The Alliance
Self-Funding Smart®

26 SPRING SYMPOSIUM

April 14-15, 2026 | Monona Terrace

CATALYST for CHANGE

Bending the Trend in Self-Funded Healthcare

Agenda

Morning Activities

9:45 AM **Keynote**

10:45 AM **Break**

11:00AM **Breakout Sessions**

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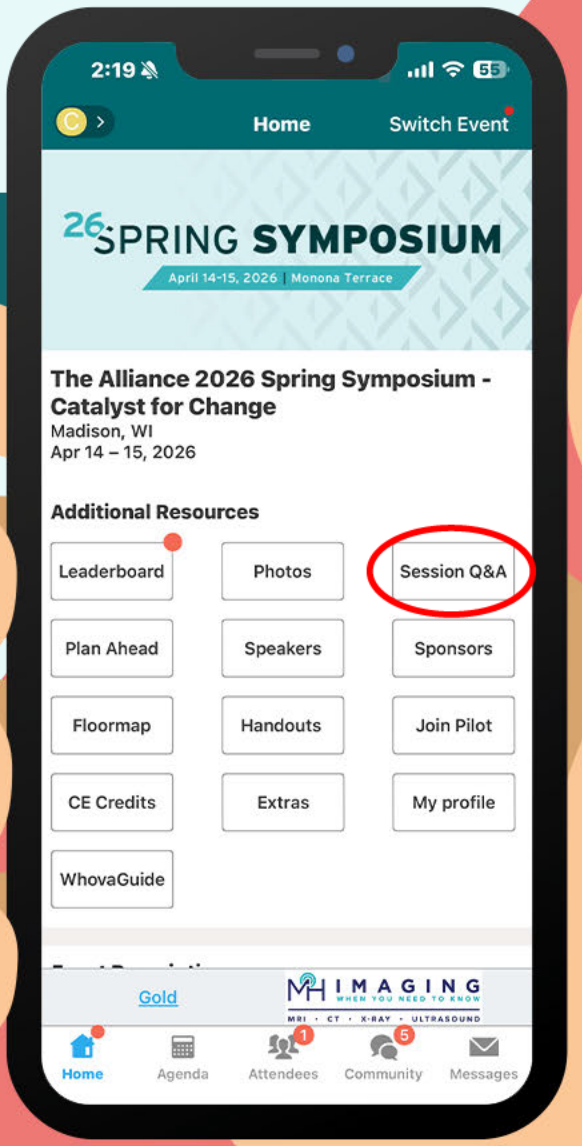
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Q&A

To Ask a Question



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Bend the Trend



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Bend the Trend

Reducing Per-Member-Per-Month Spend

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Healthcare Spending

1950

$1 of every $20 went to healthcare.



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Healthcare Spending

2026

About $1 of every $5 goes to healthcare.



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Our Legacy



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A New Way of Working Together



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Mindset & Collaboration



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Bend the Trend Movement



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Keynote Speaker

Jonah Berger, Ph.D.

