

Emerging Excellence in Mental Health Strategy



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State of
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Clare Miller
Mental
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**Henry Harbin,
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Dawn Brown
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**Rhonda
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**Pamela
Greenberg**
President &
CEO,
Association
Behavioral
Health and
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**Gareen
Hamalian,
MD**
Assoc Med
Director
Behavioral
Health,
Included
Health

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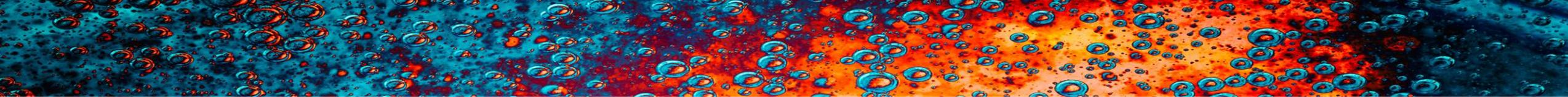
What is the most important mental health issue today?

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Emerging Excellence in Mental Health Strategy



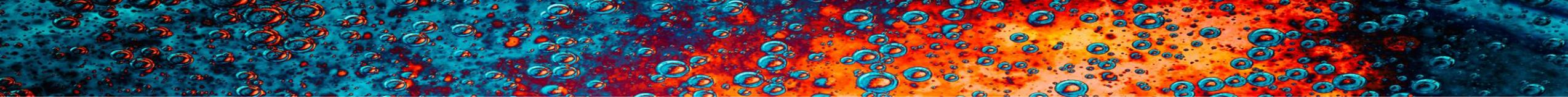
Andrea Dowdy
Director of Clinical Services,
State of Tennessee



State of Tennessee Division of Benefits Administration

- Self-funded plans governed by State & Higher Education, Local Education, and Local Government Insurance Committees
- Provide benefits for approximately 295,000 employees, retirees, and dependents
- Continually research market and industry trends to implement benefits that improve care and reduce costs
- Write our own contracts for all vendor procurements providing greater control and oversight
 - Receive all our claims data
 - Require vendor collaboration and data sharing
 - Comprehensive reporting requirements
 - Full audit rights
- Pride ourselves on being a collaborative partner with our vendors to drive program improvements
 - Focused Strategy and Innovation meetings
 - Use member feedback to identify areas of opportunity

PARTNERS
FOR HEALTH



Benefits Administration's Partnership with Optum Behavioral

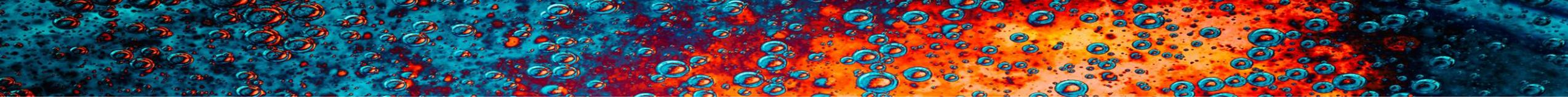
- Contract is for combined EAP and BHO services allowing for better oversight, integration and member experience
- Here4TN branding with extensive member communications to reduce stigma and increase awareness of benefits
 - Monthly newsletters, Behavioral Health ID Cards, First Fill Mailers, Life Event Letters, Birthday emails
 - Optum creates custom plans for Agencies in need of extra or specialized support
 - Manager/Supervisor support: toolkit with flyers, email templates, and training catalog
- Increased virtual access for members especially related to anxiety and depression
 - Virtual care through network EAP and BHO providers
 - Talkspace, Self Care by AbleTo, and Take Charge at Work
- Increased access to in-network care in partnership with Optum
 - Dedicated Call Center with Masters Level Clinicians – real time 1:1 support
 - First Call Provider Search
 - Preferred Substance Use Facilities – waived member costs
 - Increased provider network: Medication Assisted Treatment and Applied Behavioral Analysis

PARTNERS
FOR HEALTH

Emerging Excellence in Mental Health Strategy



Clare Miller
Mental Health Benefits
Manager, Meta



Global Mental Health at Meta

- Increase Awareness and Reduce Stigma
 - #OpenUp storytelling, Workplace groups, integrating resources into employee messaging
- Improve Access to Care
 - Global standards of care including 25-session Lyra Mental Health benefit, early intervention and timely access to care
- Support the Business
 - Manager training, Team and individual resilience tools, Internal community (Meta Resource Groups, Mental Health@, Resilience@)

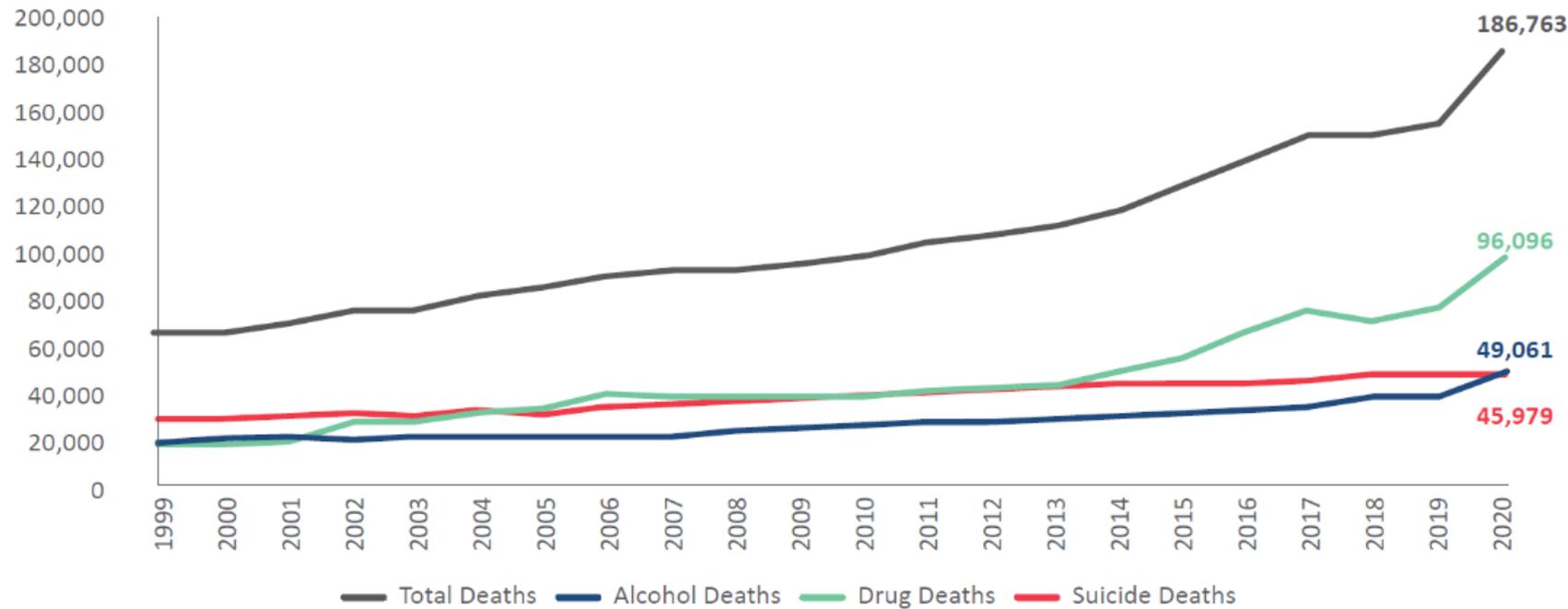


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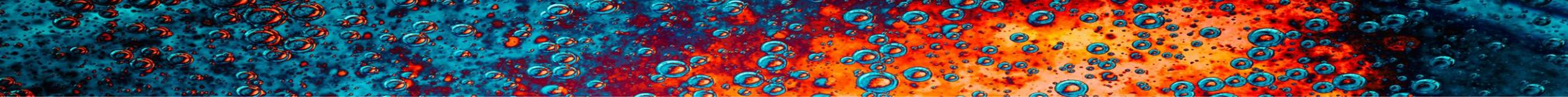
Henry Harbin, MD
Health Care Consultant

Figure 1: Annual Deaths from Alcohol, Drugs, and Suicide in the United States, 1999–2020



Source: TFAH and WBT analysis of National Center for Health Statistics data (Warren, 2022)

- [1 in 5](#) U.S. adults experience mental illness each year (NAMI)
- [1 in 6](#) U.S. youth aged 6-17 experience a mental health disorder each year (NAMI)
- [50%](#) of all lifetime mental illness begins by age 14, and 75% by age 24 (NAMI)
- Suicide rates increased approximately 36% between 2000–2021. Suicide was responsible for 48,183 deaths in 2021 (CDC 2021)
- More than one million people have died since 1999 from a drug overdose. In 2021, 106,699 drug overdose deaths occurred in the United States (CDC 2021)



