

# Sponsor Prospectus

## KBGH 46th Annual Healthcare Roundtable

Wichita Advanced Learning Library  
February 29, 2024



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Leaping to Value in Health Benefits

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## Leaping to Value in Health Benefits



### SUMMARY

KBGH is pleased to present our 46th Annual Healthcare Roundtable conference prospectus to our valued employer health service providers.

### CONTACT

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# SPONSOR PROSPECTUS

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KBGH is pleased to present the conference prospectus to our valued employer health service providers.

The conference theme is *Leaping to Value in Health Benefits*. Presentations and discussions will focus on how employers can improve the value of their health benefits plan through strategies that reduce the cost of benefits, as well as improve the quality of benefits that employees receive.

Our keynote speaker, Matt Ohrt, will share how he led an incredible health care transformation for a mid-sized employer in rural Wisconsin. As a result of his work, employees were able to receive a more robust benefits plan while simultaneously saving them – and the company – millions of dollars. Matt will share the foundational pieces that any employer can implement to drastically enhance the value of its health benefits plan.

Other presentation topics during the day include:

- Improving benefits through value-based insurance design
- How employers can tackle high-cost claims
- First-ever “Positive Deviant Award”
- Legal update specific to health benefits and insurance

Exhibitor and sponsorship opportunities are limited. Limiting the number of sponsors optimizes the opportunity for attendees to engage and learn more about your innovative products and services.

This event will be impactful for all who attend, and it will provide great exposure to our sponsors. We hope you will join us as we strive to usher in change in health care and employee health benefits.

**Matt Thibault**  
Executive Director  
Kansas Business Group on Health



# Keynote speaker

## Matt Ohrt

Employer health care advocate, author and cofounder of Self Fund Health

Growing up on a farm in Iowa, Matt learned the value of hard work, integrity and problem-solving. Throughout his career, Matt has served as an influential executive leader, working for companies such as Toyota Motor Manufacturing, Badger Mining (#1 Great Place to Work in America awards), and, recently, as vice president of Human Resources and Medical Services for Merrill Steel in Schofield, Wisconsin. He is a proven transformational leader in areas of employer health care, lean manufacturing and work culture.

In Wisconsin, Matt led his company on a five-year health care improvement journey to implement a number of health care services at no cost to employees and their families, such as onsite clinics, a mobile clinic (converted ambulance), physical therapy, chiropractic, MRI, bundled orthopedic surgeries, and a world-class wellness program.

Outcomes included frozen premiums for six consecutive years, \$5.5 million in total cost savings (employees and their families saved \$1.7 million), reduced pharmacy costs, and reduced STD/LTD/Life costs. Additionally, these efforts had very favorable effects on recruiting and retention.

In 2018, Matt founded the Healthcare Best Practice Group. Today, there are about 1,000 employers and 2,900 free-market-minded individuals who participate.

For his success in providing health care solutions for employers:

- Matt was chosen as the HR Professional of the Year in 2019 by the Central Wisconsin Society of Human Resources Management (SHRM);
- In 2020, Matt received the Healthcare Transformation Award for Wisconsin;
- Also, in 2020, Matt was given the National Employer/Purchaser Healthcare Award, an award previously won by Disney, Boeing and Walmart.
- In 2022, Matt was selected by the Free Market Medical Association to receive the "Be the Beacon" Award.

Most recently, Matt wrote a book called "Save Your Company, Don't Feed the Beast - The Employer Healthcare Success Formula." Based on his research of the six mature employer health care success stories in which employers saved millions of dollars while greatly improving their health plan, Matt developed a practical and understandable guide for all employers to transform their health plans.



Matt Ohrt

Matt and his wife, Denise, live in Mosinee, Wisconsin, and serve as champion foster parents for Marathon County. They currently have five children, ranging from 25 to 5, and are actively adopting children out of the social services system. In 2018, they founded NOAH, a nonprofit foster closet that freely collects, stores and gives supplies, equipment, toys, and clothing to foster parents in Wisconsin. In 2020, Matt and Denise were selected to receive the Governor's Foster Parents of the Year award.

Matt's education includes an associate's degree from Highland Community College, a bachelor's degree in psychology from Western Illinois University, a master's degree in industrial/organizational psychology from the University of Tulsa, and he has completed half of the course credits toward a doctorate in organizational leadership.

Additionally, Matt holds a health care certification from the Validation Institute, a Lean Manufacturing Certification from the University of Michigan, a Six Sigma Black Belt certification, a Martial Arts Black Belt certification, and he is a graduate of Zappos Culture Camp.

Matt Ohrt and Jon Baran have joined forces to start Self Fund Health, a new company designed to help brokers and employers to write their own health care success stories. Self Fund Health combines traditional TPA, PBM, Direct Primary Care and Direct Contracts under a single technology platform to dramatically simplify what's needed for employers to succeed. By implementing similar approaches, progressive employers across Wisconsin have saved 10-30% on overall health care costs.

# Sponsorship benefits and levels

Sponsor Benefits	Tier 1	Tier 2	Tier 3
2024 KBGH membership	X	X	
10-minute presentation opportunity	X		
Premier Ad Space on Website and digital displays	X	X	
Logo on Website	X	X	X
Premier location for exhibitor display	X	X	
Premier recognition on conference banners	X	X	X
Premier recognition in conference emails	X	X	X
Premier logo placement on website	X	X	
Conference registration list	X	X	
Logo on conference signage	X	X	X
Complimentary conference registration	8	4	2

Sponsor Opportunities	Cost
Tier 1	
Conference underwriter (1 available)	\$7,500
Tier 2	
Speakers	\$4,000
Lunch	\$3,500
Breakout sessions	\$3,000
A/V support	\$3,000
Breakfast	\$2,500
Tier 3	
Printing	\$2,000
Lanyards/nametags	\$1,500
Tote bags	\$1,500
Breaks	\$1,500
Coffee	\$1,000
Registration table	\$750

## Payment policy

Full payment must accompany this agreement. Payment may be made by check or by credit card. Checks, made payable to the Kansas Business Group on Health, can be mailed to 1102 S. Hillside, Wichita, KS 67211. KBGH is a non-profit 501(c)3 organization. KBGH's federal tax ID# 47-3912727.