Wharton School Professor
Bestselling Author



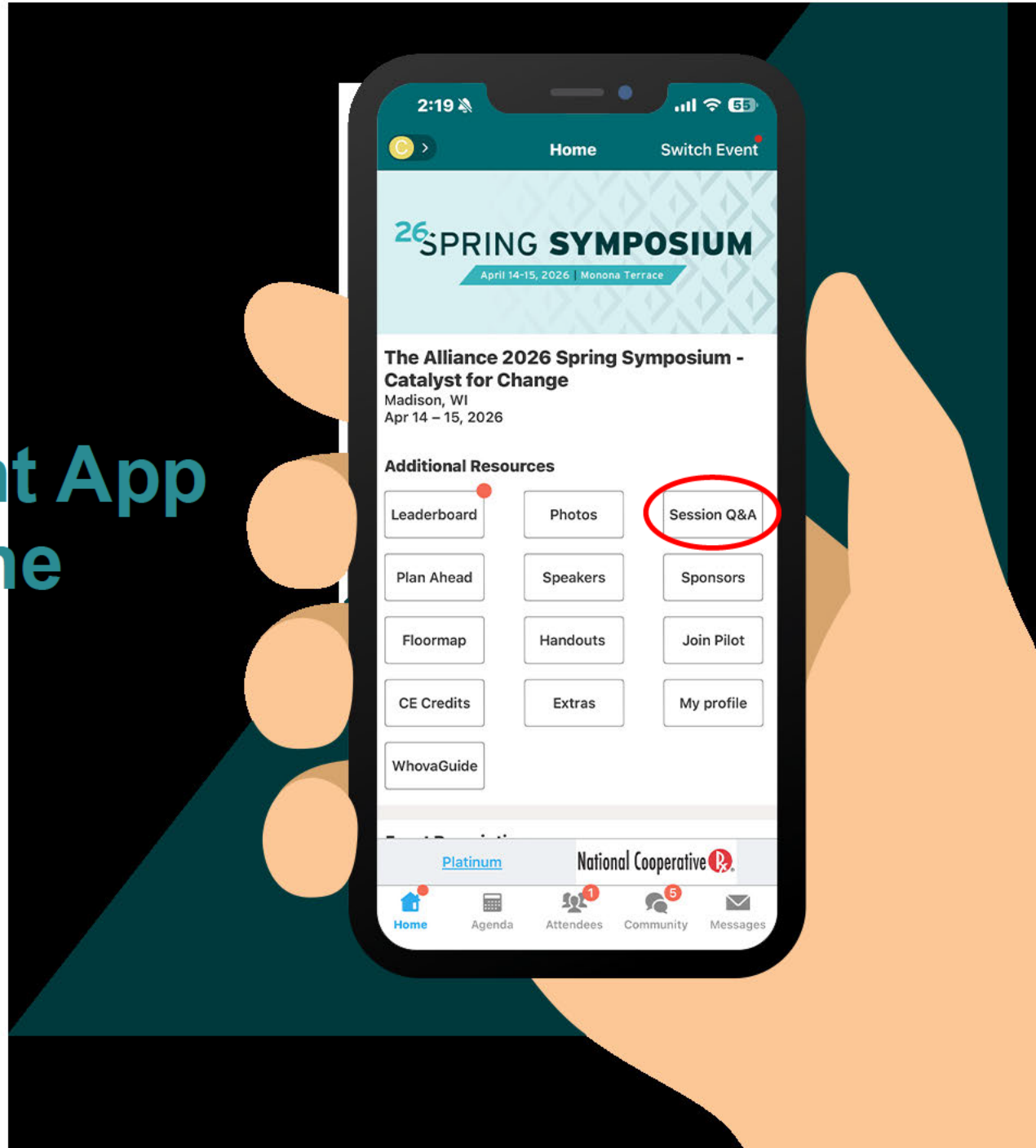


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Keynote Q&A

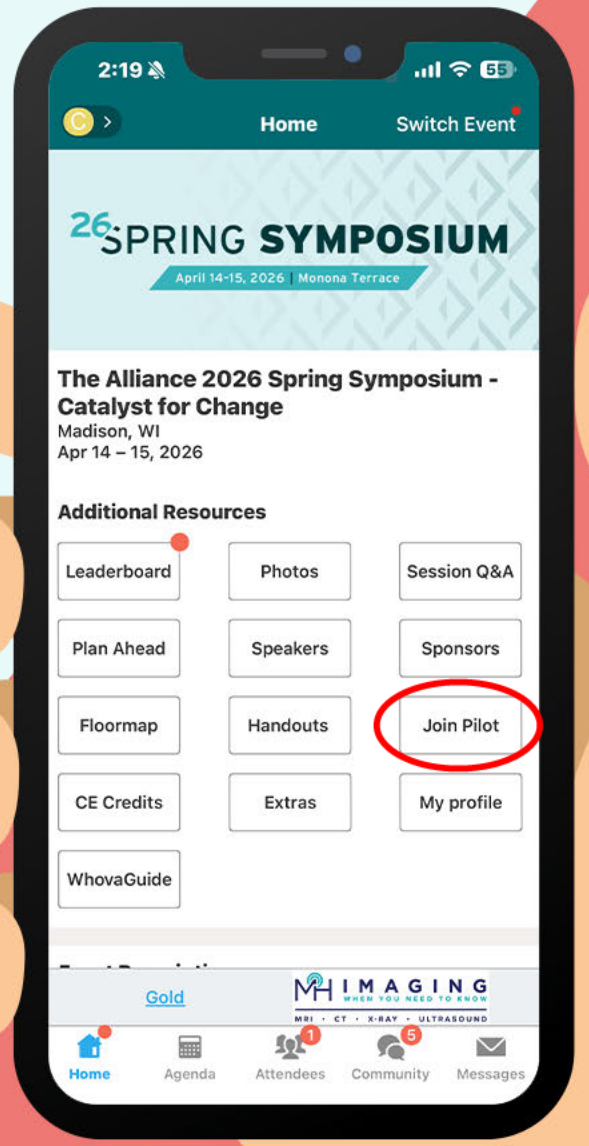


Use the Event App or Microphone



Pilot Program





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Breakout Sessions

Main Ballroom

Beyond Standard Cost Cutting: **The Psychology of Change**

Hall F

Health Policy Issues Impacting Employers

(Across hall from main ballroom)

Hall E

Self-Funding: **Getting Started**

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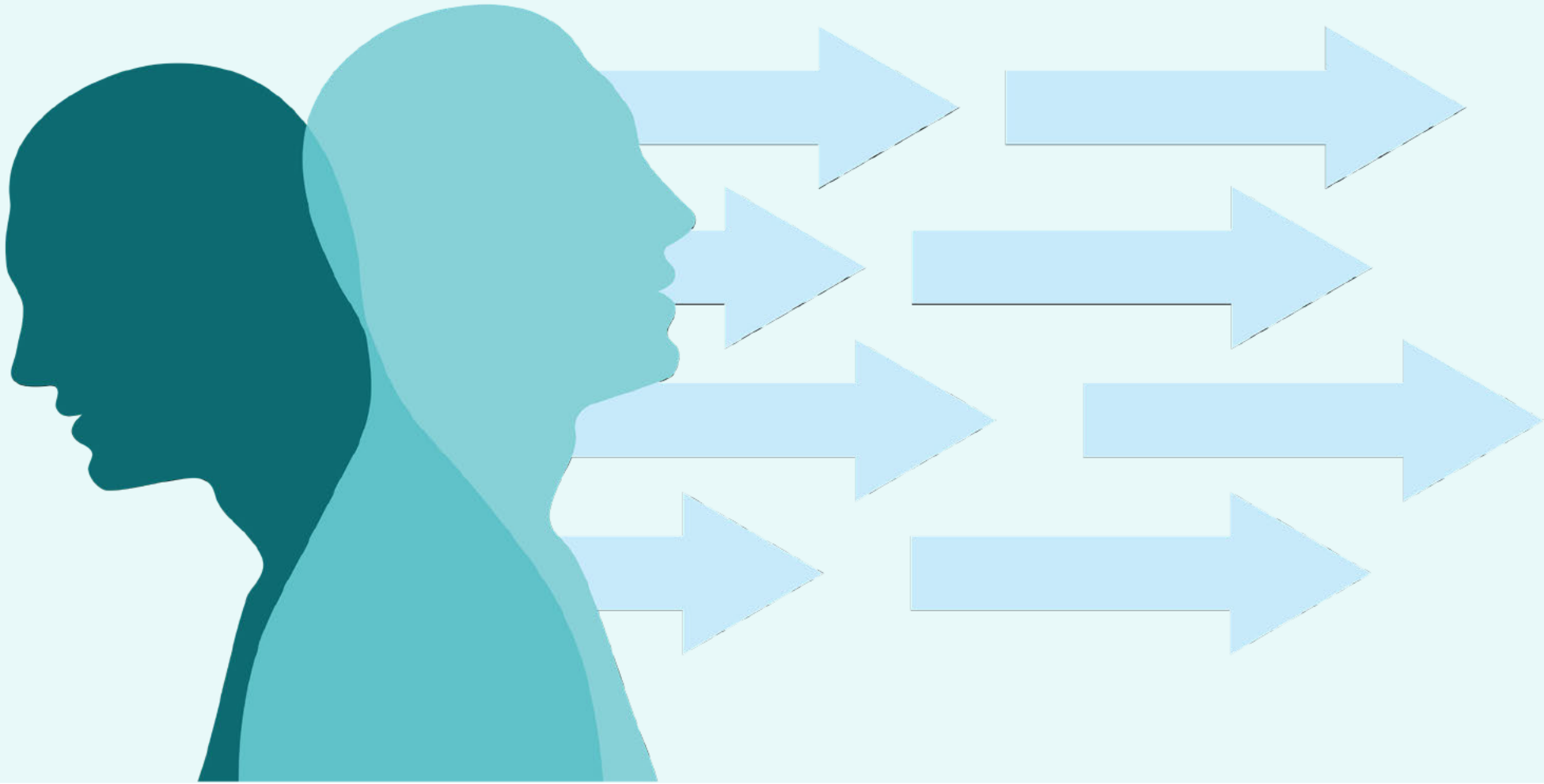
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BREAKOUT SESSION

Beyond Standard Cost Cutting:
The Psychology of Change

Behavioral Change



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The Campaign to Ration Meat





"Serve the hearts piping hot, garnished with crisp greens."



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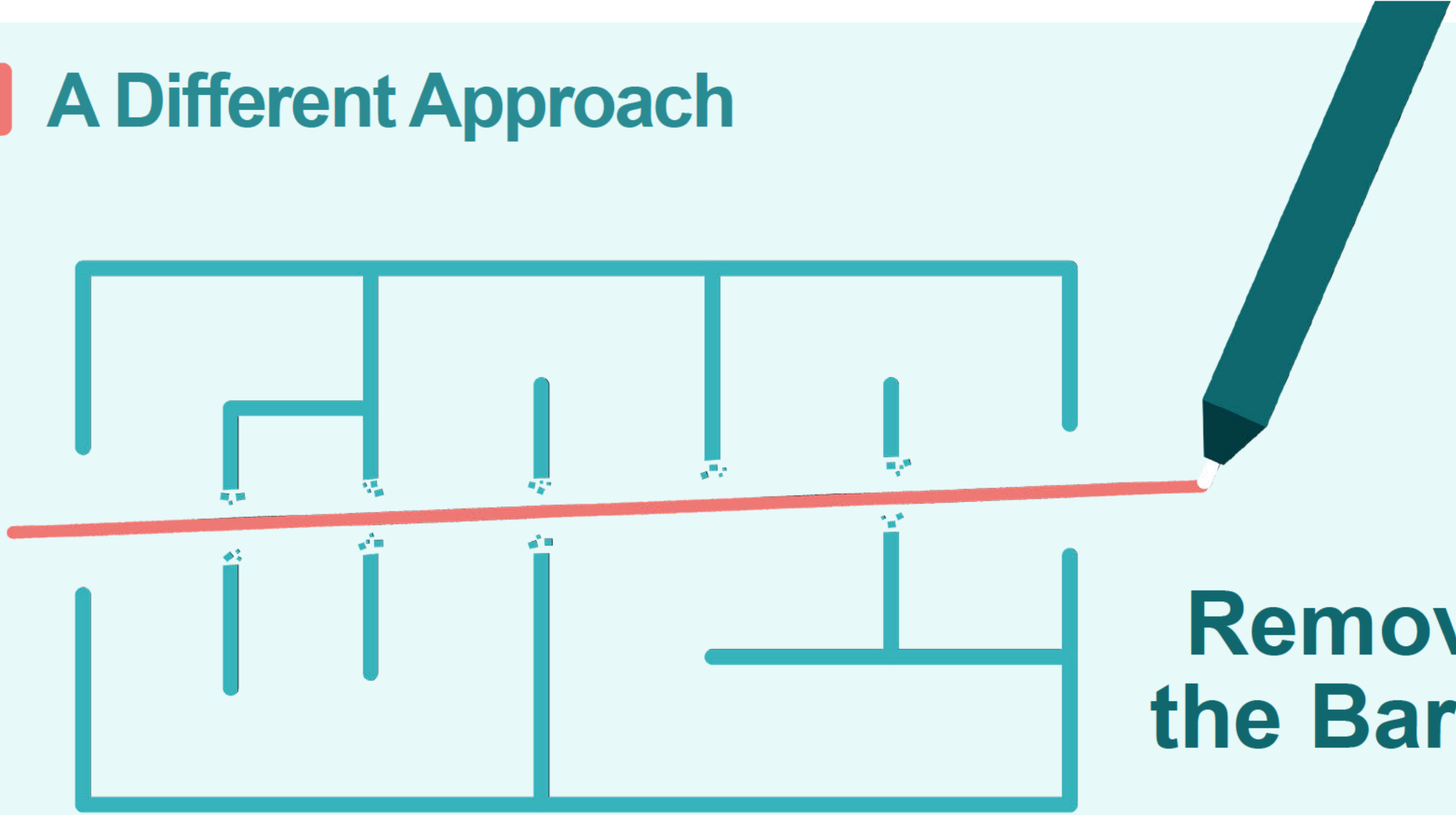
A Different Question



