



2025 Social Determinants of Health & Health Equity Conference

Game Changing Strategies to Achieve an Effective SDOH & Health Equity Program: Enhancing Quality of Care and Access to Care within a Financially Sound Setting

January 16 – 17, 2025 • Caesars Palace Hotel • Las Vegas, NV

Overview

Managing Social Determinants of Health (SDOH) & Health Equity are at the forefront of the value-based health landscape, in an effort to successfully manage the most vulnerable population and achieve the Triple Aim. These non-medical factors that significantly influence health outcomes play a crucial role in shaping health equity and can lead to disparities in health status within and between communities. Healthcare payers and providers are being greatly challenged to create effective programs and methods that deliver high quality, patient-centric healthcare that significantly improves patient outcomes while dramatically reducing healthcare spending. Innovative strategies within Social Determinants of Health are being utilized to improve the health of the nation's most vulnerable population through enhanced care coordination and preventative measures that deliver the highest quality of patient care, while significantly reducing costs. Innovative processes have been implemented and are continuing to evolve and expand, including collaborative programs and efforts between Health Plans, Hospitals and Health Systems.

We have created an exciting, high-level forum featuring knowledgeable leaders and executives from the nation's leading Health Plans, Hospitals and Health Systems who will share their perspectives, valuable insights and expertise on how to be best equipped for the rapidly evolving landscape of managing Social Determinants of Health & Health Equity. By attending the **2025 Social Determinants of Health & Health Equity Conference**, attendees will benefit from learning about best practices and strategies that have been deployed to address the challenges in transforming the nation's healthcare to improve and maintain a healthy population while reducing healthcare spending. This exclusive event targets senior level executives in order to maximize educational and networking opportunities.

Intended Audience

From Health Plans, Hospitals & Health Systems:

Chief Executive Officers, Chief Operating Officers, Chief Financial Officers, Chief Quality Officers, Chief Marketing Officers, Chief Medical Officers, Chief Strategy Officers, Chief Pharmacy Officers, Chief Information Officers, Chief Innovation Officers, Patient Safety Officers, Chief Technology Officers

Also, Presidents, Vice Presidents, Directors & Managers of:

- Social Determinants of Health
- Medicaid
- Population Health Management
- Medical Management
- Medicare
- Senior Products
- Value-Based Health
- Innovation
- Compliance
- Care Management
- Operations
- Health Equity
- Managed Care
- Health Promotion & Wellness
- Community Health
- Medicare Advantage
- Government Programs
- Patient Quality & Safety
- Sales
- Managed Care
- Product Development
- Finance

- Strategy
- Business Development
- Regulatory Affairs
- Risk Management
- Utilization Management
- Health Reform

- Quality
- Pharmacy
- Disease Management
- Community Health
- Network Management
- Pharmacy

This program is also geared towards States, Government Agencies, Vendors, Employers, Purchasers, Population Health Management Organizations, Physician Groups, Managed Care Organizations, Wellness & Prevention Companies, Healthcare Technology Innovators, Healthcare Consultants, Solution Providers, Data Analytics Providers, Pharmacy Benefit Managers, Disease Management Organizations, Home Health Care Companies, Third Party Administrators, Pharmaceutical & Medical Device Companies, IT & Business Process Outsourcing Companies and Enrollment Brokers

Preliminary Agenda

(Topics Subject to Change Based on Final Speaker Presentations)

Day One – Thursday, January 16, 2025

7:15 *Conference Registration & Morning Breakfast*

8:15 *Chairperson's Opening Remarks*

8:30 Examining the Intersection Between SDOH and Health Equity

9:15 How Payers Are Incentivizing Health Equity Improvement

Catherine Jefcoat, MPH, MBA

Senior Manager

ECG Management Consultants

10:00 *Networking Break & Refreshments*

10:30 Exacting Equity: An Introduction to the Participant Reporting and Agency Audit Requirements Arising in Connection with Mental Health Parity & Addiction Equity Act

Jason Sheffield

National Director, Compliance

The Baldwin Group

Natasha Wright

Associate Director, Compliance

The Baldwin Group

11:15 Bridging Social Determinants and Behavioral Health: The Role of Cognitive Adaptation Training

Natalie Maples, DrPH, MA

Assistant Professor, Department of Psychiatry & Behavioral Sciences

Director, International Center for Excellence in Evidence-Based Practice
University of Texas Health Science Center

12:00 *Luncheon for All Attendees & Speakers*

1:15 Optimizing Oncology Care Delivery Pathways and Genomic Testing Across a Diverse Clinical Network

Robert Nelson, MHA, RN, OCN
Senior Clinical Program Manager
Cancer and Digestive Health Institute
Providence

2:00 Panel Discussion: Successful Value Based Health Practices within SDOH

3:00 *Networking Break & Refreshments*

3:30 Data-Driven Models to Demonstrate Need, Drive Program Development, Investment, and Document Success in SDOH

Jo Ellen McNamara
Vice President, Housing+Health Relationship
National Equity Fund

4:15 The Hidden Divide: Examining Inequities in Healthcare Provider Training and Practices

Eirasmin Lokpez-Cobo
Executive Vice President, Brand Strategy & Consumer Insights
República Havas Health

5:00 *End of Day One*

Day Two – Friday, January 17, 2025

7:15 *Morning Breakfast*

8:15 *Recap of Day One*

8:30 Transforming Healthcare with Data: The SDOH Innovation Hub and its Impact on Health Disparities

Endrit Meta
Director, Data & Technology
The Center for Health Affairs and CHAMPS

9:15 Socially Determined: A Healthcare Executive's Role in Health Equity

Karin VanZant, MPA

VP, SDOH & Health Equity
Clearlink Partners

10:00 Networking Break & Refreshments

10:30 Population Health Management Models Addressing Behavioral Health and SDOH

Debra Corbett
Vice President, Care Management Solutions
VNS Health

11:15 How to Effectively Collect, Manage and Utilize SDOH Data to Enhance Health Outcomes

12:00 Conference Concludes

Workshop Session

Thursday, January 16, 2025 • 5:15 p.m. – 7:15 p.m.

Best Practices for Organizations Seeking to Advance Health Equity with an Effective SDOH Strategy