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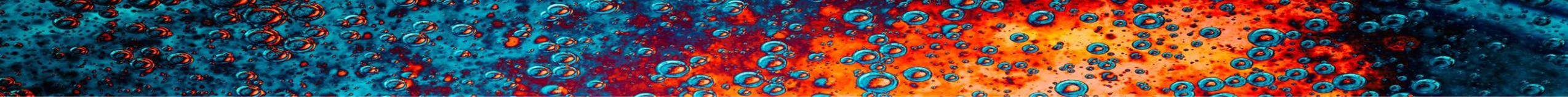
- “More than half of respondents (57%) who sought mental health or substance use care were unable to access any care on at least one occasion.” (NORC 2023)
- “69% of adolescents who sought mental health or substance use care were unable to access any care on at least one occasion, compared to 17% for physical health” (NORC 2023)
- “98% of adolescents who received mental health or substance use care from physical health providers felt that they needed additional help from a mental health or substance use specialist.” (NORC 2023)
- “Only 31% of employers (220) were satisfied with their members’ access to in-network behavioral health providers.” (Voice of the Purchaser survey 2023)
- “82% of employers (2,188) said that their largest health plan had enough primary care providers to provide timely access to services versus only 44% who said there were enough behavioral health providers to provide timely access to services.” (Kaiser Family Foundation 2022)
- “...among patients receiving both mental health and medical/surgical care, many more patients used an out-of-network mental health provider: 33% versus 19% (Busch & Kyanko, 2023)
- “5.7 million individuals had behavioral health diagnoses. Among these patients, 50% (or 2.8 million individuals) received minimal or no behavioral care in 2017” (Milliman 2020)
- “Lack of access to mental health and substance use care is a key driver of increases in physical health (and therefore, overall) healthcare costs.” (NIMH)
- “all insurance claims of 21 million patients, demonstrated that patients with mental health diagnoses have 3.4 times higher annual total healthcare costs compared to patients with no behavioral health diagnosis.” (Milliman 2020)

Emerging Excellence in Mental Health Strategy



Dawn Brown

Director, Cross-Cultural Innovation &
Engagement Task Force,
NAMI



NAMI's Cross-Cultural Innovation and Engagement Task Force (Office of Innovation)

Stigma and Mental Health

More than 50% of individuals with a mental illness don't receive treatment. ↑ with BIPOC communities



Racial and ethnic minorities are less likely to receive mental health treatment than their white counterparts. (SAMHSA)

Cultural Stigma

BIPOC individuals may face additional barriers to mental health care, including cultural stigma, lack of culturally competent services, and language barriers.

American Journal of Public Health found that cultural mistrust and stigma were significant barriers to seeking mental health services among African Americans.

Building Trust through Intentional Community Engagement

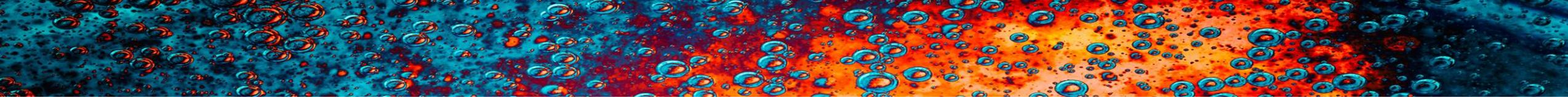
- Connecting with people where they are through intentional initiatives

Sharing Hope Series: Sharing Hope, Compartiendo Esperanza, Maniwala, Chai & Chat, Black/African Ancestry Male Mental Health

- **FaithNet 2.0** – educating pastors/faith leaders

- **Community Health Equity Alliance – CHEA**
Crisis mitigation, care navigation and 988 advocacy





Strategic Partnerships & Collaborations

- The Confess Project of America (TCPA)
- Lambda Sigma Upsilon Fraternity, Inc. (LSU)
- D9: Delta Sigma Theta Sorority, Inc.
- Walt Disney Animation – ESPN - PIXAR
- Bulosan Center for Filipino Studies, UC Davis
- Association of Black Women Physicians (ABWP)
- Farmworkers, Landscapers, Advocacy Project (FLAP)

- Yale University
- The Education Trust
- LA Rams
- Alpha Kappa Omicron
- StigmaFree Partnerships
- Girl Scouts of America



We have more to do...

Movies



Culture

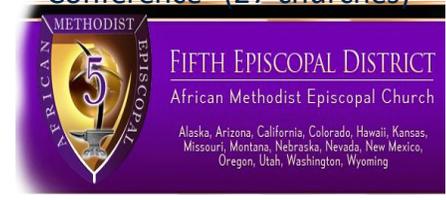


Conferences

Ethiopian Mental Health Conference



Bethel AME Fifth District Conference (27 churches)



2023 Annual Forum

#NatAllForum

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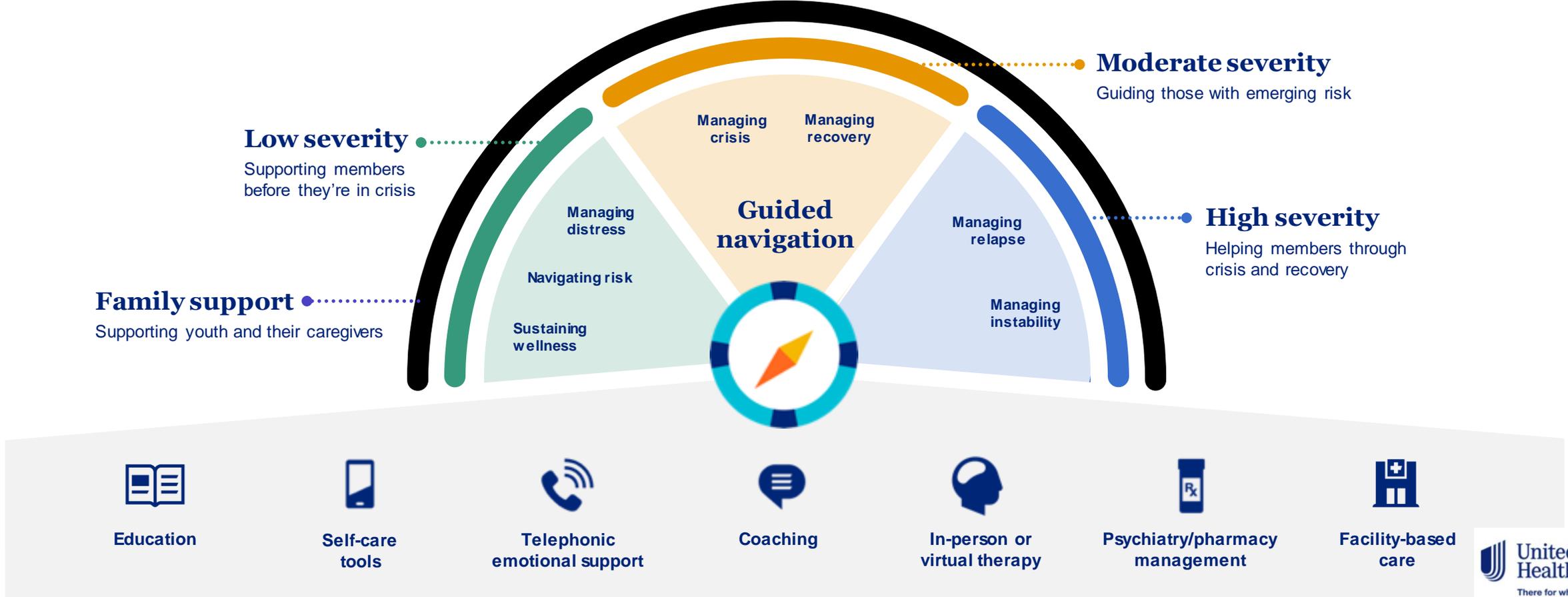
Rhonda Robinson-Beal, MD
SVP Deputy CMO,
MH Services United Health Group

The future of better behavioral health care



With capabilities spanning across the entire health care system, UnitedHealthcare is uniquely positioned to build a better future for behavioral health care

Guiding adults, youth and caregivers to the right care for their unique needs across a full range of behavioral health solutions

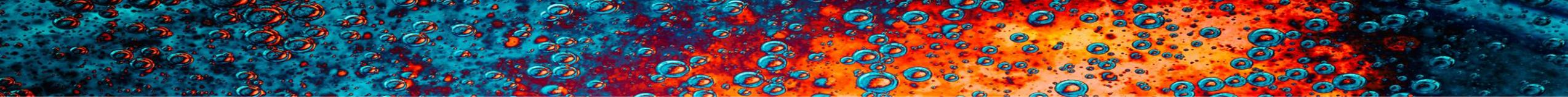


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Pamela Greenberg

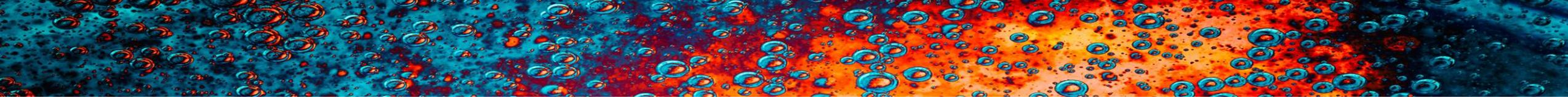
President & CEO, Association Behavioral
Health and Wellness



What federal policies recently enacted or being discussed increase access to quality behavioral health care?

- Mainstreaming Addiction Equity Act
- Mental Health Counselors and Marriage and Family Therapists; Peers
- Collaborative Care
- Telehealth
- Mental Health Parity and Addiction Equity Act
- 988





What steps are health plans taking to improve access to behavioral health care?

