

Vheda Health to Join Consumer Experience Panel at FAHP Conference

Dr. Debra Jones, Vheda Health's Senior Medical Director, will share how health plans can turn sustained member engagement into better access, stronger outcomes, and lower avoidable costs.

Columbia, MD. (October 2026) – [Vheda Health](#) is proud to participate in The Consumer Experience, a panel discussion at the upcoming **Florida Association of Health Plans (FAHP) Conference on October 13 from 2:45–3:15 p.m.**

As health plans face mounting pressure to improve access, navigation, communication, affordability, and trust, the consumer experience has become central to achieving better health outcomes. This timely session will bring together healthcare leaders to discuss how vendor partners can help plans modernize and strengthen the member experience across Medicaid, Medicare, and commercial populations, while navigating evolving regulatory requirements and continued cost pressures.

Representing Vheda Health, **Debra Jones, MD, Senior Medical Director**, will join a distinguished group of panelists:

- **Debra Jones, MD**, Senior Medical Director, Vheda Health
- **Byron Dennis**, CEO and Co-Founder, Best Foot Forward
- **Olunwa C. Ikpeazu, MD, MBA**, Chief Medical Officer, Aetna Better Health of Florida
- **Chris Thompson**, Founder and CEO, Sober Sidekick
- **Moderator:** Adam Kustin, Sales & Marketing, Best Foot Forward

The discussion will focus on starting with the hard-to-reach member: understanding where people are, what they need, and where gaps in care exist, then working backward to design support around their real-world circumstances. Panelists will explore the difference between simply driving member engagement and creating a true member experience, built on reliable contact points, accessible communication, timely care navigation, and sustained trust.

Accurate contact information is an important foundation for that work. At enrollment, health plans need the most current phone numbers and other contact details possible, yet many members have incomplete or outdated information. Even when contact information is available, longstanding distrust of the healthcare system can make traditional outreach difficult. A member

may not answer a call from a health plan case manager, but they may respond to an outreach approach that feels more personal, relevant, and consistent. Building and maintaining that trust is essential to keeping members engaged.

Bringing a maternal-health and high-risk population perspective to the conversation, Vheda will share how its model was designed around where the member is, not solely from a healthcare or health plan perspective. Vheda helps plans identify risk, engage members, improve access to care, support communication, remove barriers, intervene early, and close the loop through coordinated care. This member-centered approach helps de-risk engagement for health plans by connecting people to the right support sooner, contributing to lower costs and better outcomes.

By meeting members where they are and building trust over time, Vheda helps plans reach people who may not respond to traditional outreach. The approach delivers 80%+ member engagement, reduces ER and inpatient utilization by 15–25%, and generates more than 3:1 ROI.

The panel reflects a shared industry need: each vendor may solve a different problem, but trust is the common foundation for success. Reaching members who have historically been difficult to engage can be the difference-maker in improving the consumer experience, reducing avoidable costs, and delivering better outcomes. Vheda Health looks forward to joining fellow industry leaders at FAHP to explore how plans can build consumer experiences that earn trust, improve access, and help more people live healthier lives.

About [Vheda Health](#)

Vheda Health is an outcomes & analytics company that partners with Medicaid, Medicare & SNP health plans to reduce avoidable medical spend by driving measurable reductions in emergency room utilization and inpatient admissions. With more than 13 years of experience, Vheda identifies high-risk members, engages them continuously, and intervenes early to prevent costly events, delivering 80%+ member engagement and an average 3:1 return on investment. Vheda supports a range of high-impact use cases, including chronic conditions, behavioral health, and maternity, with a scalable, closed-loop care model designed to improve outcomes while lowering total cost of care. The most trusted government payors partner with Vheda Health to create the best healthcare experience that empowers people to live their best life. For more information, please visit vheda.com or follow us on [LinkedIn](#).

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