



2026 Minimum Premium & Tier 2 Peer Group Conference

July 29-30 | Hotel Madison | Harrisonburg, VA

Day 1 - July 29

10:30–10:45 am	Welcome & Introductions
10:45–11:30 am	Navigating the Benefits Landscape: Trends Along the Trail <i>MMA Team</i>
11:30–12:15 pm	Pharmacy Peak Outlook: Charting the Route Ahead <i>Jeremy Myer, MMA</i>
12:15–12:30 pm	Anthem Trail Marker Update <i>Jeff Hartman & Scott Perrin, Anthem</i>
12:30–1:30 pm	Lunch
1:30–2:00 pm	Heartbeat at High Altitude: Hello Heart Update and New Product <i>Courtney Knoblauch, Hello Heart</i>
2:00–2:30 pm	Technology Trek: Bswift Update <i>Bobbi Weimer & Lea Bacharach, VBA Benefits Corp</i>
2:30–3:00 pm	Break & Hydrate
3:00–4:30 pm	Campfire Roundtable
4:30–4:45 pm	Wrap Up
4:45–5:45 pm	Cabin Check-In & Relax
5:45 pm	Dinner at Illyria <i>Meet in lobby to walk to dinner</i>



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Day 2 - July 30	
6:45–7:15 am	Sunrise Summit Walk (optional)
7:45–8:30 am	Breakfast at Monty’s Restaurant
8:30–9:20 am	Customize Your Climb: Benefits Personalization Exercise
9:20–9:45 am	Well-Being on the Mountain: Building Resilience for the Journey <i>Laura Moore, MMA</i>
9:45–10:00 am	Break & Cabin Check Out
10:00–10:30 am	Care.com Trail Guide: Resources for the Journey <i>Jon Simon, Care.com</i>
10:30–11:15 am	Staying on the Right Path: Legal & Compliance Trail Map <i>Brydon DeWitt, Williams Mullen</i>
11:15–11:45 am	Benefits Corp Base Camp Update <i>VBA Benefits Corp Team</i>
11:45–12:15 pm	Closing and Reflections on the Trail Ahead