- Increasing reimbursement
- Contracting with large provider networks
- Using Digital/telehealth
- Triaging care
- Reimbursing for collaborative care
- Reducing prior authorization

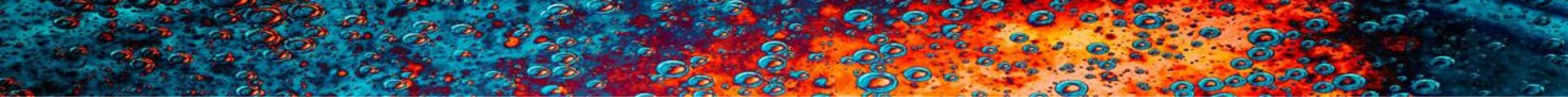


Emerging Excellence in Mental Health Strategy



Gareen Hamalian, MD

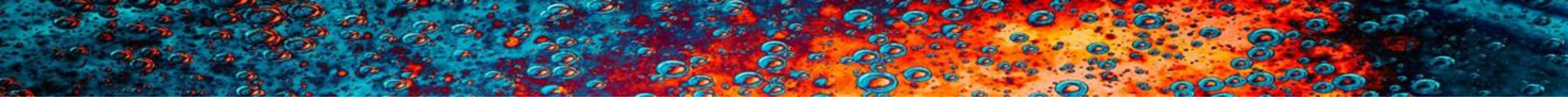
Assoc Med Director Behavioral Health,
Included Health



Gareen Hamalian, MD, MPH

- Dr. Gareen Hamalian is the associate medical director of Behavioral Health for Included Health and joined the company in 2017. She received her undergraduate degree from Columbia University, before graduating medical school at Tufts University School of Medicine where she also completed a master's degree in public health. She trained in general psychiatry and completed a fellowship in forensic psychiatry at New York University School of Medicine, where she is currently a clinical assistant professor in the Department of Psychiatry. She has worked in a variety of settings including inpatient, outpatient, emergency, and primary care and has a special interest in the treatment of women's mental health issues.
- At Included Health, Dr. Hamalian is part of a team which leads the company's behavioral health practice, focusing on member experience, practice management, clinician recruitment, clinical support and business development. She is dedicated to reducing stigma around mental illness and providing high-quality treatment to help patients improve their quality of life.

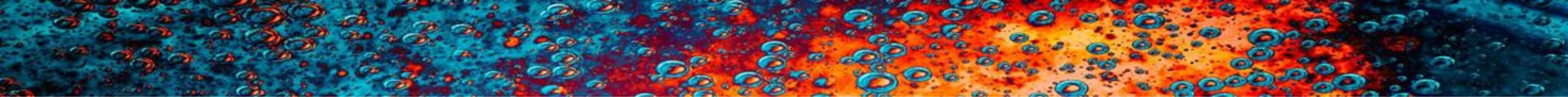




Healthcare Clinician Perspective on Quality

- A model that builds trust and deep relationships with patients longitudinally
- The importance of diverse clinical teams, with backgrounds that cover the full spectrum of behavioral health needs
- Shared Electronic Health Records between clinicians across the practice encouraging a more integrated approach





Healthcare Clinician Perspective on Access

- Hiring clinicians who are licensed in multiple states/licensing clinicians in several states
- Incorporating additional subclinical services, such as coaching and self-service tools to encourage engagement
- Understanding social determinants of health and its impact on patients



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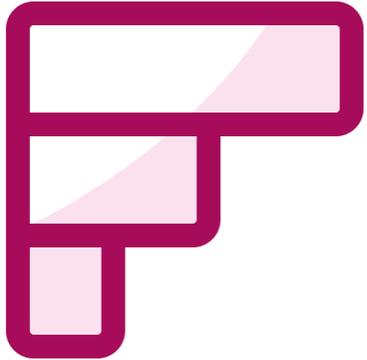


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From your perspective rank the following by most important for your mental health strategy:

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What issue or strategy did you hear today that should influence our mental health strategies going forward?

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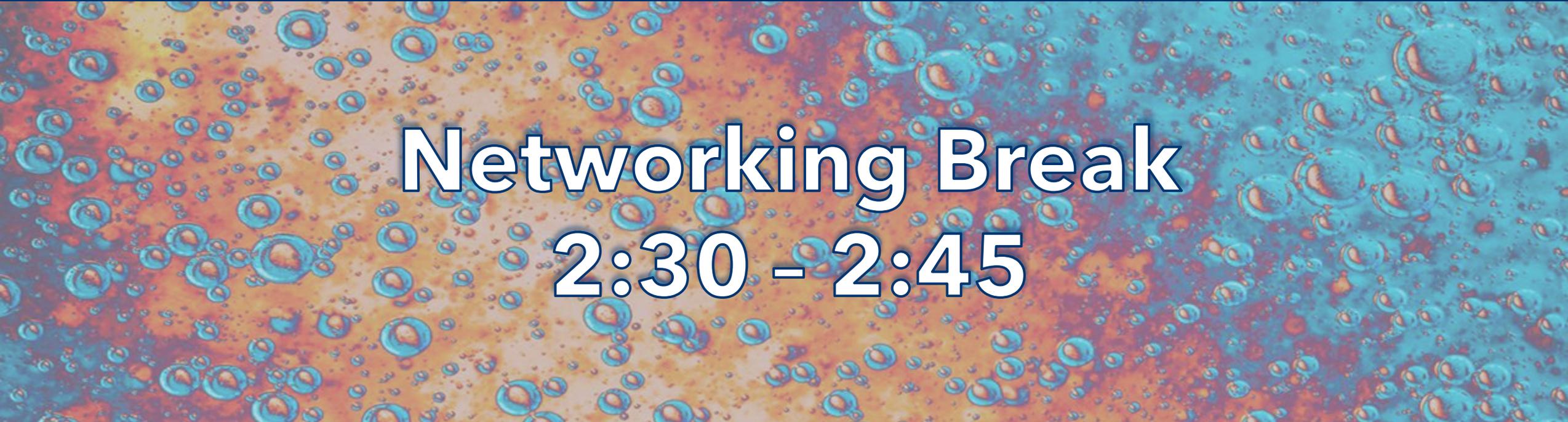
ANNUAL FORUM

TEMPERATURE RISING

IGNITING CHANGE FOR A NEW ERA

NOVEMBER 13-15, 2023

Crystal Gateway Marriott | 1700 Richmond Highway, Arlington, VA



Networking Break
2:30 - 2:45

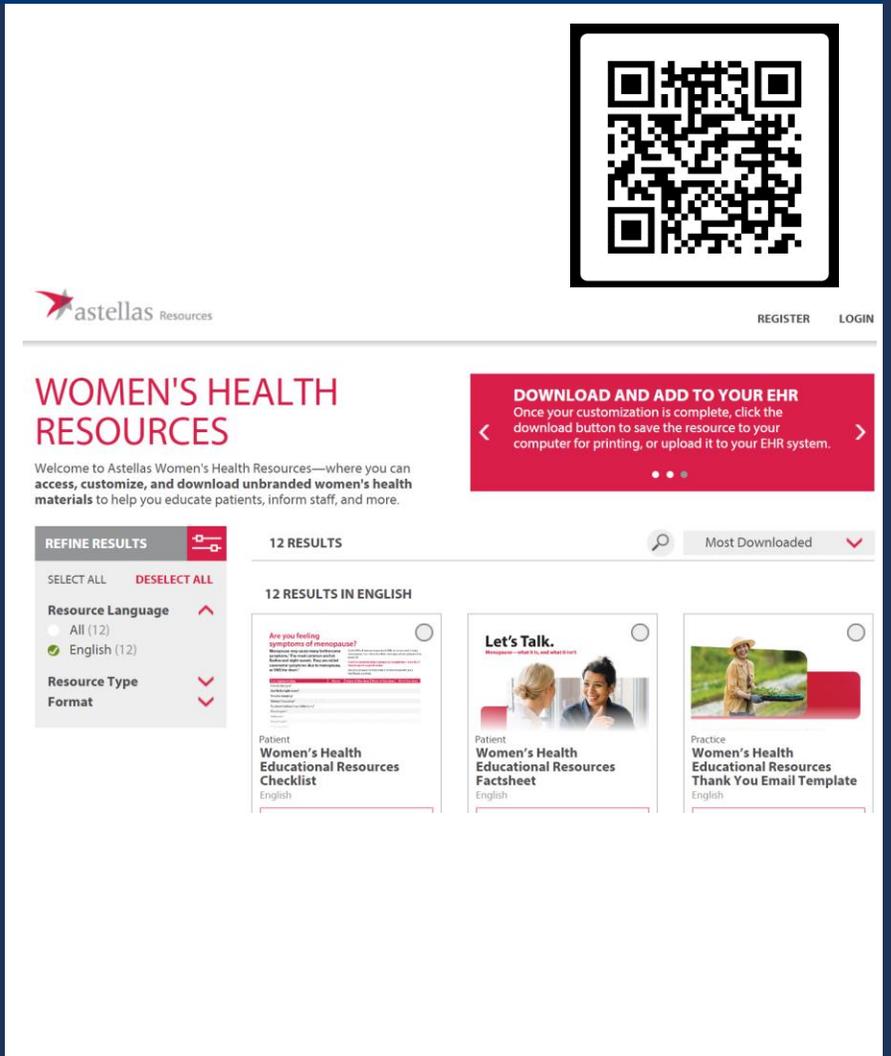
#NatAllForum

Women's Health Resources



MENOPAUSE PREPAREDNESS TOOLKIT:

A Woman's Empowerment Guide



astellas Resources REGISTER LOGIN

WOMEN'S HEALTH RESOURCES

Welcome to Astellas Women's Health Resources—where you can access, customize, and download unbranded women's health materials to help you educate patients, inform staff, and more.

DOWNLOAD AND ADD TO YOUR EHR
Once your customization is complete, click the download button to save the resource to your computer for printing, or upload it to your EHR system.

