Bend the Trend:

Lower Healthcare Costs with Preventive Care

Thursday, January 15 | 10:00am – 11:00am



The Alliance
Self-Funding Smart

Introduction

The Alliance
Self-Funding Smart



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Sr. Director of Strategic Partnerships, Innovation, and Marketing
The Alliance

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Agenda

1. Why preventive care matters…
2. Hidden costs of missed screenings
3. Strategies to increase participation in preventive care



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Live Polls



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Bend the Trend Movement



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Preventive Care



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Employer Panel



Phillip Blair
Vice President, Human Resources
Gamber-Johnson, LLC



Renee Klein, RN
Registered Nurse
Anovia Health



Brian Cornell
Plant Manager
Wissota Tool

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Panel Discussion



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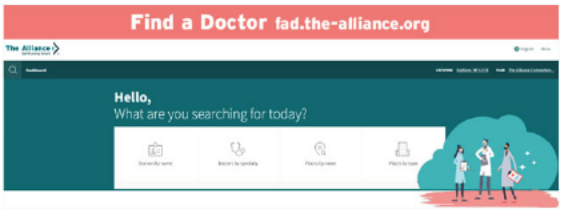
12

Employee Education & Resources



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Takeaways

1. Removing barriers, make care easy to access
2. Frame preventive care as a question
3. Social proof normalizes and builds trust



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Questions



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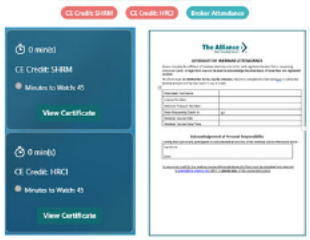

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