instruments for engaging consumers, influencing decision-making, and promoting healthcare literacy. We'll explore emerging innovations, regulatory trends, and strategic plan designs that empower employees to take greater control of their healthcare dollars.

Attendees will leave with a fresh perspective on how CDH accounts can be leveraged to drive smarter spending, elevate benefits strategies, and enhance employee satisfaction.



MAIN CONFERENCE TRACK

TUESDAY, JUNE 24

02:45PM-3:35PM | WENTWORTH BALLROOM

The Role of Healthcare Navigation and Access in the New Age of Price Transparency

Presented by Viral Patel (Radish Health) and Chris Olsen (Navces) | Moderated by Matthew McCormick (TALON)

Price transparency is reshaping the healthcare landscape—but without effective navigation and equitable access, transparency alone cannot drive meaningful change.

This session explores how modern navigation tools, concierge support, and access-oriented benefit design are essential complements to price transparency initiatives. Experts will discuss how guiding members to high-value care, reducing barriers to access, and delivering timely, personalized support can significantly improve outcomes, engagement, and savings.

Attendees will learn how forward-thinking organizations are leveraging these capabilities to make cost information actionable, ensure member equity, and create a frictionless healthcare experience from start to finish.



MAIN CONFERENCE TRACK

TUESDAY, JUNE 24

3:40PM-4:30PM | WENTWORTH BALLROOM

Price Equity in Healthcare and Universally Acceptable Payment Amount

**Presented by Mark Keck (Blackhawk Claims Service)
and Mark Galvin (TALON)**

Healthcare pricing has long been inconsistent, opaque, and inequitable, leading to confusion, mistrust, and unsustainable costs for employers, employees, providers, and payers alike.

This session explores how true price equity can be achieved through innovation, regulation, and smarter plan design, with a special focus on TALON's Universally Acceptable Payment Amount™ (UAPA™) model.

Unpack the structural drivers of price inequity and highlight how UAPA serves as a groundbreaking mechanism to normalize fair, market-based pricing across the care continuum. Discover how this approach promotes transparency, rebuilds trust, and creates a level playing field for all stakeholders in the healthcare ecosystem.



MAIN CONFERENCE TRACK

WEDNESDAY, JUNE 25

09:30AM-10:25AM | WENTWORTH BALLROOM

The Perfect Digital Front Door to Capture Consumer Attention

Presented by Ben Callaghan (Empara), Omer Mamam (Healthee), and Adam Hewitt (Healthlock) | Moderated by Mark Galvin (TALON)

Capturing and sustaining consumer attention in healthcare requires a thoughtful and consistent digital strategy.

This session explores what it takes to build the perfect digital front door—one that simplifies access, personalizes navigation, and guides individuals to the right care at the right time. From integrating price transparency tools and concierge services to creating intuitive digital pathways for engagement, we'll uncover how leading organizations are reimagining the member experience.

Attendees will leave with a framework for creating a seamless, empowering digital entry point that aligns member expectations with plan objectives—ultimately improving satisfaction, trust, and outcomes.



MAIN CONFERENCE TRACK

WEDNESDAY, JUNE 25

10:30AM-11:25AM | WENTWORTH BALLROOM

How Benefits Advisors View the Future of Self-Funding and Transparent Healthcare Pricing

Presented by Kirk Benson (Trucordia) and Ian Lonsdale (AssuredPartners) | Moderated by Matthew McCormick (TALON)

As healthcare costs continue to rise and regulatory pressures mount, benefits advisors are reimagining what self-funded health plans can and should look like in a new era of transparency.

This session brings together leading advisors to share their perspectives on the future of self-funding, where price transparency, data-driven plan design, and aligned incentives converge to create smarter, more sustainable healthcare strategies for employers.

Learn how advisors are guiding clients to leverage transparency tools, rethink network structures, and build consumer-centered benefit programs that drive accountability, savings, and satisfaction. Whether you're a plan sponsor or a partner in the space, this session will offer candid insights into what's next — and how to stay ahead.



TRAINING TRACK



TRAINING TRACK

TUESDAY, JUNE 24

11:30AM-12:25PM | SOLARIUM

SUPPORTING THE CUSTOMER

Foundational Support Skills for Exceptional Member Experience

Presented by: Kevin Jennings | Director, Training & Certification

This essential session covers the core support functions needed to effectively assist members using the MyMedicalShopper platform. Learn to navigate the Support Dashboard and manage member accounts with confidence.

Key Topics:

- Navigating the Members Table to quickly locate and filter member information
- Understanding comprehensive member profiles and information tiles
- Using session recordings to visualize and troubleshoot member experiences
- Performing key member actions (profile updates, password resets)
- Verifying eligibility and managing dependent relationships



TRAINING TRACK

TUESDAY, JUNE 24

01:30PM-02:25PM | SOLARIUM

SUBSCRIBER ADVOCACY & CONCIERGE SERVICE **Personalized Guidance for Healthcare Journeys**

Presented by: Kevin Jennings | Director, Training & Certification

This advanced support session focuses on the Care Navigation capabilities that transform your role from reactive support to proactive healthcare guidance. Learn how to help members navigate their healthcare journey with personalized assistance.

Key Topics:

- Understanding Event Logs, Impersonation, and Member Collateral
- Guiding members through provider selection and cost comparisons
- Documenting savings and outcome metrics



TRAINING TRACK

TUESDAY, JUNE 24

02:45PM-03:35PM | SOLARIUM

WIDGETS, ANNOUNCEMENTS & TAGS

Creating Targeted Content and Enhanced Functionality

Presented by: Kevin Jennings | Director, Training & Certification

This session explores how to use the platform's communication and targeting tools to create personalized member experiences. Learn to craft dynamic content that engages members and promotes strategic initiatives.

Key Topics:

- Creating effective announcements for timely communication
- Configuring custom widgets to enhance dashboard functionality
- Developing a comprehensive tagging strategy for content targeting
- Combining tags to create precisely targeted member experiences
- Testing and optimizing content performance



TRAINING TRACK

TUESDAY, JUNE 24

03:40PM-04:30PM | SOLARIUM

DIGITAL HEALTH CARDS & QPAs

Advanced Tools for Compliance and Member Convenience

Presented by: Kevin Jennings | Director, Training & Certification

This specialized session covers two powerful features that support regulatory compliance and enhance member convenience. Learn to implement digital health cards and leverage the QPA calculator for out-of-network claims.

Key Topics:

- Configuring and managing digital health cards from PDF templates
- Mapping variable fields for personalized health card information
- Understanding Qualifying Payment Amounts (QPAs) and their regulatory importance
- Generating accurate QPA reports for out-of-network claims
- Troubleshooting common issues with health cards and QPA calculations