REFINE RESULTS 12 RESULTS Most Downloaded

SELECT ALL DESELECT ALL

Resource Language
All (12)
English (12)

Resource Type
Format

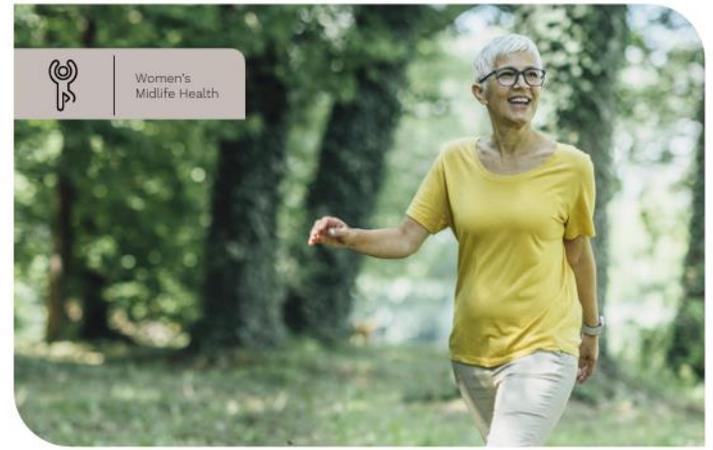
12 RESULTS IN ENGLISH

- Are you feeling symptoms of menopause?
- Let's Talk.
- Practice Women's Health Educational Resources Thank You Email Template

Patient Women's Health Educational Resources Checklist English

Patient Women's Health Educational Resources Factsheet English

Practice Women's Health Educational Resources Thank You Email Template English



April 2023

Women's Midlife Health Issue Brief



Empower Her: Nurturing Women's Health and Wellbeing



Randa Deaton
Purchaser Business Group on Health



Kathryn Schubert
President & CEO, Society for Women's Health Research



Kimberly Kozney
VP of Strategic Partnerships, The Lactation Network



Somi Javid, MD
Founder & CMO, HerMD



Shelley Lanning
President and Co-founder of Visana Health

PBGH Goals

1. Redirect existing health care spend to high-quality, equitable and evidence-based care while holding total cost flat.
2. Redirect purchasing to support whole-person health and create accountability for health and well-being outcomes.
3. Eliminate disparities in care delivery and in health outcomes.

If these goals are achieved, a natural outgrowth will be meaningful improvements in health outcomes, health care affordability and health equity.

Member Priorities Around Women and Women's Health

- Ensuring optimal maternal outcomes, birth equity
- Ensuring women have access to affordable and equitable care and benefits regardless of where they live (reproductive health and gender affirming care)
- Providing cutting edge benefits for fertility including trans care, mid-life health, caregiver support, mental health and well-being
- Providing access to women's health care in OB/Gyn deserts
- Attracting and retaining women across their entire life journey

Empower Her: Nurturing Women's Health and Wellbeing



Kathryn Schubert

President & CEO, Society for Women's
Health Research

Understanding the Gender Health Gap

- Women were not included in clinical research until 1993
- Sex differences were not required to be considered in research until 2016
- Data collection efforts are a challenge
- Women are the majority of caregivers: Chief Medical Officers of the family
- Medical gas lighting
- Diagnostic delays and facing a lengthy diagnosis



DIFFERENCES IN DISEASE

- 78% of the 40 million Americans with autoimmune disease are women
- Anxiety and depression are 2x as common in women than men
- 60% of rheumatoid arthritis patients are women - many leave the workforce early
- 66% of Alzheimer's patients are female, and most Alzheimer's caregivers are female
- Lupus is 9x more common women



WHAM REPORT

- Investing in research targeted to women's health has a higher ROI than general research affecting both sexes.
- Investing \$350 million generates \$14 billion to our economy.
- Investing \$26 million in women's health adds back nearly 40,000 years of full-time employment for women and men.



Deloitte Report: Hiding in plain sight: The health care gender toll

Deloitte.

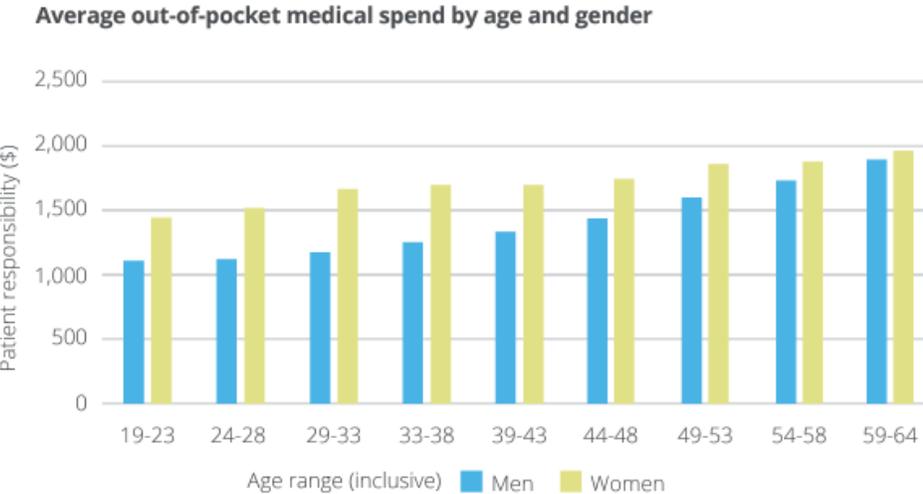


Hiding in plain sight:
The health care
gender toll

Out-of-pocket cost for health care is estimated to be \$15B more per year

- Out of Pocket costs for health care is estimated to be \$15B more per year for employed women than employed men
- EVEN WHEN ADJUST FOR PREGNANCY, still higher
- "PINK TAX"

Figure 1: Employer-sponsored coverage: Average out-of-pocket medical expenditures in 2021, excluding maternity claims



Deloitte Report: Hiding in plain sight: The health care gender toll

Deloitte.



Hiding in plain sight:
The health care
gender toll

Out-of-pocket cost for health care is estimated to be \$12 more per year

- Women seek more health care and treatment than men
- Benefits consistently lower for women across all age groups except between 30 and 51
- “Women pay more dollars out-of-pocket than men and tend to get less coverage or every premium dollar spent.”
- The actuarial value of US employer-sponsored coverage for women in \$1.34 billion less than coverage for men of the same age (19-64). To cover this actuarial value gap, it would generally cost employers less than \$12 per employee per year



SWHR Women in the Workplace Menopause Study



Supervisors who were more familiar with menopause were more likely to have participated in open conversations about menopause at work. A majority of supervisors also indicated that menopause-related training and workshops would be a valuable use of company resources.

Almost half of respondents reported an absence of menopause-specific policies or resources

About 20% of women did not pursue a leadership opportunity due to menopause; 17.29% reduced their workload due to menopause; 25.76% are considering finding a new job or working for themselves; and 21.36% are considering leaving the workforce altogether.

About 31% of employees surveyed were post-menopause; 30% were peri-menopausal; 34% of **employers** were peri-menopausal and 28%% were post-menopause.

Of employers surveyed, about 46% said their workplaces **do not have policies or resources in place**. But close to 60% **said training or workshops would be valuable**—more women (60%) than men (48%) believed trainings or workshops would be valuable.

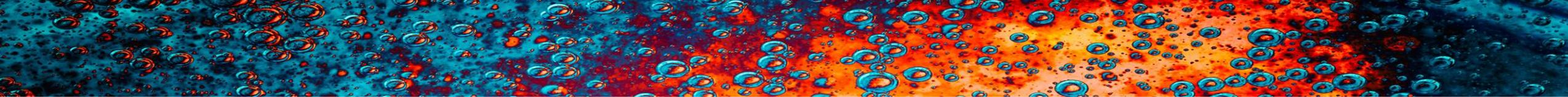


Empower Her: Nurturing Women's Health and Wellbeing



Kimberly Kozney

VP of Strategic Partnerships, The Lactation Network



Introducing The Lactation Network

With over 2,000 clinicians practicing in all 50 states, The Lactation Network (TLN) is the largest network of International Board-Certified Lactation Consultants in the Nation.