“What’s stopping them?”

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A Different Approach



Removing the Barriers

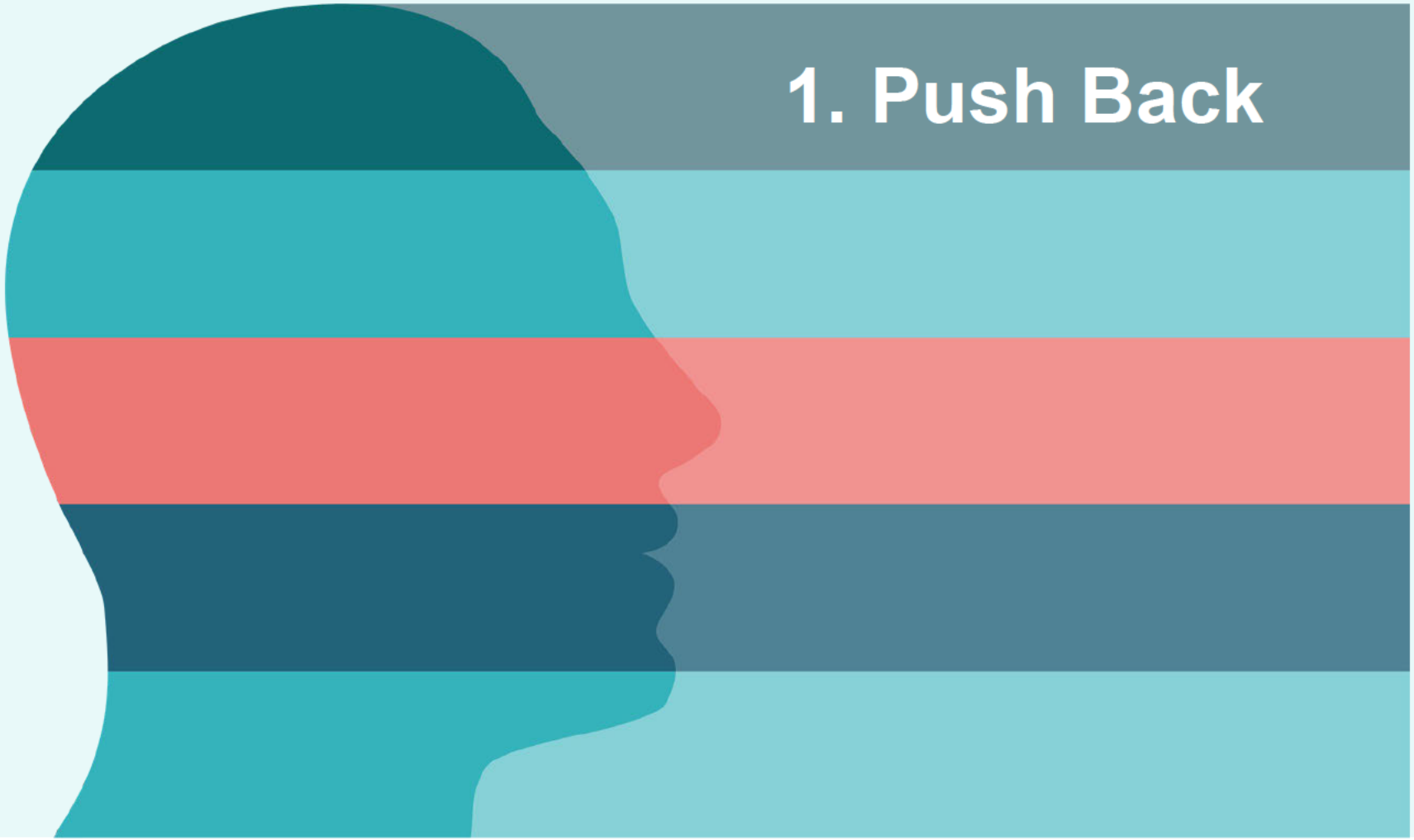
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Barriers to Change



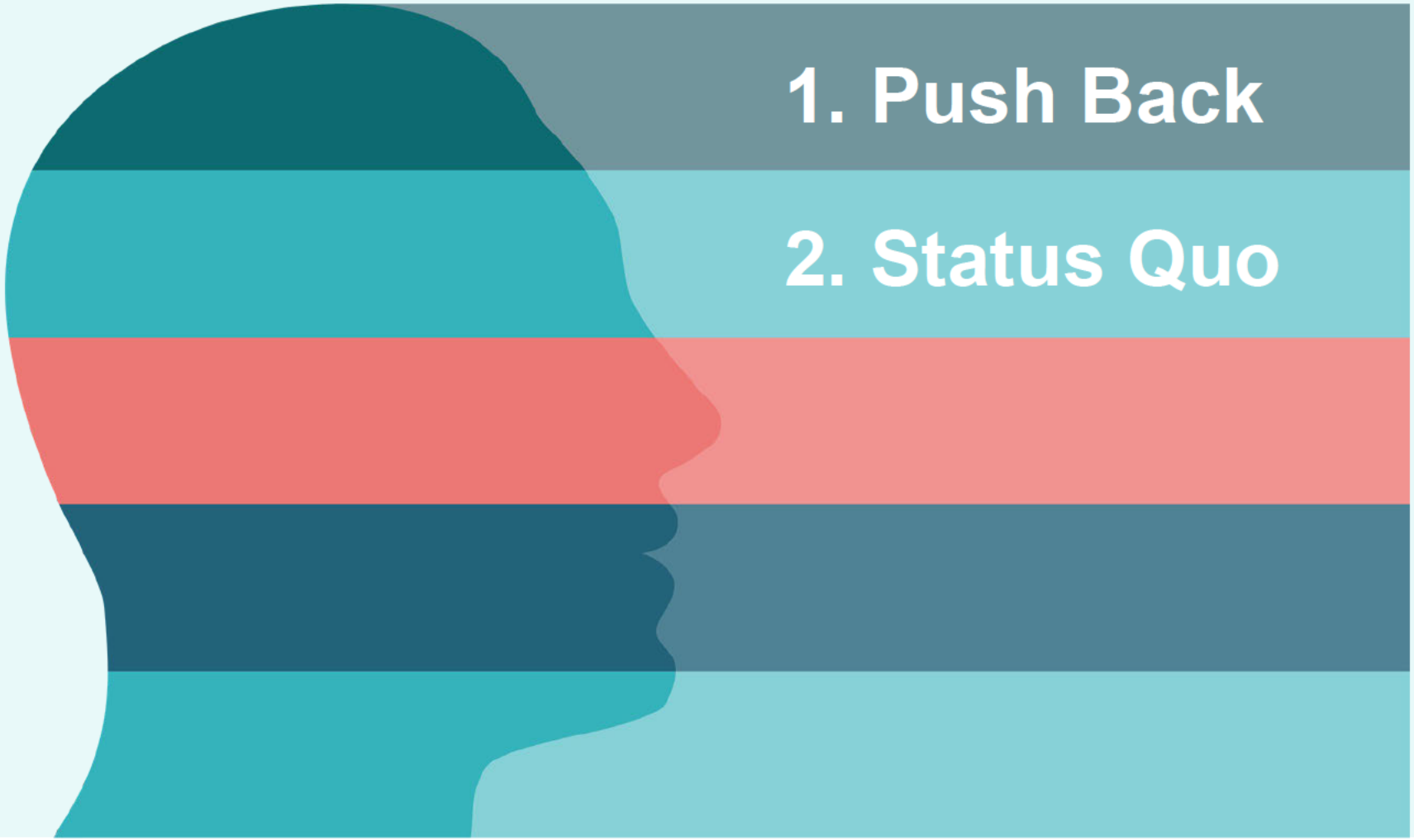
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Barriers to Change



