Bend the Trend Lower Healthcare Costs: Top Cost Saving Insights of 2026

Tuesday, Nov 10 | 10:00am – 11:00am



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Self-Funding Smart

1

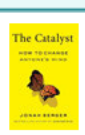
Bend the Trend Movement

January
Preventive Care

February
Benefit Plan Design

May
Mental Health

26 SPRING SYMPOSIUM
April 14-15, 2026 | Monona Terrace





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Strategies that Made the Biggest Impact in 2026



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Speakers



Melanie Schoenemann
VP Business Growth & Member Strategy
The Alliance



Mike Roche
Vice President of Business Development
The Alliance

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Bend the Trend Series

2026 Bend the Trend SERIES

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Focus Area

1. Healthcare Trends that Shaped 2026
2. Strategies and Real-World Examples
3. Ways to Apply These Lessons for 2027



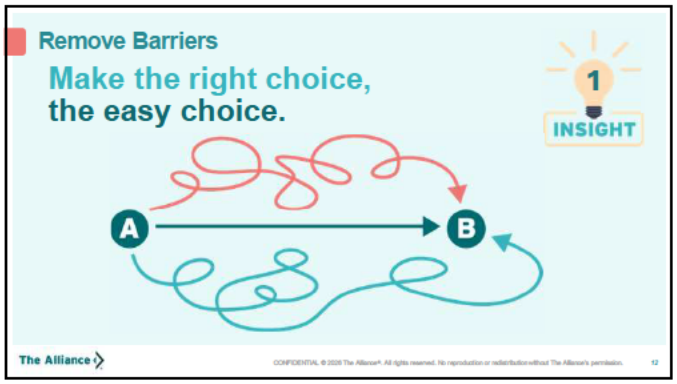
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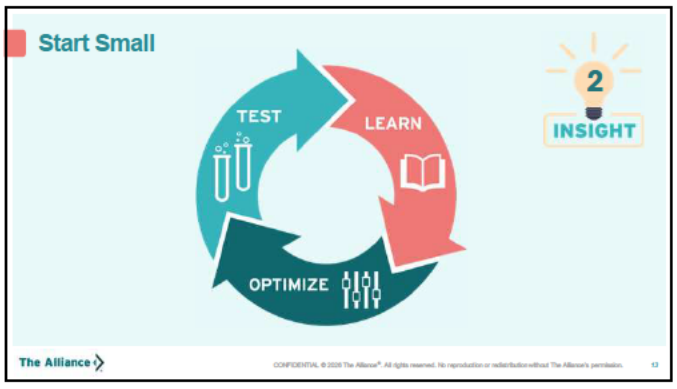
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Remove Barriers
Make the right choice,
the easy choice.
1
INSIGHT
A
B
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12


Start Small
2
INSIGHT
TEST
LEARN
OPTIMIZE
The Alliance

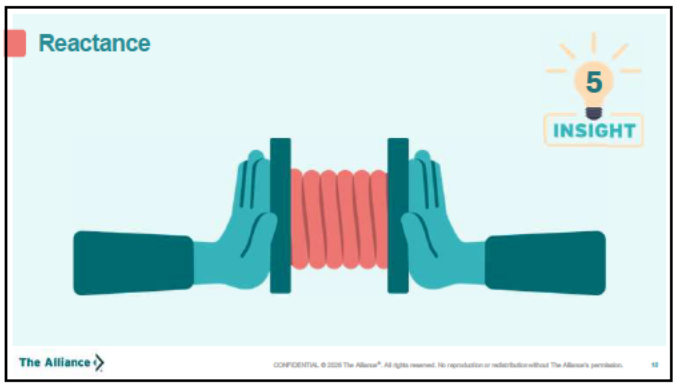
13


Let Data Guide You
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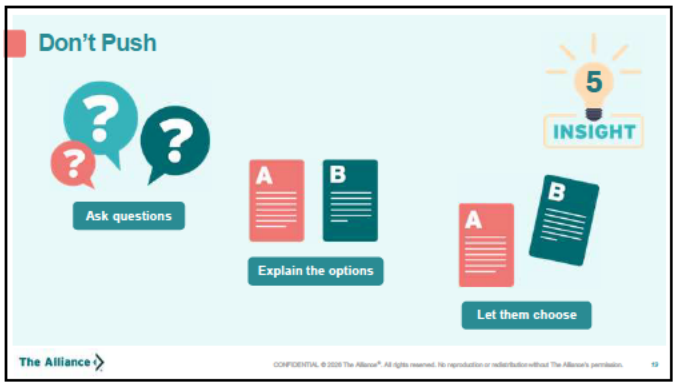
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Provide Social Proof
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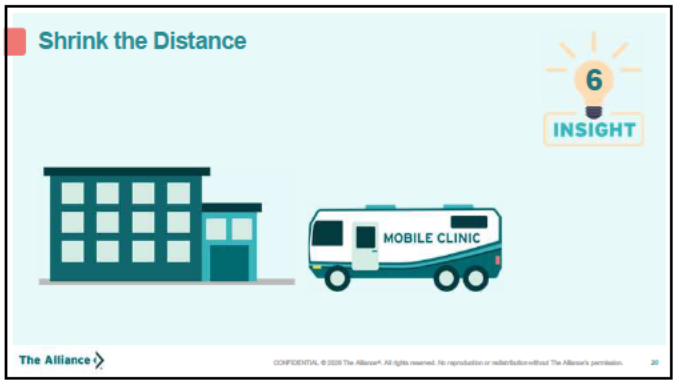
17


Reactance
5
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Don't Push
5
INSIGHT
Ask questions
A
B
Explain the options
A
B
Let them choose
The Alliance

19


Shrink the Distance
6
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The Right Time
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Resource



Today's Slides
Monthly Communication Calendar
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Bend the Trend



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Takeaways



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Pilot Program

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CATALYST for CHANGE

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We're Here to Help!



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Schedule a Meeting with Our **Business DevelopmentTeam**


Mike Roche
Vice President, Business Development


Teresa Maas
Director of Employer Engagement

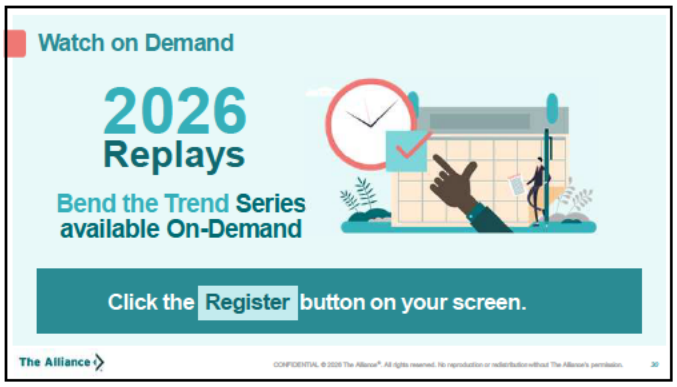

Brenda Nickel
Account Executive


Gretchen Shea
Account Executive


Victoria Faust
Account Executive

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