20,000
+

patients seen every month

8M+

lives Covered
In-Network

88%

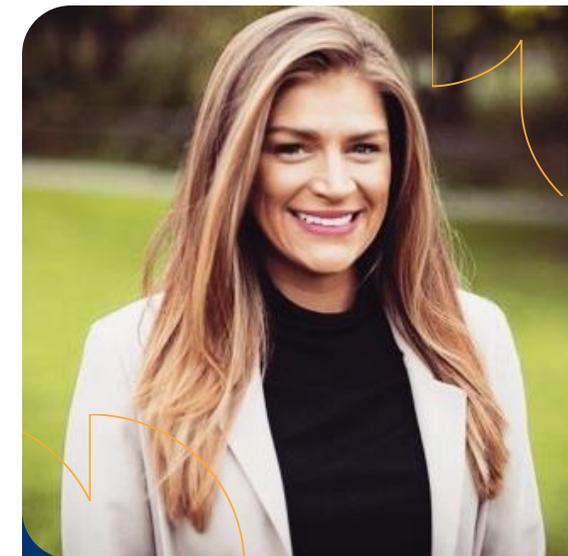
of patients seen
in-person

95%

TLN moms return-
to-work rate after
maternity leave

97%

NPS
score



Kim Kozeny

VP, Strategic Partnerships

kkozeny@tlm.care | lactationnetwork.com

The Benefits of Breastfeeding are Numerous



Exclusively breastfeeding **reduces the risk of SIDS** by 50%¹



Long-term breastfeeding is associated with protections against **diabetes, high blood pressure** and **cancers** of the breast and ovaries²



Work absences to care for sick children occur **more than twice as often** for parents of formula-fed infants vs. breastfed infants³

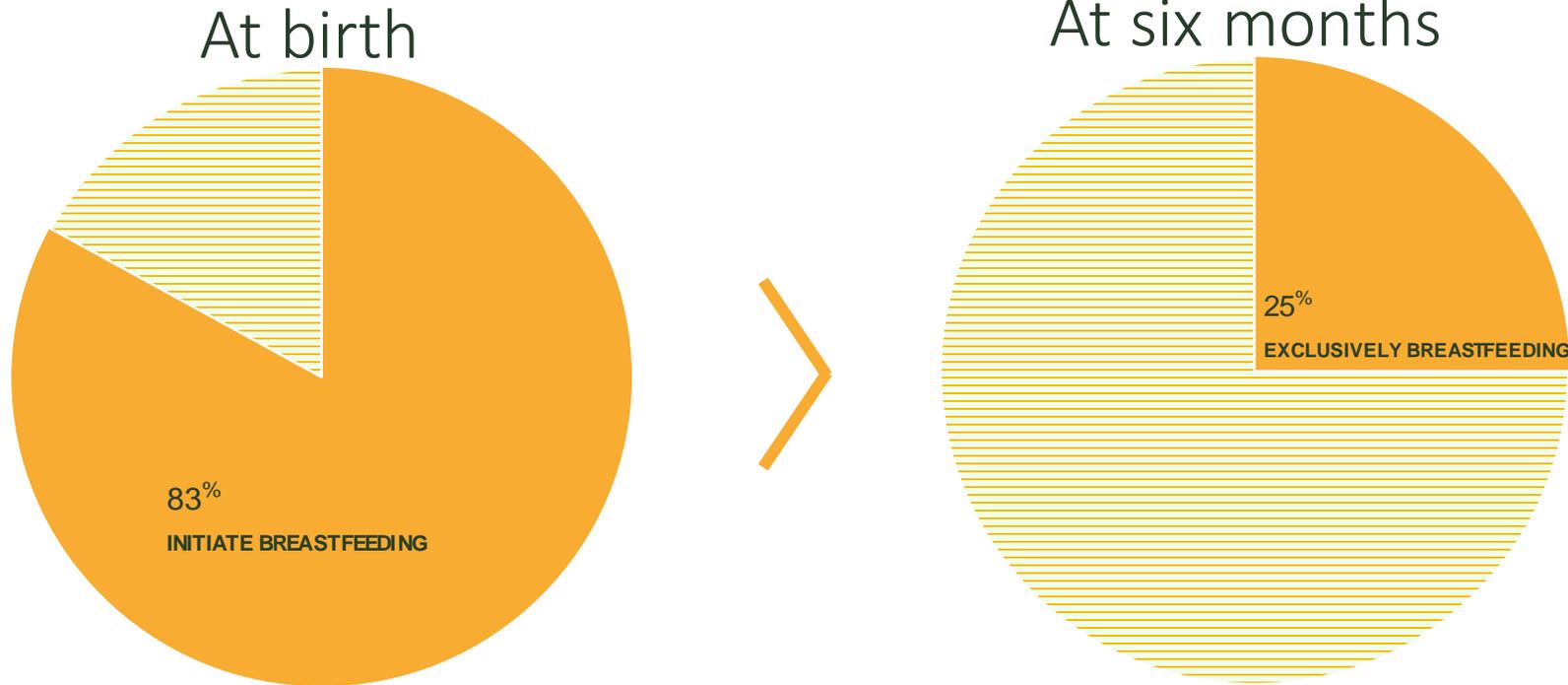


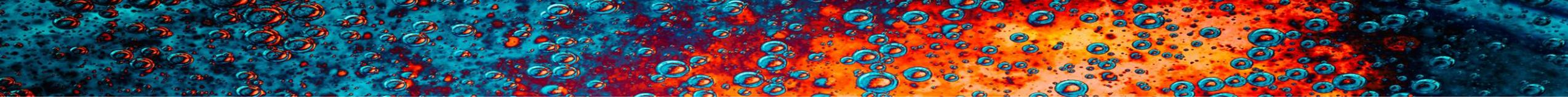
Women who exclusively breastfeed had **89% lower odds** of PPD⁴



Increasing breastfeeding rates is a national priority due to the well-documented health and economic benefits for families and society.

EXCLUSIVE
BREASTFEEDING
RATES



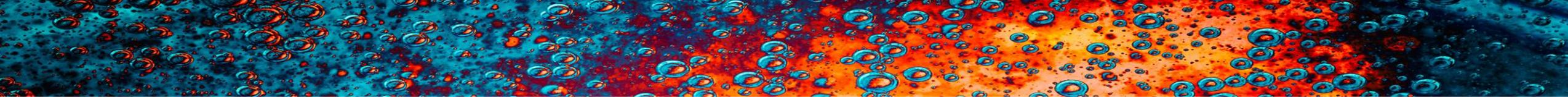


While the ACA expanded coverage for breastfeeding support...

The Affordable Care Act (ACA) of 2010 was the first national legislation to increase access to breastfeeding supplies, counseling, and support among insured parents.⁷

Subsequent amendments have created additional requirements to improve such access that apply to most private healthcare insurance plans and non-grandfathered plans.





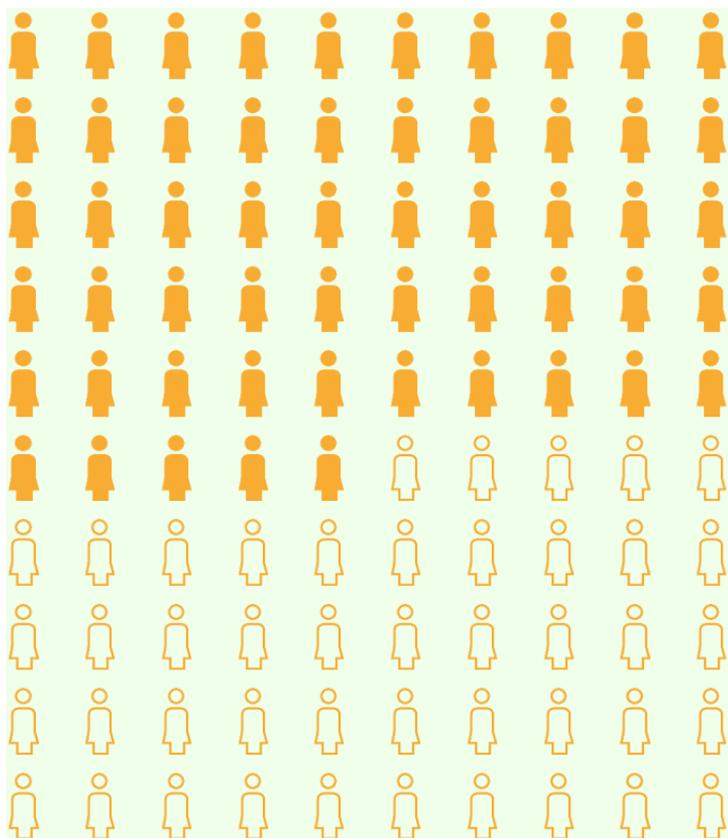
...many insurance companies have not established adequate networks of lactation providers.

... and to work with out-of-network providers, families pay out-of-pocket for consultations and submit out-of-network claims with no reimbursement guarantee. These practices effectively shift more costs to families.

Some parents—especially those with limited income, in geographically underserved areas, or for those who may be taking unpaid family leave—cannot afford the cost of lactation counseling and will not get the care they need.



This gap in care is prominent in employer-sponsored plans.



Many employers aren't aware that their postpartum benefits aren't meeting the coverage needs of their employees.

...and when only 55% of women are returning to the workforce post childbirth, we know there is vast room for improvement.



Empower Her: Nurturing Women's Health and Wellbeing

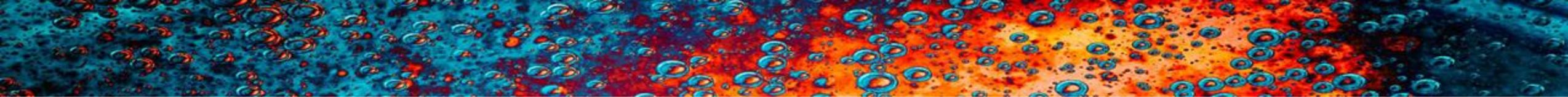


Somi Javid, MD
Founder & CMO, HerMD

While I will use conventional terms and pronouns consistent with describing the cisgender woman in this presentation, I recognize the health needs of all genders and gender-nonconforming persons are important.

At HerMD, we adopt an intersectional framework, one that examines the interplay of how factors such as race, culture, ability, gender, age, and economic status shape the health journey. Doing so promotes a de-stigmatized environment and safe space, one where you can feel included and have all of your needs addressed, no matter how personal. We strive to empower and educate all communities and persons, notably the underserved in healthcare.