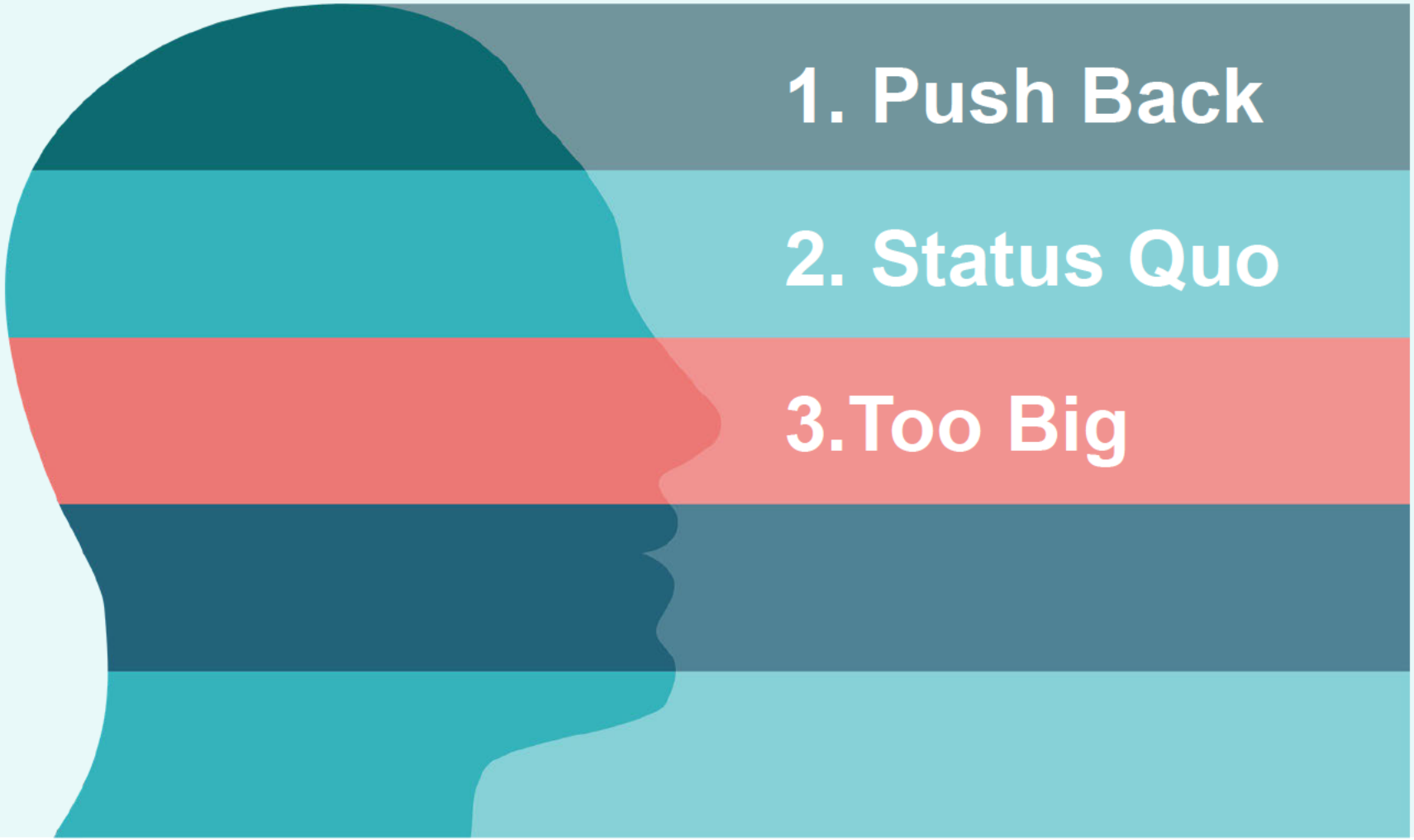
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Barriers to Change



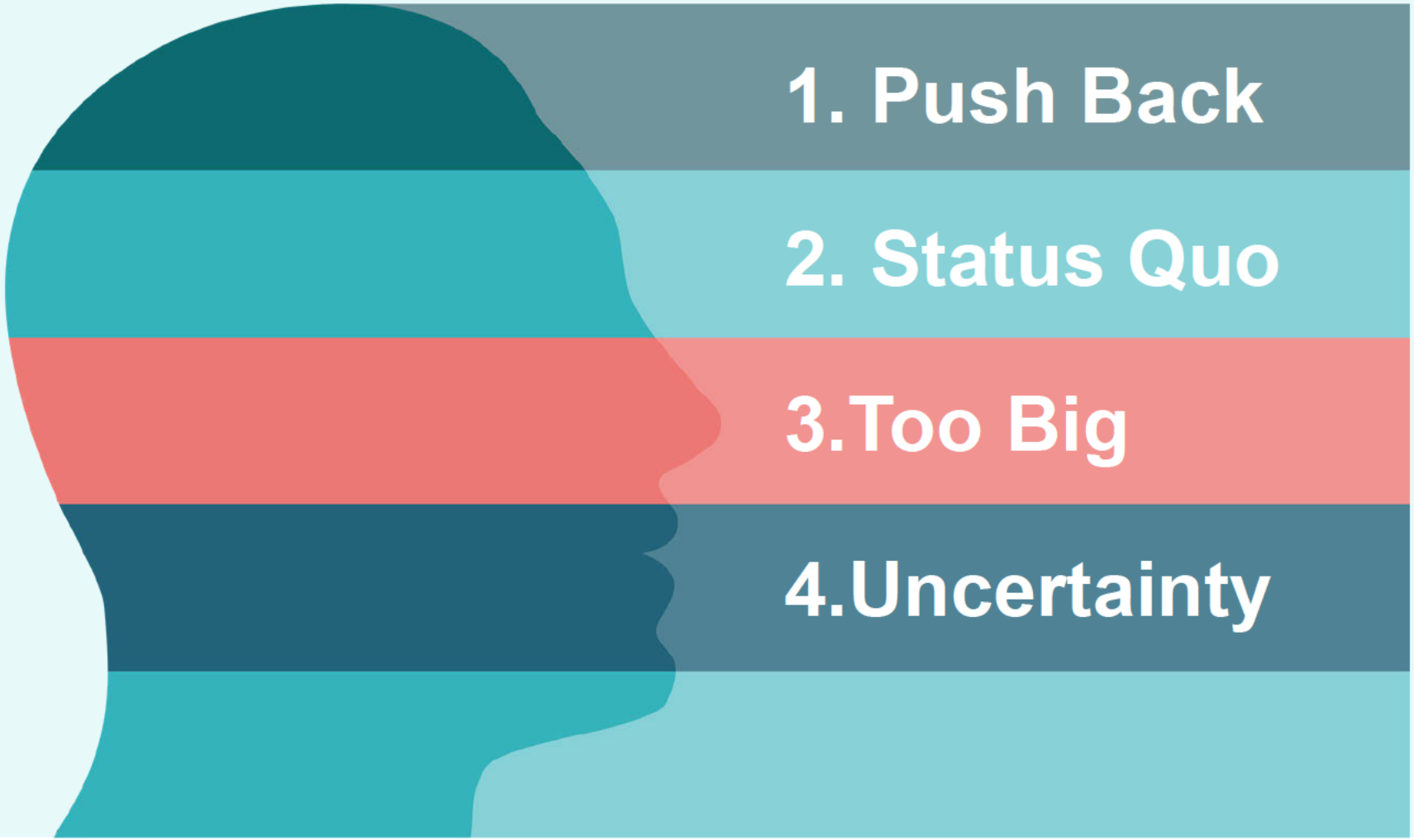
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Barriers to Change



