



The Member Engagement & Experience Symposium
August 19-20, 2025
Chicago, IL

Tuesday, August 19, 2025	
8:00 AM – 4:00 PM	<i>Information Desk Open</i>
8:00 AM – 9:00 AM	<i>Networking Breakfast</i>
8:00 AM – 6:00 PM	<i>Exhibit Hall Open</i>
9:00 AM – 9:15 AM	Welcome Remarks <i>Chairperson: Heidi Salerno, Member Experience Consultant</i> RWC
9:15 AM – 10:05 AM	Keynote Address: Engagement Is Equity: Reconnecting the Member Experience to What Matters Most We've separated two conversations that were never meant to be apart. Member engagement and health equity are often treated as parallel initiatives—different departments, different KPIs, and even different conferences. But for the individuals we call “hard to reach,” that distinction is the problem. These are not two strategies. They are one. <ul style="list-style-type: none">• Reframe health equity as a relationship-centered strategy—not a distribution of benefits.• Understand why “hard to reach” often means “never engaged”—and how to shift that dynamic.• Explore what authentic engagement looks like at the frontline—where CBOs aren't a referral partner, but the entry point.• Explore practical shifts healthcare leaders can make to partner with social care not as philanthropy—but as system infrastructure. Rick Whitted, <i>Chief Executive Officer</i> US Hunger

10:05 AM – 10:50 AM	<p>The Science of Respect: How Elevating Human Dignity Transforms Member Engagement</p> <ul style="list-style-type: none"> • Recognize why Respect is not a soft skill; it is a measurable, neurologically encoded force that shapes how members perceive, trust, and engage with their health plans • Identify common health plan experiences that scream disrespect, including the words we use • Explore the costs of disrespect and the business case for Respect as a Human Experience Strategy <p>Melanie Taub, <i>Experience and Access, Stars Program</i> Devoted Health</p> <p>Rex Wallace, <i>CEO</i> RWC</p> <p>Heidi Salerno, <i>Member Experience Consultant</i> RWC</p>
10:50 AM – 11:15 AM	<i>Networking Break</i>
11:15 AM – 12:00 PM	<p>Redefining Member Experience: Adapting to this Administration's Changes in Real Time</p> <ul style="list-style-type: none"> • Explore this new Administration's latest changes and what they mean for member experience • Discuss the need for fresh consideration of where we need to go to better determine how we can get there within your individual organization—and as together as an industry • Consider strategies to help mitigate and proactively address changing priorities, measures, and language <p>Katie Martin, <i>VP, Quality Management</i> Parkland Community Health Plan</p>
12:00 PM – 1:00 PM	<i>Networking Lunch</i>

1:00 PM – 1:45 PM	<p>Collaborating to Engage</p> <ul style="list-style-type: none"> • Consider marketing campaign strategies that feature strong collaboration between risk, strategy, and quality • Discuss how to integrate strong member engagement strategy as a multiplier for quality and risk • Explore the Venn diagram of risk and quality with member engagement and experience at the center <p>Lela Criswell, <i>Member Engagement Manager</i> Kern Health Systems Stephan Kallus, <i>SVP of Client Success</i> Healthmine</p>
1:45 PM – 2:30 PM	<p>Resourcefulness in Action: Rethinking Available Resources to Engage Members in New Ways</p> <ul style="list-style-type: none"> • Discuss how to use your internal data along with external sources to engage with members • Explore innovative approaches to providing care to different member populations using resources you already have access to • Consider underutilized state and local programs that can help members in new ways <p>Jennifer Hawkes CPC, CRC, <i>Manager, Member Engagement</i> Blue Cross of Idaho</p> <p>Katie Lavelle, <i>VP of Health Plans</i> Medline</p>
2:30 PM – 2:50 PM	<p><i>Networking Break</i></p>
2:50 PM – 3:35 PM	<p>Smarter, Kinder, Faster: Using AI to Redesign Member Engagement in Medicare and Medicaid</p> <ul style="list-style-type: none"> • Identify practical, high-impact use cases for AI in Medicare Advantage and Medicaid engagement, from onboarding to retention • Design AI-augmented strategies that align with Stars, CAHPS, and quality initiatives while preserving empathy and cultural sensitivity • Understand HIPAA, privacy, and security considerations in deploying AI within member engagement programs • Develop an AI governance model that includes data governance, ethical guardrails, and cross-functional oversight across compliance, clinical, and IT teams <p><u>Moderator:</u> Tina Dueringer, <i>CEO, Principal Advisor</i> Dueringer Advisors, Inc</p>