#NatAllForum



The Current State of Menopause Care: Neglected & Underserved

- By 2025, it is estimated that approximately 1.1 billion people worldwide will be in menopause.
- Due to increased life expectancy, it is estimated that many women will spend up to 40% of their lives in the postmenopausal years.
- Yet, menopause is a largely stigmatized, ignored, and underserved market:
 - Healthcare professionals lack specialized menopause training and education
 - Patients don't receive proper menopause education, rendering gaps in their knowledge about what to expect & the appropriate treatment options
 - Culturally, we have deemed menopause a “taboo” topic
 - Gender inequality prevails in menopause care
 - The women's healthcare ecosystem lacks funding & research investments

HerMD

Our Healthcare System is Failing 50M+ Women In Menopause

79%

of women report **not knowing** the exact definition of menopause.

31%

of OBGYN residency program directors report menopause education as being included as part of their residency curricula (2023 survey).

88%

of women report being unaware of how early menopause symptoms start.

93%

of medical residents **feel unprepared** to manage menopause patients.

69%

of women initially **mistook their menopause symptoms** for something else.

73%

of women report experiencing, but **not receiving treatment** for, their menopause symptoms.

HerMD

Women Are Being Sidelined at Work Due to Menopause Symptoms & It's Costing Companies \$1.8B Annually



- The New York Times highlighted a recent Mayo Clinic study reporting \$1.8B in work losses annually due to menopause symptoms.

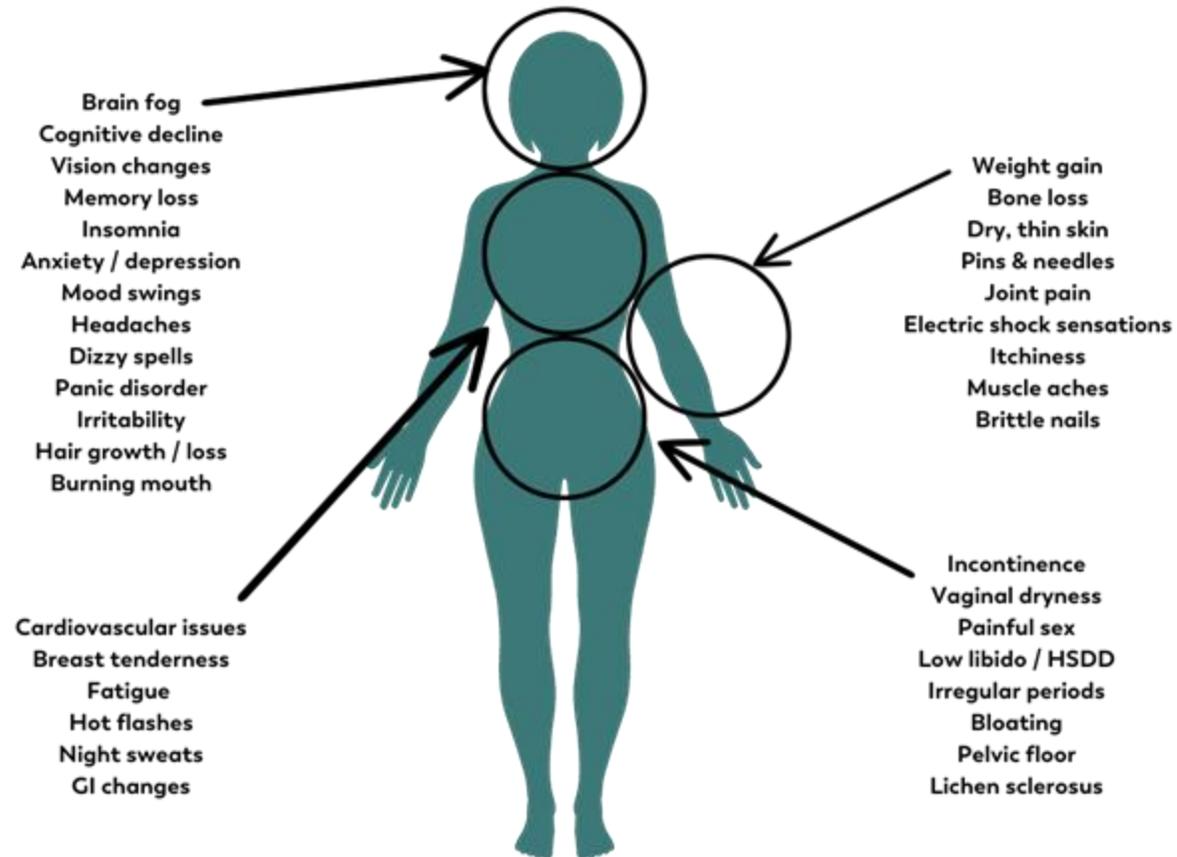


In 2019, it was estimated 900,000 women left the UK workforce due to menopause-related symptoms!

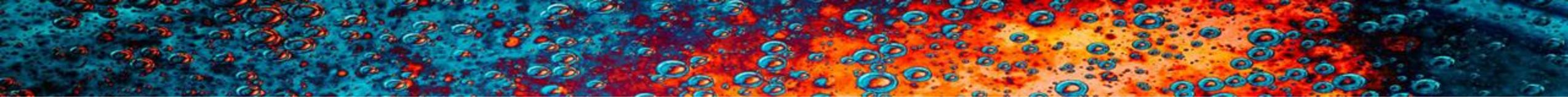
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And The Truth Is...Menopause Can Be Debilitating & Impact QOL

- Women will spend more than 1/3 of their lives in menopause, and during this period, up to 85% of women will experience menopause symptoms that interfere with their quality of life:



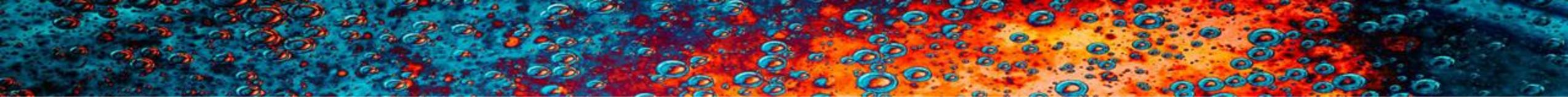
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Menopause Can Also Have A Profound Impact On Sexual Function

- 43% of women suffer from some kind of female sexual disorder.
- The most frequently reported sexual health symptoms in menopause include:
 - Low sexual desire (40-55%)
 - Poor lubrication (25-30%)
 - Painful intercourse (12-45%)
- It is estimated that up to 70% of patients do not feel comfortable discussing these concerns with a healthcare provider.
 - However healthcare professionals can seamlessly obtain insight into an woman's sexual function using the Female Sexual Function Index (FSFI)
 - Evaluated domains include: desire, arousal, lubrication, orgasm, satisfaction, pain

HerMD



And The Data Is Telling Us Everyone Wants Solutions...

- More menopause training & education for healthcare professionals
 - Approximately 94% of residents believe it is important or very important to be trained in menopause care
- Increased patient education
 - 79% of women believe the best way to manage menopause is through self-education
- Access to comprehensive treatment options
 - 65% of women who found a solution for their menopause symptoms wish they found solutions earlier
- Longer appointment times and less wait times
 - On average, OBGYNs spend 13-16 minutes with a patient during a visit
 - Average wait times are up 20% from 2017, reported at 31 days
 - 40% of patients have appointment wait times they deem unreasonable

HerMD

Now Is The Time to Deliver These Life-Altering Solutions For Women In Menopause



Forbes

73% Of Women Don't Treat Their Menopause Symptoms, New Survey Shows

Most (73%) women reported that they were not currently treating their menopause, which included hot flashes (16%), weight gain (15%).

Appointment Wait Times Continue to Rise Amid Concerns of Physician Shortages

— New survey finds that wait times increased by 8% across four specialties since 2017

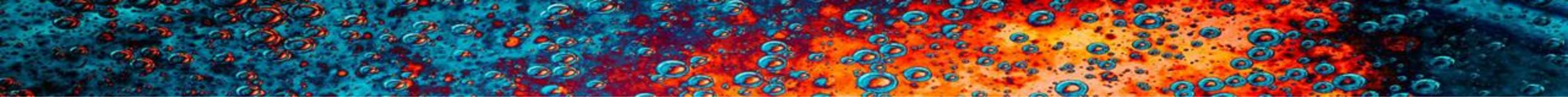
According to Medical Guidelines, Your Doctor Needs a 27-Hour Workday

Some doctors say that however reasonable guidelines may seem, their cumulative burden causes “constant frustration” to medical practice.

Long Waits, Short Appointments, Huge Bills: U.S. Health Care Is Causing Patient Burnout

"Doctors Are Failing Women": A New Approach to Menopause Care

HerMD



Research Matters

- To continuously improve the care experience & optimize patient health outcomes, continuous research and innovation is necessary.
- At HerMD, a preliminary data pull demonstrates a 95% success rate at treating vasomotor symptoms (hot flashes, night sweats) with treatment and counseling.
- Utilizing advanced & innovative technologies to improve symptoms associated with sexual health and menopause conditions at HerMD has resulted in 95% of patients in select research reporting improvement in their symptoms of the genitourinary syndrome of menopause.