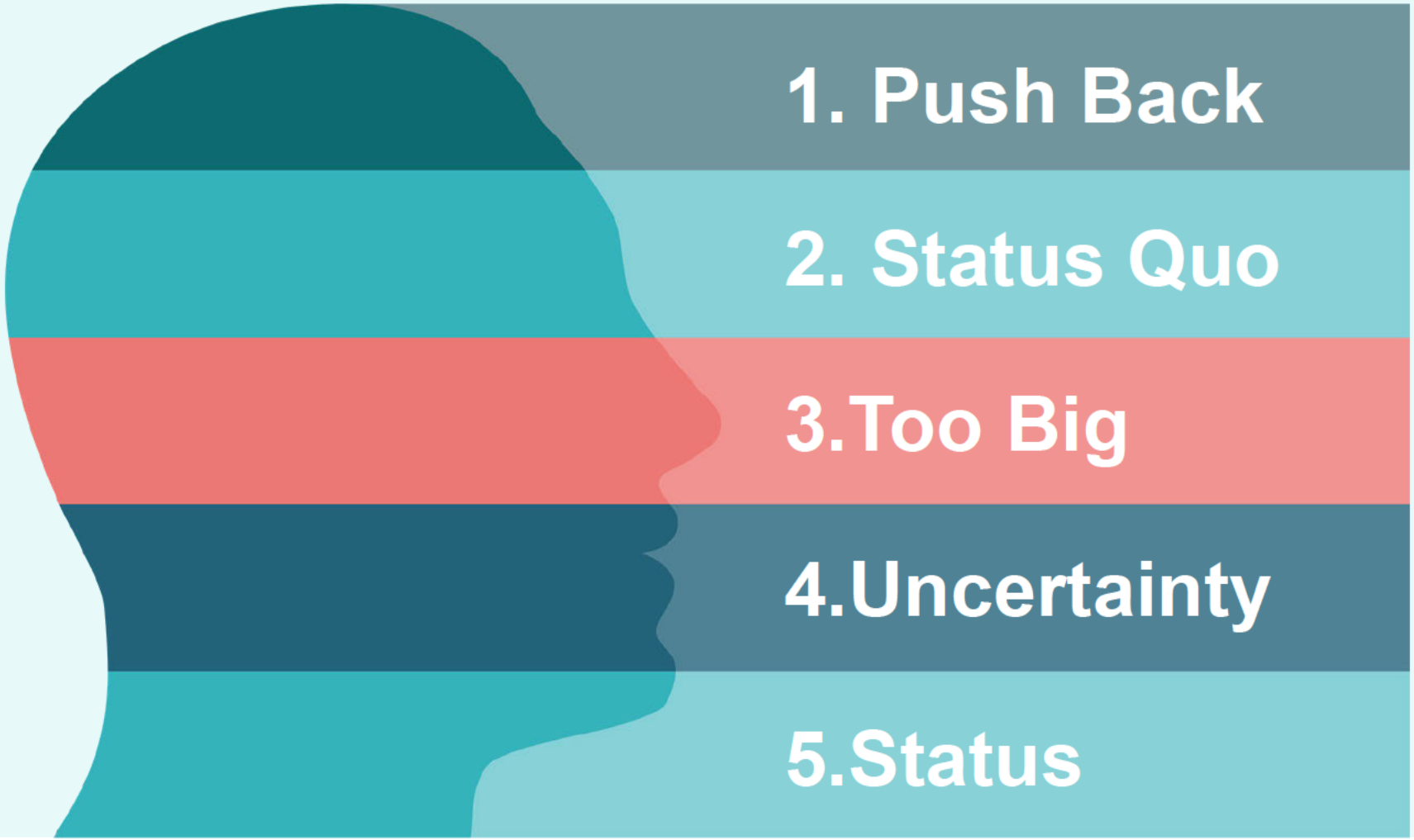
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Barriers to Change



