

**Bend the Trend:
Lower Healthcare Costs through
Benefit Plan Design**
Tuesday, February 17 | 10:00am – 11:00am

The Alliance >
Self-Funding Smart

Bend the Trend Movement

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Check Point

Poll #4

What's one small thing you plan to try before our next session?

Promote a preventive screening in staff communications	45%
Talk about prevention at a leadership or team meeting	19%
Offer a small incentive or reminder for an annual checkup	10%
Offer training on how to access preventive services	14%
Still thinking about it	12%

CHECKPOINT

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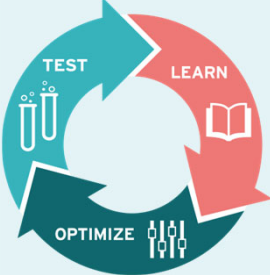
What did you try?



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What We Tested & Learned



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Introduction




Melanie Schoenemann
VP Business Growth & Member Strategy
The Alliance

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Agenda

- 1 Identify hidden costs of sticking with the status quo
- 2 Applying design changes can make accessing care easier
- 3 Assess how strategies work to improve outcomes and lower costs



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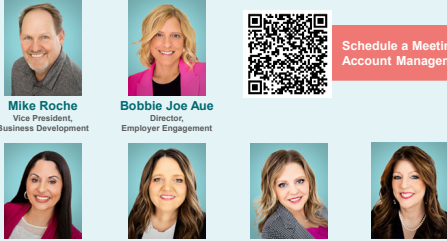
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Contact The Alliance Team



Mike Roche
Vice President,
Business Development

Bobbie Joe Aue
Director,
Employer Engagement



**Schedule a Meeting with Our
Account Management Team**

Kristin Andro
Account Executive

Teresa Maas
Account Executive

Gretchen Shea
Account Executive

Victoria Faust
Account Executive

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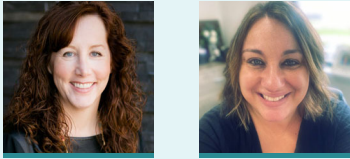
Use Data as a Guide



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Employer Panel




Jennifer Burrus
AVP, Total Rewards &
People Technology
UW Credit Union

Jamie Krueger
Director of Human Resources
Crystal Finishing Systems

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Panel Discussion




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Takeaways

- 1 Removing barriers is key!
- 2 Analyze your data.
- 3 Use a pilot program.



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Questions

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 April 14-15, 2026 | Missouri, Tennessee

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