HerMD

Menopause Does Not Have To Sideline Women

HerMD

Other HCPs*

96%

75-80%

Resolution of Hot Flashes

Resolution of Hot flashes

5%

43%

Emerging side effects while on HT

Emerging side effects while on HT

0%

28%

Discontinuation

Discontinuation

*Typical results from large studies

HerMD

Treating GSM with Novel Approaches

HerMD

95%

improvement in GSM symptoms

90%

improvement in stress urinary incontinence

95%

improvement in vaginismus

<1%

IUD insertion / removal complication rate

Other HCPs

75%

improvement with systemic hormone therapy

73%

improvement with oral hormone therapy

63-75%

improvement with traditional treatment

10%

complication rate of general population

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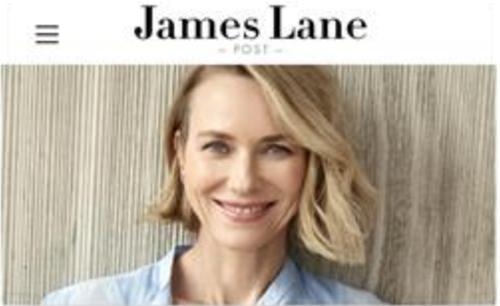
It's Going to Take All of Our Collective Voices to Make a Change



HerMD Hosts Event on the Future of Women's Health Care
Panels focused on menopause and sexual health, equity and legislation, and innovation and investment.



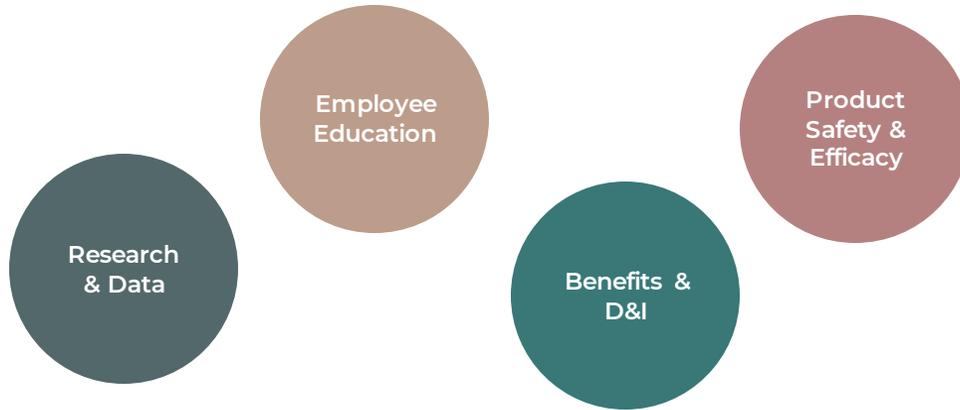
Making Over Menopause with Stacy London
Somi Javaid, founder of HerMD, pelvic health specialist Julie Sarton, and women's health researcher Dr. Deborah Clegg. Work with this team of doctors, health ...



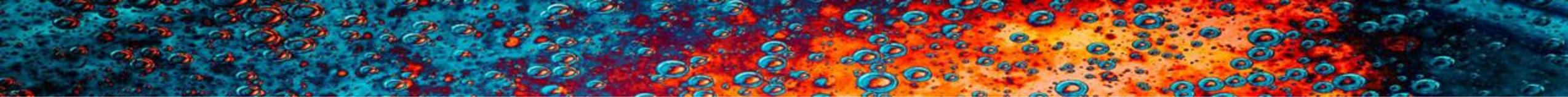
Naomi Watts, Actress & Entrepreneur Hosts
Join award-winning actress and entrepreneur Naomi Watts along with Dr. Suzanne Fenske, Dr. Somi Javaid and author ... Venue: Canoe Place Inn & Cottages.



What Can Employers Do?



HerMD



How Your Employees Will Benefit

COMPREHENSIVE CARE

- gynecology, menopause, and sexual health
- laboratory, ultrasound, surgery & aesthetics
- easy Rx refills
- patient-centric environment and experience
- Myrisk testing - breast cancer
- Discount on Galleri testing - tests for 50+ cancers, most of which do not have any current screening tools

EDUCATION

- Educational events on menopause, survivorship, gynecological issues, women's health & wellness

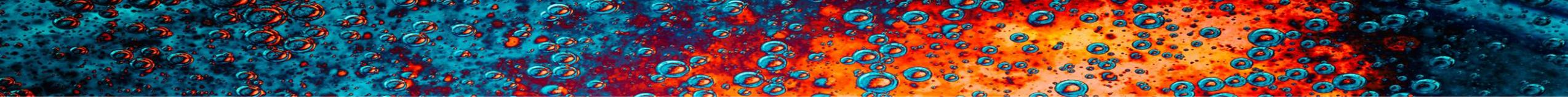
SAVES TIME & MONEY

- same or next day appointments
- extended appointment times
- local access to HerMD healthcare providers

Empower Her: Nurturing Women's Health and Wellbeing



Shelley Lanning
President and Co-founder,
Visana Health



Current State of the Women's Health Ecosystem

- Women are America's most important healthcare customer...*So why is the system designed by men?*
 - Women control 80% of healthcare spending decisions in the U.S.
 - Women incur healthcare expenses that are 80% higher than men
 - The women's health industry is focused on solving specific problems and is difficult to navigate
 - Providers lack the time, training, and access to support patients through their individual health journey
 - Women carry the emotional burden of family health, leaving their wellness on the back burner.
 - Quarterback health of entire extended family
 - Forced to cobble together services from many providers
 - Defer their own care and suffer in silence



Industry Trends



Family Building

Development of technology & legislation related to fertility, surrogacy, and adoption.



Maternity

From conception to return to work, supporting mothers & babies



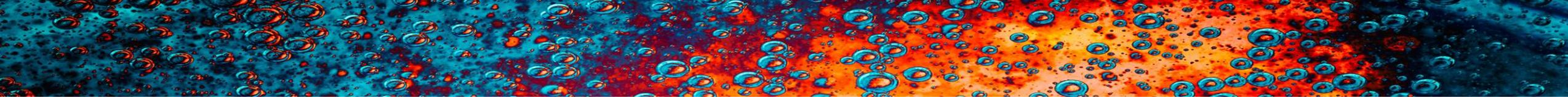
D2C Single Point Solutions

Focused on consumerism and not evidence-based medicine.



Menopause

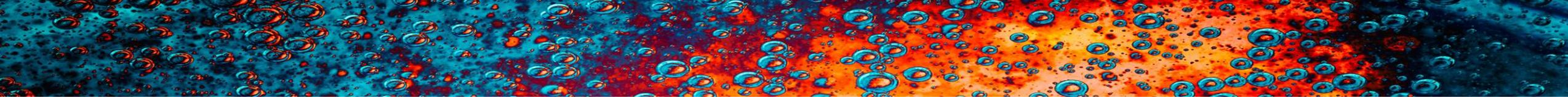
Point solutions that support women through coaching, education, and treatment.



Innovation - *What Do Women Want?*

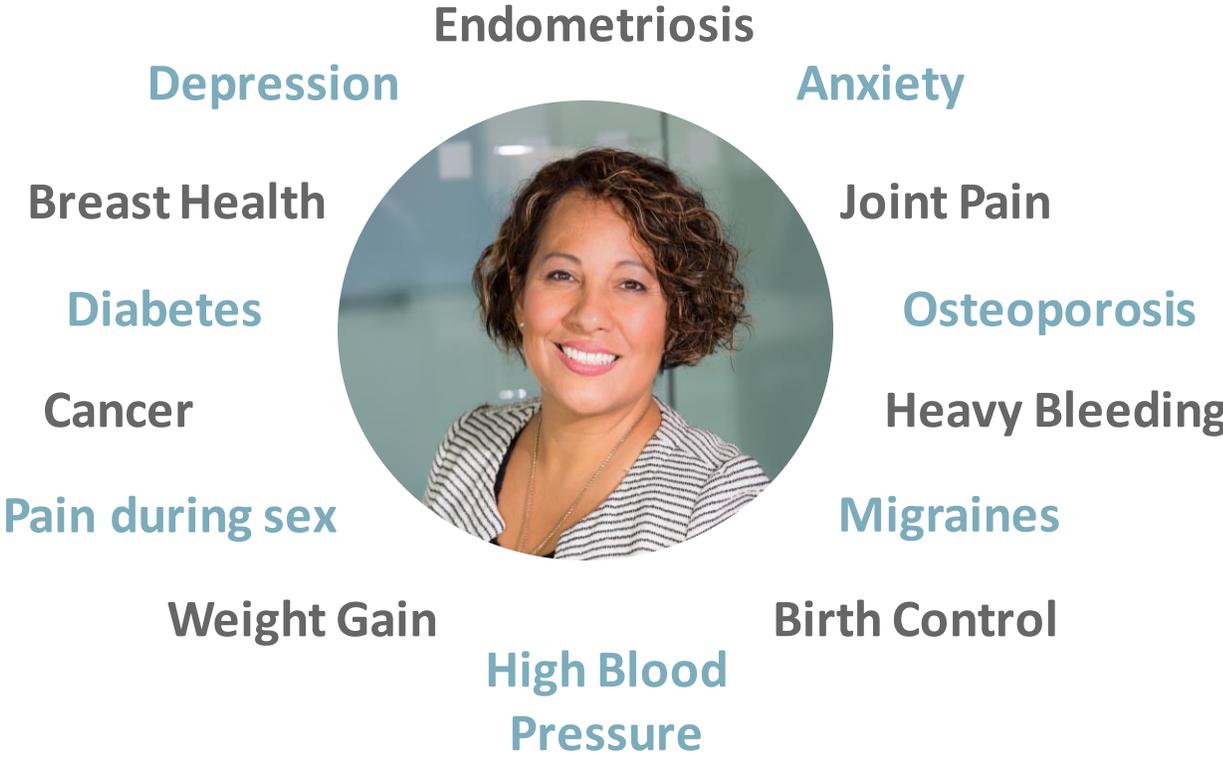
- More Integrated & holistic care solutions:
 - Patient journeys that are coordinated, digitally enabled, and personalized
 - Create solutions that help women in *all stages* of their life
- One-stop shopping, digital-forward platforms with integrated *whole person* care
- Services and technologies with far greater reach across a woman's lifetime containing:
 - Easy & convenience – Telemedicine
 - More affordable
 - Greater access
 - Equitable care