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Barriers to Change



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New Plan



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New Plan

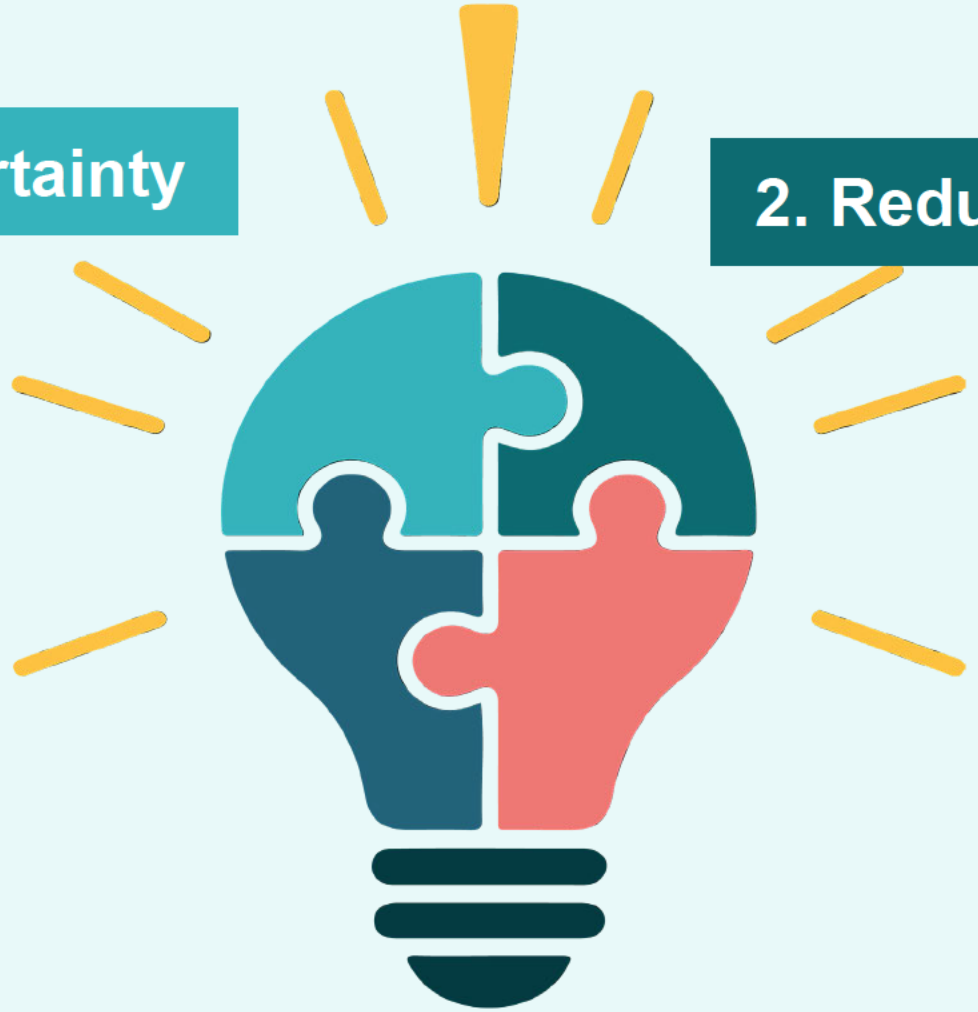
1. Reduced uncertainty



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New Plan

1. Reduced uncertainty



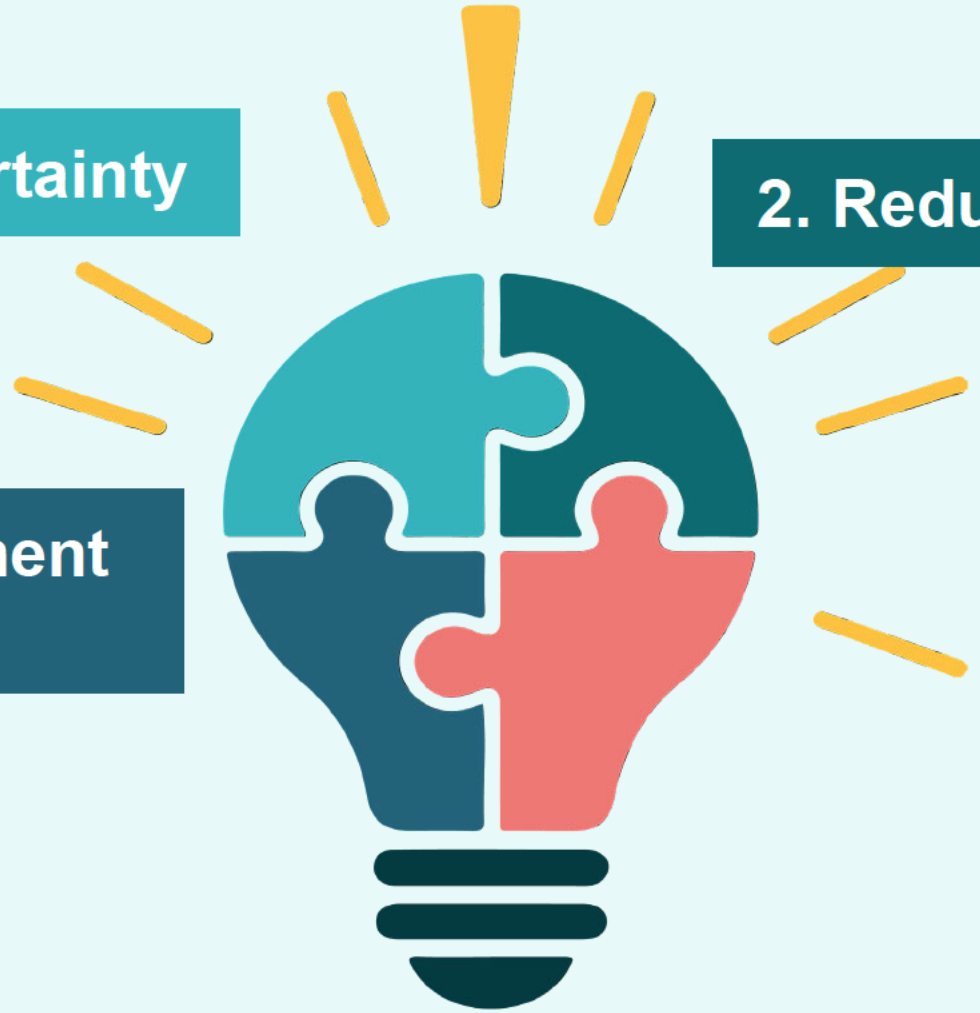
2. Reduce the size of the ask

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New Plan

1. Reduced uncertainty

2. Reduce the size of the ask



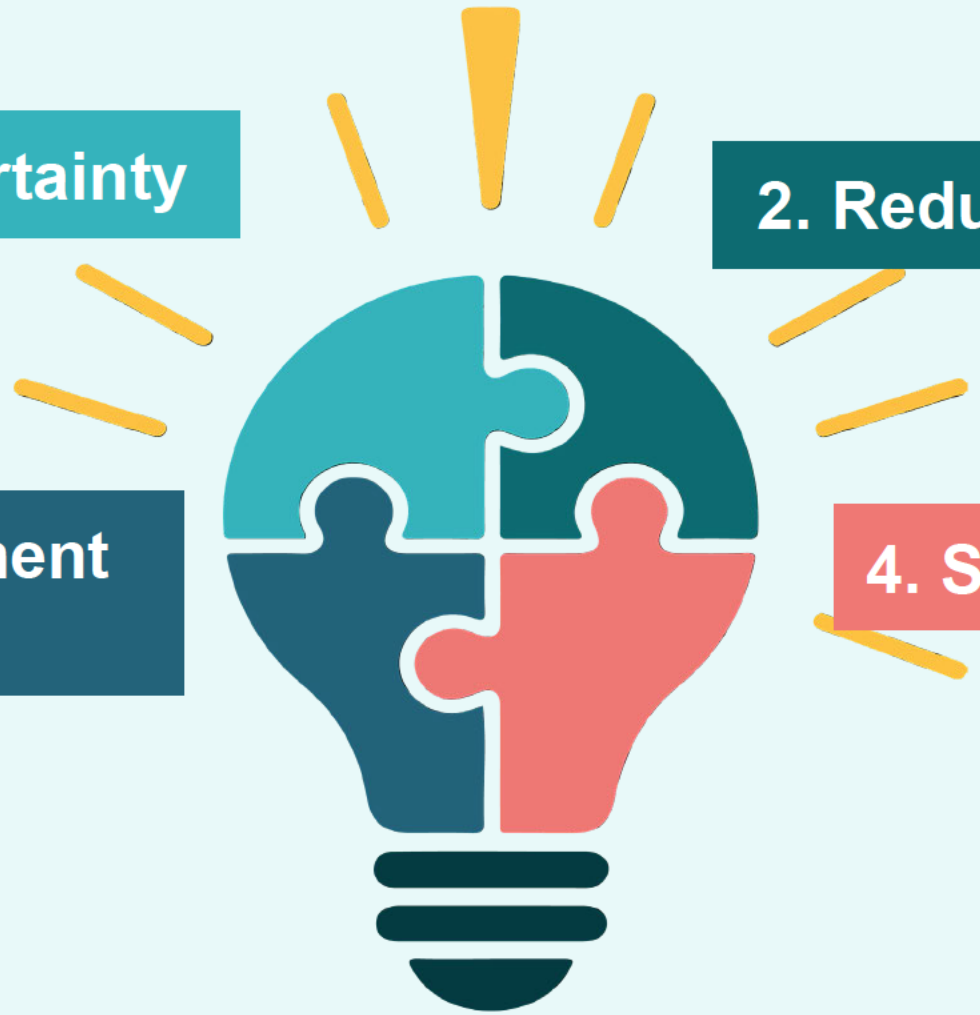
3. Reduce attachment to status quo

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New Plan

1. Reduced uncertainty

2. Reduce the size of the ask



3. Reduce attachment to status quo

4. Stop Lecturing

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Employer Introduction

RICE LAKE®
WEIGHING SYSTEMS



Jake Nolin

Vice President of Human Resources
Rice Lake Weighing Systems

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Employer Discussion



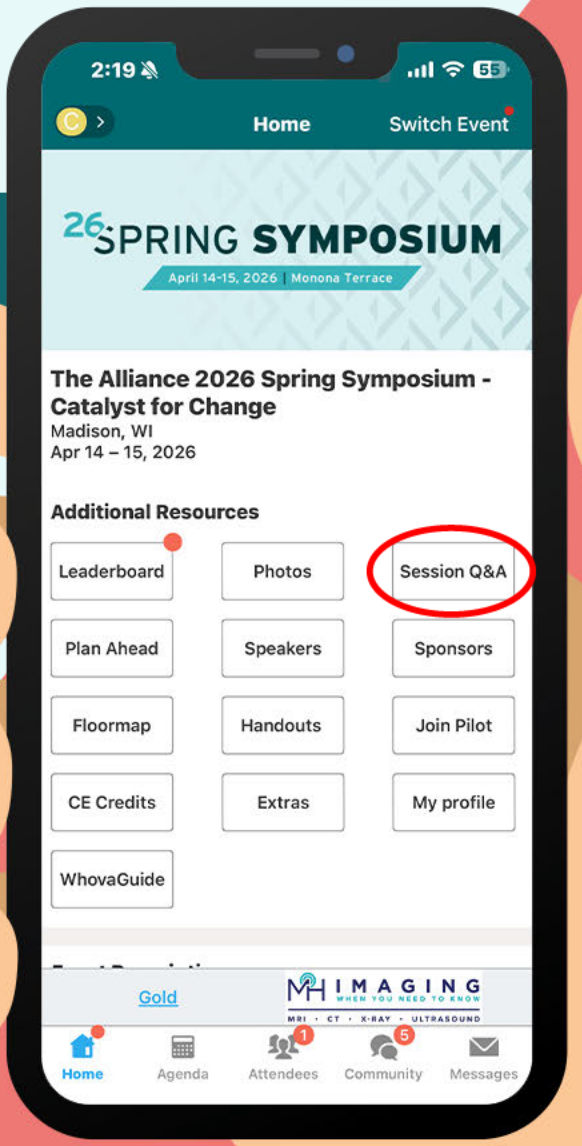
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Q&A

