

## 2022 ANNUAL CONFERENCE

# ALTERNATIVE NATION

## BREAK THE HEALTHCARE MOLD

Live Program at Omni Fort Worth  
(all times in Central)  
Thursday, May 12

5:00-7:00pm	<b>Opening Party at Reata Restaurant</b> 310 Houston St, Fort Worth <i>Meet your FMMA friends at this ranch-themed upscale hot spot that has Southwestern fare &amp; a rooftop bar with amazing views of Fort Worth.</i>
-------------	--

### Friday, May 13

7:00-8:00am	<b>Registration &amp; Breakfast with Sponsors</b>
8:00-8:10am	<b>FMMA 2022 Annual Conference Opening Remarks</b> <i>Chris Habig, Emcee</i>
8:00-4:00pm	<b>Media Studio open</b>
8:10-8:20am	<b>Alternative Nation - Break the Healthcare Mold</b> <i>Jay Kempton, President, CEO, Kempton Group Administrators, Co-founder, FMMA</i>
8:20-8:50am	<b>To Free Healthcare Markets, Make Purchasers an Offer That They Can't Refuse</b> <i>Brian Klepper, Principal, Worksite Health Advisors</i>
8:50-9:20am	<b>Direct Primary Care: Evolution &amp; Trends</b> <i>Zak Holdsworth, Co-founder, CEO, Hint Health</i>
9:20-9:25am	<b>Sponsor Spotlight: Eagle Care</b>
9:25-9:30am	<b>Sponsor Spotlight: Patient Physician Cooperatives</b>
9:30-9:45am	<b>Networking Break</b>
9:45-10:30am	<b>Breakout Session: 3 Pillars of Direct Primary Care/Insurance Plan Integration Success</b> <i>Roger Moczygemba, MD, MHA, Owner &amp; Physician, Direct Med Clinic</i> <i>Allison De Paoli, Founder, Altique &amp; Host, Raising The Bar</i>
9:45-10:30am	<b>Breakout Session: Free Market Models - NE Ohio Community-owned Health Plan</b> <i>Bryce Heinbaugh, MBA, CEO, Managing Partner, IEN Risk Advisors;</i> <i>Casey Billington, BSN, RN, CCTC, Concierge Nurse Navigators</i>
9:45-10:30am	<b>Health Plan Strategies Breakouts: Risk Mitigation &amp; Captive Strategies</b> <i>Jason Dixon, Benefits Consultant, Captive Management</i>

	<i>David Voorhees, True Captive Insurance</i>
10:30-10:45am	<b>Networking Break</b>
10:50-11:35am	<b>Direct Care Models: Legal Insights</b> <i>Cori Zavada, JD, Fiduciary Risk Management, VezaHealth</i> <i>Jay Keese, JD, CEO, Capitol Advocates, Executive Director, DPC Coalition</i> <i>Chris Deacon, JD, VerSan Consulting (former Assistant Director of Health Benefit Operations and Policy and Planning, State of New Jersey;</i> <i>Adam Habig, President &amp; Co-founder, Freedom Healthworks</i>
11:35-12:05pm	<b>Texas Landscape: Legislative &amp; Direct Care Models to Lead TX Public Sector Health Plan Transformation</b> <i>Greg Coldewey, Brown &amp; Brown, representing San Felipe Del Rio CISD;</i> <i>William Rusteberg, Risk Managers, South Texas Health Cooperative</i> <i>Cristin Dickerson, MD, Green Imaging</i>
12:05-1:10pm	<b>Lunch</b>
12:20-12:50pm	<b>Keynote Luncheon: Do You Know Your Value? Seeing the Unseen in Cash Medicine</b> <i>Jeff Deist, President, CEO, The Mises Institute</i>
12:50-1:00pm	<b>2022 Be the Beacon Awards</b>
1:00-1:10pm	<b>Break</b>
1:10-1:15pm	<b>Morning Recap &amp; Afternoon Program Intro</b> <i>Chris Habig, Emcee</i>
1:15-1:45pm	<b>The Profit Motive: What Drives the Things We Do</b> <i>Charles Sauer, Founder &amp; President, The Market Institute</i>
1:45-1:55pm	<b>Quick Break: Move to Breakout Rooms</b>
1:55-2:40pm	<b>Breakout Session: Tech &amp; Provider Efforts to Scale Direct (Primary) Care</b> <i>Beth Holmes, Head of Network Development, Hint Health</i> <i>Clint Flanagan, MD, Founder &amp; CEO, Nextera Healthcare</i>
1:55-2:40pm	<b>Breakout Session: Free Market Models - Engaging Employers in Arizona</b> <i>Kendrick Johnson, DO, Founder &amp; Medical Director, Ark Family Health</i> <i>Tim Spooner, PT, President/CEO, Spooner Physical Therapy &amp; Proactive MSD</i>
1:55-2:40pm	<b>Breakout Session: Transparency Tools to Drive Consumerism &amp; Health Plan Transformation</b> <i>Greg Smith, CEO, Coral</i> <i>Keith Smith, MD, Co-Founder, Medical Director, Surgery Center of Oklahoma, Co-Founder, FMMA</i> <i>Melissa Nance, PHR, SHRM-CP, Chief Brand Officer, The Kempton Group (moderator)</i>
2:40-3:00pm	<b>Networking Break</b>
3:00-4:00pm	<b>Alternative Nation: My Journey through the Looking Glass</b> <i>Lisa Kennedy Montgomery (Kennedy), Host, Kennedy, Fox Business Network, Libertarian political commentator</i>

