

## Business Justification for Attending the Together with Collective Health Conference

### Event Details:

- Name: Together with Collective Health Conference
- Dates: March 5-7, 2025
- Location: The Westin, Scottsdale, AZ

### Purpose of Attendance:

The [Together conference](#) is an exclusive event tailored for HR and benefits leaders, providing unparalleled insights and practical solutions in the evolving landscape of healthcare benefits. It offers an opportunity to collaborate with industry experts, explore innovative strategies, and address critical challenges like bending the cost curve while leveraging both human-centric and tech-driven approaches.

### Key Benefits:

#### 1. Actionable + Cost-Saving Insights:

Attendees will gain access to thought leadership from leading experts on critical topics, such as advancements in Rx, managing rising drug costs, and specialty medications. These insights will help align our benefits strategy with emerging trends and cost-saving opportunities.

#### 2. Innovative Solutions:

The conference showcases cutting-edge tools and methodologies to optimize healthcare benefits. Understanding these solutions can help us enhance employee satisfaction while controlling costs. *[Remove next sentence if you are not a customer]* In addition, as a customer of Collective Health, which we invest in to support our benefits programs, this is an important opportunity to build stronger relationships with our Client Success team and deepen our knowledge of this vendor's solution.

#### 3. Networking Opportunities:

With a curated group of HR and benefit leaders in attendance, this event fosters meaningful connections with similar companies to ours, enabling us to share best practices, discuss common challenges, and collaborate on innovative approaches to benefit management.

#### 4. Strategic Planning:

Sessions will explore practical strategies for bending the healthcare cost curve and integrating technology with a human-first approach. These strategies can directly inform our benefits roadmap and contribute to long-term organizational goals.

#### 5. Enhanced Employee Engagement:

By staying informed about industry-leading practices, we can develop benefits programs that resonate more deeply with employees, improving overall engagement and retention.

### ROI and Organizational Impact:

The investment in attending the Together conference is expected to yield significant returns by:

- Reducing healthcare costs by learning about innovative strategies and solutions.
- Strengthening our position as an employer of choice by aligning benefits with employee needs and expectations.

- Increasing the efficiency and effectiveness of our benefits programs.

**Request for Approval:**

To maximize the value of this opportunity, I am requesting approval to attend the Together with Collective Health conference. The insights gained will directly support our organizational objectives, enhance our benefits strategy, and provide a strong foundation for driving innovation and cost efficiency in our healthcare programs.

Here is an estimated budget breakdown based on this ask:

- Registration: \$0 (Free to attend)
- Airfare (roundtrip): \$\_\_\_\_\_
- Transportation: \$\_\_\_\_\_
- Hotel: \$450/night
- Meals (breakfast, lunch, dinner and snacks included daily): \$0
- **Total: \$\_\_\_\_\_**

Let me know if you'd like further details or additional information about the event.