

## 2025 Spring Symposium

# Bend the Trend:

Designing Affordable Healthcare Together



Monona Terrace | Wednesday, April 23  
9:00am - 3:00pm CT

## Schedule of Events:

**9:00am - 9:30am**

Registration & Networking Mixer

**9:30am - 9:45am**

Welcome & Opening Remarks - *Ballroom*

**9:45am - 10:45am**

Opening Session - *Ballroom*

- Bend the Trend: Designing Affordable Healthcare Together

**10:45am - 11:00am**

Networking Coffee Break

**11:00am - 11:55am**

Concurrent Breakout Sessions

1. How Employers Are Taking Control of Healthcare Costs - *Ballroom*
2. Health Policy Issues Impacting Employers - *Hall E/F*

**12:00pm - 12:45pm**

Networking Lunch and 35th Anniversary Celebration - *Grand Terrace*

**12:55pm - 1:30pm**

Healthcare Transformation Awards - *Ballroom*

**1:30pm - 1:45pm**

Networking Coffee Break

**1:45pm - 2:45pm**

Keynote Session - *Ballroom*

- Tackling Big Drivers of Unnecessary Healthcare Cost

**2:45pm - 3:00pm**

Closing Comments and Adjourn - *Ballroom*

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## Ballroom

# Bend the Trend: Designing Affordable Healthcare Together

Healthcare costs continue to rise, but a major shift is coming. Get an exclusive sneak peek at the next evolution of our cost-saving initiative - designed to help self-funded employers lower their per-member, per-month (PMPM) expenses.

In this interactive session we'll unveil upcoming enhancements to our Find-A-Doctor tool, making it easier than ever to find providers who deliver high-value care at the best cost. Learn what makes a provider "preferred", how to integrate them into your benefits strategy, and how the new tool enhancements will empower your employees to make smarter, more cost-effective healthcare choices. This is your opportunity to get ahead of the curve before our official rollout!

## Speakers



### Curt Kubiak

President and CEO  
The Alliance

Curt Kubiak became President and CEO of The Alliance in 2024, guiding its strategic direction alongside the Board and senior leadership. He founded NOVO Health in 2016 and previously served as CEO of The Orthopedic & Sports Institute of the Fox Valley and Director of Business Administration at Plexus. Kubiak holds a bachelor's in finance and international business from Marquette University and an MBA from the University of Oshkosh.



### Melina Kambitsi, Ph.D.

Sr Vice President, Business Development & Strategic Marketing  
The Alliance

Dr. Melina Kambitsi joined The Alliance in 2017 and leads the teams responsible for membership growth and retention. Dr. Kambitsi comes to The Alliance from Network Health in Milwaukee and Menasha, Wisconsin where she was chief sales and strategy officer. In this role, she was responsible for sales and underwriting, strategic planning, product development and risk-based contract analytics. Dr. Kambitsi currently serves on National CooperativeRx's Board of Directors.



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## Ballroom

# How Employers Are Taking Control of Healthcare Costs

You're already self-funding (or considering the idea) and you've heard all the usual advice. But, what if there were real, practical strategies that could drive down costs without making it complicated or even more expensive for you or your employees?

In this session, we'll cut through the noise and deliver fresh, employer-tested approaches to managing your biggest cost drivers. We'll hear from two experienced employers as they share their high-impact, low-lift solutions that improved care, reduced waste, and delivered real savings. No fluff, no complicated strategies. Just real ideas that work in the real world. If your time and resources are limited, these are the solutions you need to be focusing on today.

## Speakers



### Pam Peterson

Executive Vice President and Chief People Officer  
UW Credit Union

Board of Directors  
The Alliance

Pam Peterson joined UW Credit Union in 2009 and became Executive Vice President and Chief People Officer in 2023. In this role, she leads HR strategy, aligning employee and business goals. She has over 20 years of HR experience, including serving as VP of employee and volunteer services at Agrace Hospice. Peterson holds a master's in strategic leadership from Robert Wesleyan College and a bachelor's from UW-Whitewater.



### Emily Weaver

Chief Human Resources Officer  
Viterbo University

Emily Weaver, based in La Crosse, WI, is currently a Chief Human Resources Officer at Viterbo University. She brings experience from previous roles at PacifiCorp, Legal Aid of Wyoming, and the University of Notre Dame. Weaver holds a Master of Public Administration from the University of Wyoming.



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Hall E/F

## Health Policy Issues Impacting Employers

Explore how health policy shapes employers' decisions and affects their workforce and families. Join us for an insightful panel discussion to learn what the key issues are in 2025 and what you can do to protect your employees and your bottom-line. Our expert panel will explore the implications of hospital price transparency, mergers and acquisitions, and the rising importance of independent primary care. Don't miss this opportunity to gain valuable insights into the evolving landscape of healthcare legislation and learn how you can become part of the solution.

### Speakers



#### Melissa Duffy

Owner  
Duffy Communication Strategies

Melissa Duffy, owner of Duffy Communication Strategies, helps healthcare purchasing cooperatives improve the cost and quality of healthcare nationwide. A former lead health policy advisor to the Wisconsin Senate, she played a key role in passing pro-consumer laws. Duffy specializes in government and public relations, advocacy, and media. She holds a BA in English and political science from the University of Wisconsin.



#### Erik Sonju

President  
Power Systems Engineering

Erik Sonju is President of Power System Engineering, Inc. (PSE) and chairman of its Board of Directors. He joined PSE in 2006 after working as a system engineer for a Michigan-based electric utility. Sonju provides engineering consulting, serves as an expert witness, instructs professional courses, and speaks at industry conferences. He holds a BS in electrical engineering from North Dakota State University and is a licensed Professional Engineer in 20 states.



#### Denise Yanke

Benefits and Payroll Manager  
Mayville Engineering Co., Inc.

Denise Yanke (Dorn), PHR, SHRM-CP, is a skilled and experienced individual who currently holds the role of Benefits and Payroll Manager at Mayville Engineering Company, Inc. She previously held various HR-related roles at companies including MEC, Remedy Intelligent Staffing, Navistar Inc, and Milwaukee Electric Tool. Yanke earned a Bachelor of Business Administration (BBA) in Human Resource Management and History from the University of Wisconsin-Whitewater.



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Ballroom

## Tackling Big Drivers of Unnecessary Healthcare Cost

Rising healthcare costs are draining employer resources, but what if you could dramatically cut expenses while improving employee health? In this game-changing session we'll reveal the top three most impactful strategies that every self-funded employer must focus on to rein in costs: smarter chronic disease management, better approaches to complex conditions, and the power of pharmacogenetics to reduce waste. Learn where the biggest savings are and how to take action now to transform your benefit strategy. If you're serious about savings, you can't afford to miss this session.

### Speaker



**Brian Klepper, Ph.D.**

Chief Strategy Officer

Employers' Clinic Commission

Brian Klepper, PhD, is co-founder and Chief Strategy Officer of Employers Clinic Commission and a leading healthcare analyst. He advises on advanced primary care, high-performing specialty services, and healthcare risk management. Over the past decade, Klepper has identified top specialty healthcare organizations that improve outcomes and reduce costs. A vocal advocate for reform, he has influenced policy changes and legal actions. Klepper contributes to healthcare publications, serves on advisory boards, and received an award from Health Rosetta in 2023.



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