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Enjoy Your Lunch

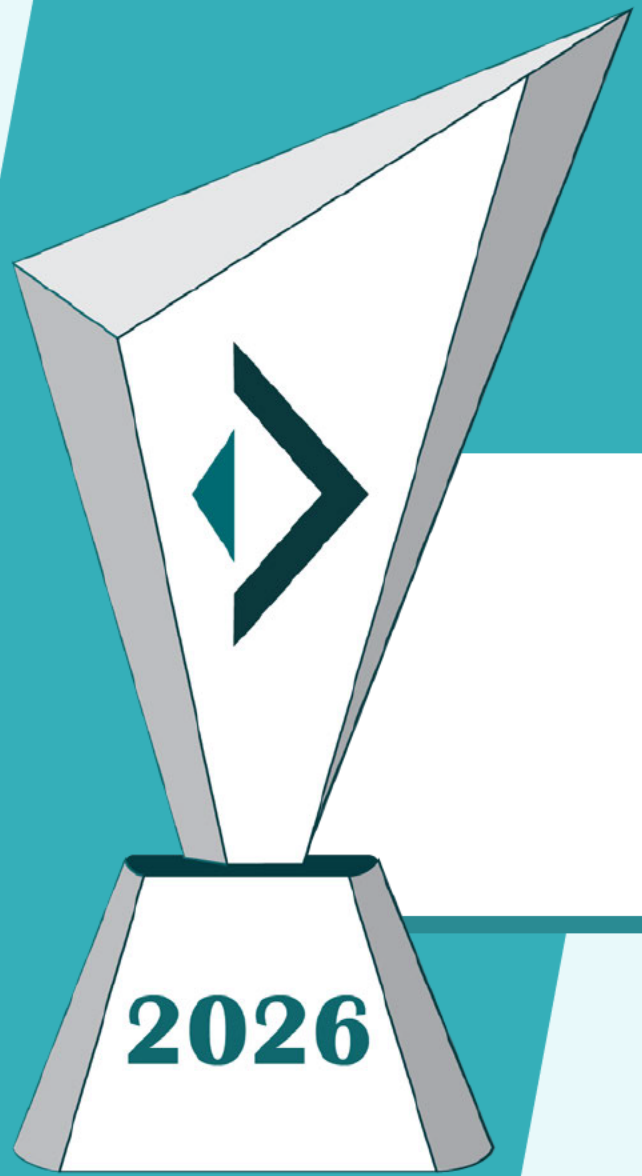
Lunch Break



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Healthcare Transformation Awards





sauk prairie HEALTHCARE

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Healthcare Transformation Award

sauk prairie HEALTHCARE



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Healthcare Transformation Awards





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Idea Sparks

Discussion

What is one employee behavior that is driving your healthcare costs up?



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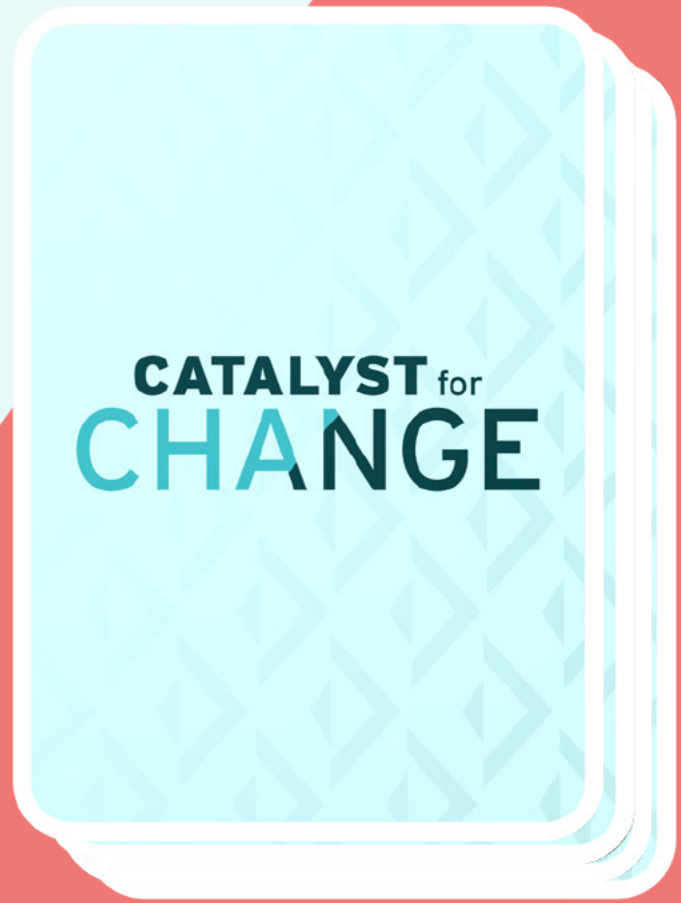
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What Bends the Trend?

What Bends the Trend?

Q1

> People don’t change when we push harder, they change when we…



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What Bends the Trend?

A1

> People don’t change when we push harder, they change when we…

Answer:

Remove Barriers

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What Bends the Trend?

Q2

> The more we push people to change, the more likely they are to…



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What Bends the Trend?

A2

> The more we push people to change, the more likely they are to…

Answer:

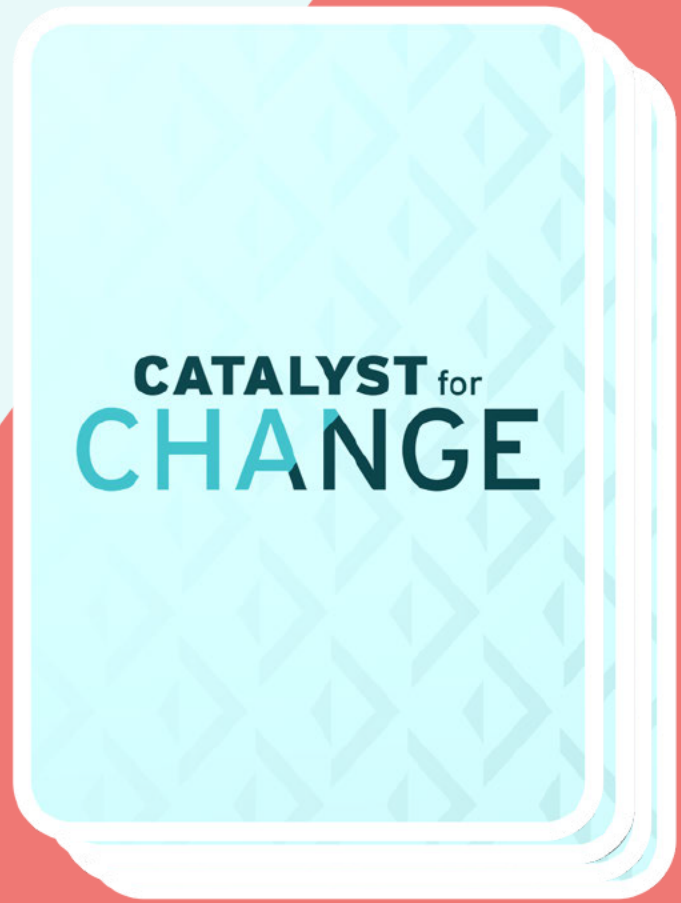
Push Back

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What Bends the Trend?

