

BROWN & BROWN PRESENTS

Healthcare Innovation: 2023 Spring Seminar Series

Brown & Brown, Inc. (NYSE: BRO), a leading insurance brokerage firm, recently announced a series of Healthcare Innovation seminars across the state of Wisconsin beginning in March 2023.

Healthcare Innovation: 2023 Spring Seminar Series, consisting of three parts, will dive into employee health benefit trends and the evaluation of health care innovation. All three parts will be presented in Milwaukee, at the *Brookfield Conference Center*, in Green Bay at the *Lodge Kohler* and in Wausau, at the *Jefferson Street Inn & Events*. **Registration is now open, click on the location to register for the event in your area. If you're a health plan sponsor, or responsible for financial decisions in your workplace, you won't want to miss out on this series.**

With direct contracting, it is important to understand the significant strategy, cost, vendor selection and ROI measurements required for optimal success. *Part 1 is intended to educate employers on how to choose the best Center of Excellence as well as key considerations including incentives, health plan design and expected ROI.*

- **Part 1 – Direct Contracting: Myths, Realities, and the Way to Guarantee Performance**
 - March 21st – [Milwaukee](#)
 - March 22nd – [Green Bay](#)
 - March 23rd – [Wausau](#)

Convenience of care is more relevant than ever! Understanding the needs of your employees and providing solutions for quick and easy care is the way of the future. *Part 2 will take a deep dive into convenience of care and will leave you with a robust understanding of strategies surrounding Advanced Primary Care, the current state of clinic strategies and what to expect in the future.*

- **Part 2 – Advanced Primary Care Strategies and Key Considerations for Wisconsin Employers**
 - April 24th – [Milwaukee](#)
 - April 25th – [Green Bay](#)
 - April 26th – [Wausau](#)

Is your Rx benefit ready for the myriad of state laws proposed that will impact the self-insured employer regardless of ERISA status? Representatives from Remedy Analytics will co-host a discussion surrounding prescription benefit compliance and the lack of transparency between employers and their pharmacy benefit managers (PBMs).

- **Part 3 – High-Cost Claim and Pharmacy Strategies for Self-Funded Health Plans**
 - May 22nd – [Milwaukee](#)
 - May 23rd – [Wausau](#)
 - May 24th – [Green Bay](#)

Although many popular ideas about medical plans are based on truths, the complicated issues involved are often misunderstood or oversimplified to the point of being false or misleading. A favorite among attendees, this seminar series seeks to provide a deeper understanding of the impacts plan sponsors' have and how they can sometimes be tied to unforeseen and detrimental consequences.