

Engineering the Modern Health Plan

An exclusive executive briefing hosted by
SOTA Benefits & Memorial Hermann.

Rising healthcare costs have become unsustainable for both employers and employees. Join us inside Memorial Hermann Memorial City Hospital as we deconstruct the mathematics of a tightly coordinated, clinically driven plan implementation.

SOTA
BENEFITS

MEMORIAL
HERMANN



Most health plans fail because traditional carrier fixes degrade service, diminish plan quality in order to artificially reduce costs. Ultimately, traditional, fully insured and major carrier self funded plans fail the definitive value test:

$$\underset{\text{(VALUE)}}{V} = \frac{\underset{\text{(QUALITY)}}{Q} + \underset{\text{(SERVICE)}}{S}}{\underset{\text{(COST)}}{\$}}$$

August 12 | 10:00 AM – 1:00 PM
Memorial Hermann Memorial City Medical Center
921 Gessner Rd, Houston, TX 77024



Request Your Seat at This Limited Event

This executive briefing is designed specifically for Houston-area employers with 50+ employees and their advising brokers

Scan the QR code or visit www.sotabenefits.com



Engineering the Modern Health Plan

Hosted by SOTA Benefits & Memorial Hermann | Memorial City Hospital

At this exclusive executive briefing, we are showing you how to fix the math. By forging stronger, direct partnerships between employers and hospital systems, we can maximize the numerator while drastically reducing the denominator to generate vastly superior financial and clinical outcomes.

Discover how to build a high-performance, direct-access network utilizing Houston's own Memorial Hermann hospitals and facilities citywide. SOTA Benefits will demonstrate exactly how these state-of-the-art benefit structures can be offered to your employees with **\$0 out-of-pocket costs**, all while dramatically reducing the employer's overall healthcare spend.

This will not be another presentation filled with abstract concepts, recycled buzzwords, or theoretical solutions. Instead, this event is designed as a candid and engaging discussion among professionals who are actively building, operating, and refining high-value, self-funded health plans in the real world.

EVENT SCHEDULE

10:00 – 11:00 AM	Expert Panel Discussion
11:00 – 11:30 AM	The Price Is Right? — An Inside Look at the Real Cost of Medical Services
11:30 AM – 12:00 PM	Plan Design Solutions
12:00 – 1:00 PM	Lunch & Networking

WHAT YOU'LL LEARN

Direct Hospital Partnerships

Curated, high-performance Memorial Hermann network across Houston.

Navigated Direct Primary Care

Proactive, accessible care that keeps populations healthier.

Risk Analysis & Plan Architecture

Precise data architects customized, high-yield benefit plans.

Next-Generation Administration

Streamlined claims and operations that remove friction.

Modern Pharmacy Strategies

Sustainable, data-driven management of GLP-1s and specialty drugs.



Real-World Proof, Right Here in Houston

Hear directly from Houston-area employers who have used these strategies — and the measurable impact on their bottom line and their employees' lives.