Q3

> If something feels hard, most people will simply…



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What Bends the Trend?

A3

> If something feels hard, most people will simply…

Answer:

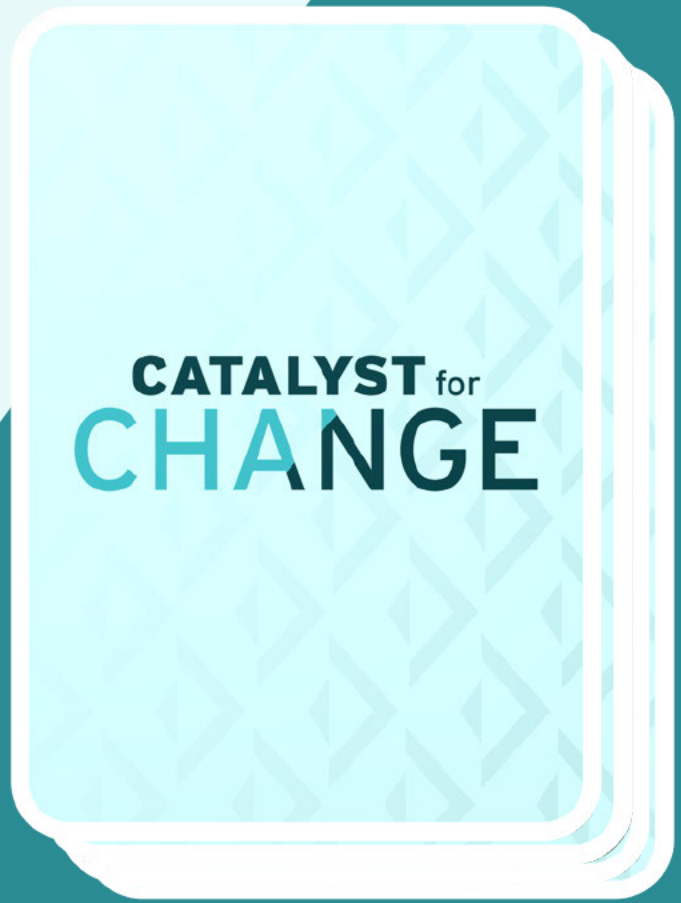
Avoid It

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What Bends the Trend?

Q4

> The easier we make something, the more likely people will…



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What Bends the Trend?

A4

> The easier we make something, the more likely people will…

Answer:

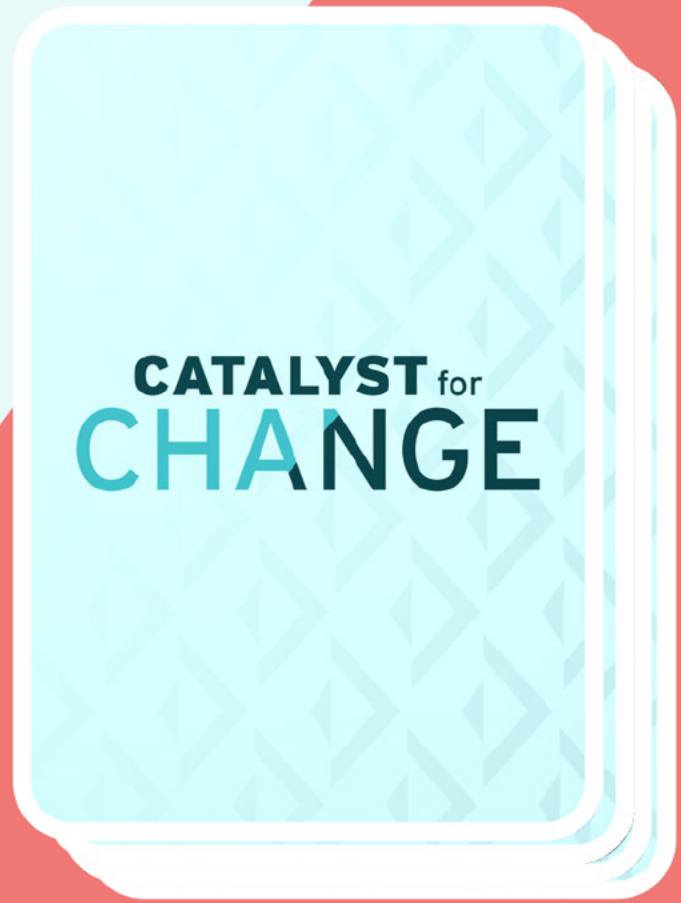
Do It

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What Bends the Trend?

Q5

> Seeing that others are already doing something makes us more likely to…



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What Bends the Trend?

A5

Seeing that others are already doing something makes us more likely to…

Answer:

Try It

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What Bends the Trend?

Q6

> If you want employees to make better healthcare decisions, you have to make those decisions…



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What Bends the Trend?

A6

If you want employees to make better healthcare decisions, you have to make those decisions…

Answer:

Easier

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Before You Go

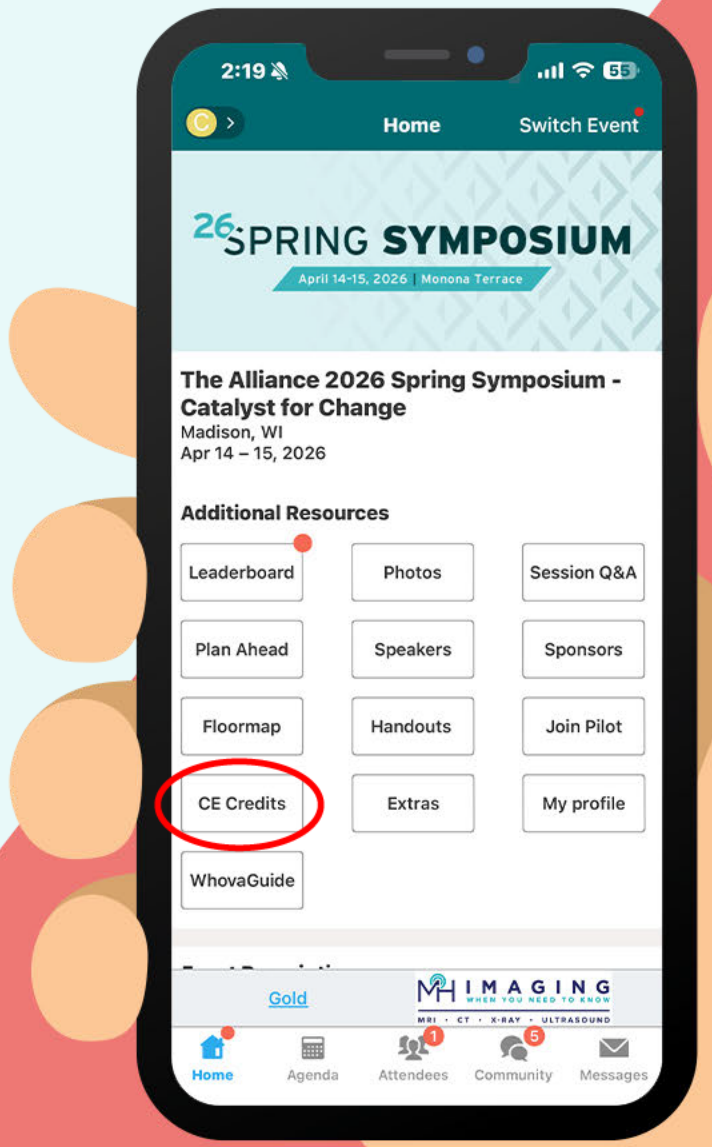


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Before You Go



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