	<p><u>Panelists:</u> Jake Mead, <i>CEO</i> Impact Sales Partners</p> <p>Samrat Kulkarni, <i>Founder & CEO</i> ERaaS Health Inc</p> <p>Beau Munoz, MD <i>Independent Healthcare Technologist</i></p>
3:35 PM – 4:20 PM	<p>Creating Accessible Systems of Care for Populations with Disabilities</p> <ul style="list-style-type: none"> • Assess current best practices and key considerations for documenting disability status in healthcare settings and for providing appropriate accommodations • Discuss current initiatives for improving healthcare and strategies for advancing equitable care for people with disabilities • Identify and better understand quality disparities; you can't improve what you can't measure <p>Carol Haywood, PhD, OTR/L, <i>Assistant Professor</i> Center for Health Services and Outcomes Research in the Institute for Public Health and Medicine Northwestern University Feinberg School of Medicine</p> <p>Andy Witt, MHA, <i>Regional Director, Quality</i> Northwestern Memorial Healthcare</p>
4:20 PM – 5:00 PM	<p>Roundtable Discussions Participate in a facilitated roundtable discussion and deep dive with peers on timely topics in the industry.</p> <p>Navigating Social Media and Member Experience Katie Martin, <i>VP, Quality Management</i> Parkland Community Health Plan</p> <p>Building and Leveraging Trust Shannon Decker, PhD, MBA, MBA, MEd, MEd, <i>Founder & CEO</i> VBC One</p> <p>Engaging your Providers to Improve the Member Experience Ryan C. Dodson, CRC, <i>Chief Operating Officer/Co-Founder</i> New Vision Healthcare Solutions</p> <p>Using Member Insights to Improve Performance on Star Rating Survey Measures Ana Handshuh, <i>Principal</i></p>

	CAT5 Strategies
5:00 PM – 6:00 PM	Networking Cocktail Reception Join us for drinks, hors d'oeuvres, and face-to-face networking with peers.

Wednesday, August 20, 2025	
8:00 AM – 11:00 AM	<i>Information Desk Open</i>
8:00 AM – 9:00 AM	<i>Networking Breakfast</i>
8:00 AM – 1:30 PM	<i>Exhibit Hall Open</i>
9:00 AM – 9:10 AM	Welcome Remarks <i>Chairperson: Nate Lucena, President, Managing Director</i> RWC
9:10 AM – 10:10 AM	Keynote: Beyond Engagement Despite near universal agreement that engagement is key to customer success, almost no one shares the same definition of what it means. In this talk, we'll explore how focusing on clear behaviors unlocks the ability to test and measure your way to a richer, more business-aligned sense of success. Matt Wallaert, <i>Chief Experience Officer, Oceans</i> <i>Founder, BeSci.io</i> <i>Former Chief Behavioral Officer, Clover Health</i>
10:10 AM – 10:55 AM	

	<p>Responsive Member Engagement: Build trust & Deliver Outcomes</p> <ul style="list-style-type: none"> • Discuss how to implement and operationalize customer preferences for outreach and engagement • Consider compliance risk areas when outreaching to members as well as successes and lessons learned from organizations leading the way • Recognize the value of follow through, including how operationalizing engagement—or not—can have critical effects on trust building and efforts to improve member experience <p>Ana Handshuh, <i>Principal</i> CAT5 Strategies</p> <p>SriVani Ganti, MSHC, <i>Sr. Director of Content & Creative Services</i> MPulse</p>
10:55 AM – 11:15 AM	<i>Networking Break</i>
11:15 AM – 12:00 PM	<p>What My Dog Taught Me About Member Engagement (and Why It Works)</p> <ul style="list-style-type: none"> • Distill high-impact engagement principles from rescue dog Frank’s behavior that directly correlate with member experience, CAHPS performance, and member retention • From the power of consistent tone (FRANK!) to the importance of reducing friction in access to care, each lesson is backed by behavioral science, industry metrics, and real-world implementation strategies across population • Using Frank’s loyalty framework for transforming member touchpoints into member journeys of connection, and your engagement strategy into a loyalty engine <p>Tina Dueringer, <i>CEO, Principal Advisor</i> Dueringer Advisors, Inc</p>
12:00 PM – 1:00 PM	<i>Networking Lunch</i>
1:00 PM – 1:40 PM	<p>COVID Effects: How Long and Let Me Count the Ways</p> <ul style="list-style-type: none"> • Hear insights from original research conducted to better understand how COVID may have influenced how chronically ill patients think about accessing healthcare. • Use study learnings to increase effectiveness of your member engagement programs • Improve participation and compliance to better patient outcomes and risk, quality, and total cost of care <p>Shannon Decker, PhD, MBA, MBA, MEd, MEd, <i>Founder & CEO</i> VBC One</p>

1:40 PM – 2:20 PM	<p>How to Get to 5 Stars for Medication Adherence (Yes, Really)</p> <ul style="list-style-type: none"> • Experience a pharmacy team's journey from worst to first • Consider consolidation of outreach to improve the member experience • Discuss novel approaches to reach Star goals <p>Leslie Rodriguez, PharmD, <i>Consultant</i> BCBSAZ Health Choice</p> <p>Kalee Raymond, CPhT, <i>Consultant</i> BCBSAZ Health Choice</p> <p>Eric Hammond, <i>VP of Business Intelligence</i> Helping Hand Health</p>
2:20 PM – 3:00 PM	<p>Engagement as a Cost Lever: The New Math to Reduce the Cost of Care</p> <ul style="list-style-type: none"> • Explore how engagement and behavior change strategies can meaningfully reduce medical spend while improving health outcomes • Understand the math behind how the right engagement strategies lower the cost of care, without adding operational burden • Learn how guided navigation can reduce ER visits, improve site of care choices, and prevent avoidable readmissions and how to identify “moments that matter” using predictive offerings like MSK solutions to steer members toward high-performing networks • Walk away with a practical, data-driven approach to designing engagement strategies that reduce unnecessary utilization, improve health outcomes, and directly lower the cost of care <p>Kathleen McQuade Ellmore, <i>Cofounder, Managing Partner</i> Engagys</p>
3:00 PM	Closing Remarks