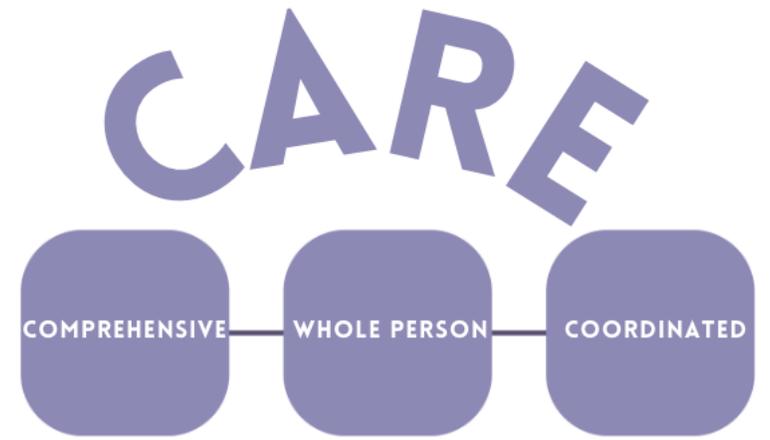
Innovation - What's Next?

Supportive Business Models - More Integrated & holistic care solutions: patient journeys that are comprehensive, whole person, & coordinated.



Employer benefits that make a difference.

- Impact more employees, spouses, and dependents
- Make care convenient and affordable
- Incentive high quality, lower cost care - \$0 patient responsibility
- Retain women as they progress in career
- Comprehensive + whole person + coordinated --- not fragmented
- Support multiple modalities --- including virtual
- Measure outcomes --- data matters



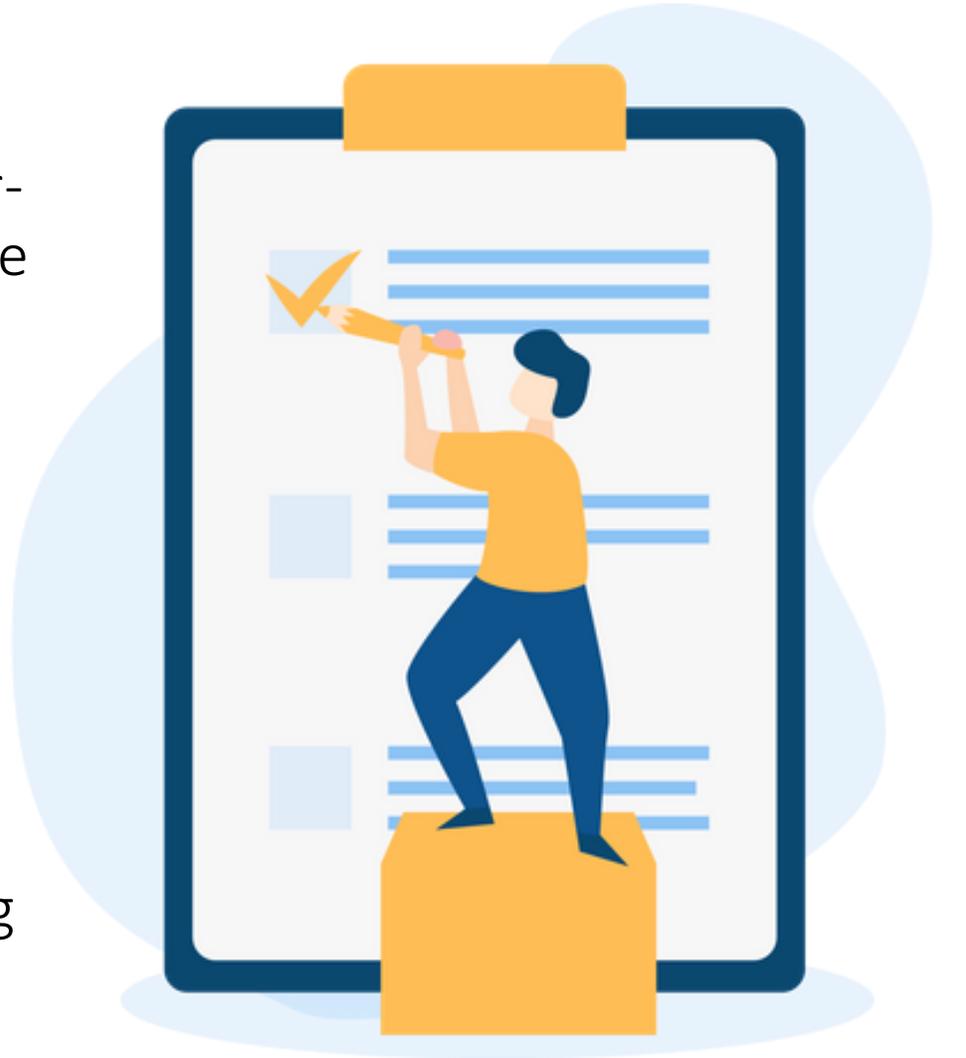
Breakout Sessions

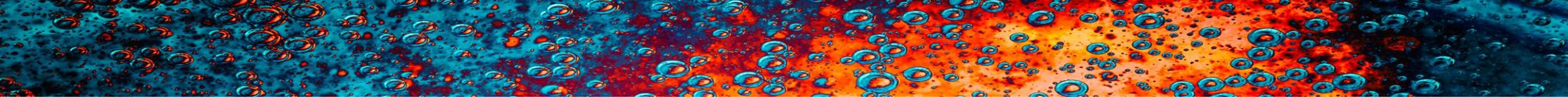


- Please remain at your tables
- Work as a table to identify a name that represents your group
- Identify a table notetaker and one person to report out to the group
- 20 minutes of discussion in breakouts to answer two questions
- 10 minutes of table report of 1-2 ideas by table reporters for each question

Questions for Roundtable Discussion

- What are the top action items (immediate and longer-term) public and private purchasers can do to advance women's health as it relates to the following (choose one area of focus)?
 - midlife/menopause health
 - maternal health
 - workplace policies
 - benefit design
- What role can the National Alliance play in supporting you?





It's Time to Report Out



Empower Her: Nurturing Women's Health and Wellbeing



Randa Deaton
Purchaser Business Group on Health



Kathryn Schubert
President & CEO, Society for Women's Health Research



Kimberly Kozney
VP of Strategic Partnerships, The Lactation Network



Somi Javid, MD
Founder & CMO, HerMD



Shelley Lanning
President and Co-founder of Visana Health

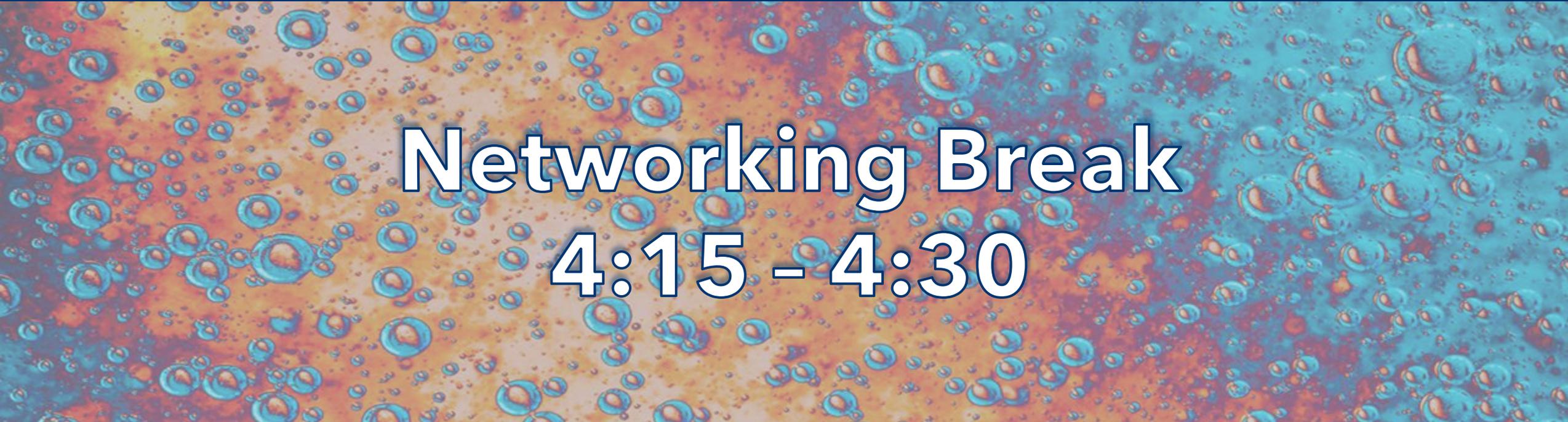
ANNUAL FORUM

TEMPERATURE RISING

IGNITING CHANGE FOR A NEW ERA

NOVEMBER 13-15, 2023

Crystal Gateway Marriott | 1700 Richmond Highway, Arlington, VA



Networking Break
4:15 - 4:30

#NatAllForum