4:00-6:00pm	<b>Cocktails &amp; Conversations - Meet the Speakers, Sponsors &amp; growing free market ecosystem</b>
-------------	--

**Saturday, May 14**

8:00-8:30am	<b>Breakfast with Sponsors</b>
8:30-8:35am	<b>Day 2 Opening Remarks</b> <i>Chris Habig, Emcee</i>
8:35-8:40am	<b>Sponsor Spotlight: Affordable Sleep Center</b>
8:40-8:45am	<b>Sponsor Spotlight: TPAC</b>
8:45-9:15am	<b>Buyer Dominance in the Medical Exchange</b> <i>Keith Smith, MD, Co-founder, Medical Director, Surgery Center of Oklahoma, Co-founder, FMMA</i>
9:15-9:20am	<b>Sponsor Spotlight: Savvos Health</b>
9:20-9:30am	<b>Quick Break: Move to Breakout Rooms</b>
9:30-10:15am	<b>Breakout Session: Employer Case Studies - Transparent Pharmacy, Direct Primary Care &amp; Patient Navigation</b> <i>Steve Boyd, Owner &amp; Co-Founder, Southern Scripts (Moderator)</i> <i>Derek Francis, CFO, Hospice of Wichita Falls, Inc</i> <i>Taylor Pitlik, HR Specialist, Pitlik &amp; Wick, Inc</i> <i>Dru Jacobs, President, Adfitech, Inc</i> <i>Todd Rogers, Executive Director, Business Management, The Kempton Group Administrators (Intro)</i>
9:30-10:15am	<b>Breakout Session: Free Market Models: Changing Healthcare in Indiana and Beyond</b> <i>Eric Inman, Co-Founder, WellBridge Surgical</i> <i>Jeff Williams, Co-Founder, WellBridge Surgical</i> <i>Chris Habig, Co-Founder &amp; CEO, Freedom Healthworks</i>
9:30-10:15am	<b>Breakout Session: Health Plan Strategies - Here to There: Important Things for Employers to Know Before Starting a Healthcare Journey</b> <i>Matt Ohrt, Consultant, Healthcare Best Practices Group</i>
10:15-10:30am	<b>Break - move to Fort Worth Ballroom</b>
10:30-11:00am	<b>The Future of Healthcare</b> <i>Rachel Means, CEO, Employee Benefits Consulting</i>
11:00-11:30am	<b>Ask Us Anything - Dr. Keith Smith &amp; Jay Kempton</b> <i>Keith Smith, MD, Co-founder, Medical Director, Surgery Center of Oklahoma, Co-founder, FMMA</i> <i>Jay Kempton, President, CEO, Kempton Group Administrators, Co-founder, FMMA</i>