

You're Invited!



RosettaFest

A Work of Heart

AUGUST 24-27, 2025

Colorado Convention Center



700 14th St, Denver, CO • rosettafest.org

BE PART OF THE MOVEMENT TRANSFORMING AMERICAN HEALTHCARE

In an era where the status quo is no longer acceptable, **RosettaFest is where healthcare's transformation becomes tangible.** Health Rosetta Advisors, employers, unions, clinicians, and mission-aligned innovators are gathering not to observe change—but to drive it.

This year, we're building on the momentum of 1,000+ changemakers and **welcoming Hint Summit as a featured track**, with hundreds of Direct Primary Care professionals joining forces with benefits advisors and plan sponsors to build a new, community-owned health system.

It's not just a conference. It's a **catalyst** for the future of health and wealth in America.

FEATURED SPEAKERS



Dave Chase

Best-selling Author, Creator,
Co-founder, Health Rosetta



Chris Deacon, JD

Healthcare Policy Expert,
Principal & Founder,
VerSan Consulting
Healthcare Reform Strategist
& Fiduciary Advocate



Zak Holdsworth

DPC Tech Entrepreneur and
Pioneer, Co-founder, Hint
Health



Dr. Maryal Concepcion

Owner, Big Trees MD,
Host of award-winning
My DPC Story Podcast



Marilyn Bartlett, CPA

Fortune's 50 World's
Greatest Leaders;
Fellow, National Association
of State Health Benefits



Arti Thangudu, MD

Founder, Complete Medicine
& Hey Healthy



Keith Smith, MD

Transparency Pioneers,
Chief Medical Officer,
Surgery Center of Oklahoma
and Co-founder of Free
Market Medical Association



Barbara Delaney

Health Plan Fiduciary
Expert, Founder, StoneStreet
Benefits Advisors & SS/RBA A
Fiduciary Oversight Company

[View our full speaker lineup](#)

(speakers will be added through June, 2025)

Reserve Your Spot Now



Don't miss your chance to stand at the epicenter of change.



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WHY ATTEND ROSETTAFEST 2025



Advocacy & Influence

At Health Rosetta, we advocate for a transparent, high-performance healthcare system that serves people over profits. RosettaFest is your front-row seat to collaborate with those already building it—one plan, one patient, one community at a time.



Real Innovation, Real Impact

RosettaFest connects the most proven healthcare purchasers and clinicians with the most forward-thinking strategies. This is where you'll find practical tools, battle-tested stories, and the community you need to build plans that deliver real ROI—for clients and patients.



A Critical Moment in Healthcare

The tides are turning. With increasing scrutiny on fiduciary duty and explosive growth in Health Rosetta-style plans, this moment demands leaders who are ready to act. RosettaFest brings together employers, advisors, physicians, and tech partners building a health ownership economy rooted in value and trust.

BEST RETURN ON INVESTMENT

- Meeting & collaborating with the rare employers/unions who have driven radically better health plans in terms of quality/outcomes, member experience, cost savings, etc. over many years...who are also excitedly and freely sharing the secrets that led to their success.
- The pioneering benefits professionals that became the model for the most consequential law for employee health benefits since 1943 share their know-how and the direction they are taking the next era of health plans in America.
- The clinical leaders (primary care and specialist physicians as well as nurses, PTs and other health professionals) who have created a rapidly growing new healthcare economy that is already larger than the U.S. video game or textile industries that is particularly appealing to millennials and Gen Z who now are 75% of the workforce.
- The annual gathering of the contributors and users of the largest open source project in U.S. employee health plans history making freely available tools and resources that have enabled the best health plans in America.
- The legal, policy and compliance professionals at the federal and state level who are reshaping U.S. healthcare



VENUE

Colorado Convention Center

700 14th St, Denver, CO 80202

Located in the heart of downtown, this iconic venue provides an energizing backdrop for three days of learning, networking, and innovation.

HOTELS

Health Rosetta has room blocks at two convenient Marriot properties and one historical property just steps from the venue:

[Le Méridien Denver Downtown](#) | \$249

[AC Hotel Denver Downtown](#) | \$239

[The Slate Hotel](#) | \$219

[The Curtis](#) | \$249



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PROGRAM SCHEDULE



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SUN | AUGUST 24

- Arrival, early registration, sponsor setup, welcome activities

MON | AUGUST 25

- Health Rosetta Advisor sessions
- Benefits Strategy workshops
- Solution-led Case Studies and workshops
- Hint Summit @ RosettaFest
- Innovations Expo Hall opens
- Strategy workshops
- Community meetups

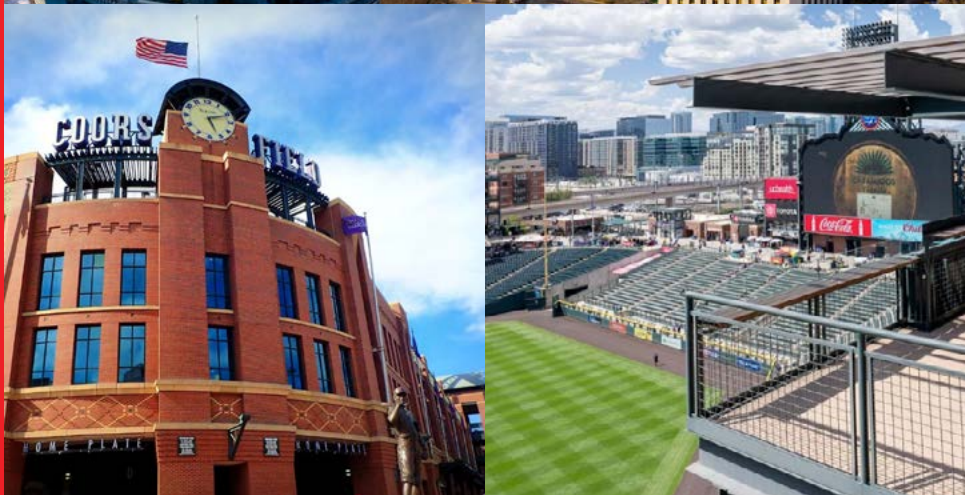
TUE | AUGUST 26

- Main stage keynotes and expert panels
- Breakout sessions + curated tracks
- Employer + clinician roundtables
- Innovations Expo Hall
- Hint Summit @ RosettaFest
- Rosie Awards at Coors Field + After Party

WED | AUGUST 27

- Case studies + real-world playbooks
- Hint Summit @ RosettaFest
- Closing keynote + final sessions
- Innovations Expo Hall
- Depart inspired, equipped, and ready to lead

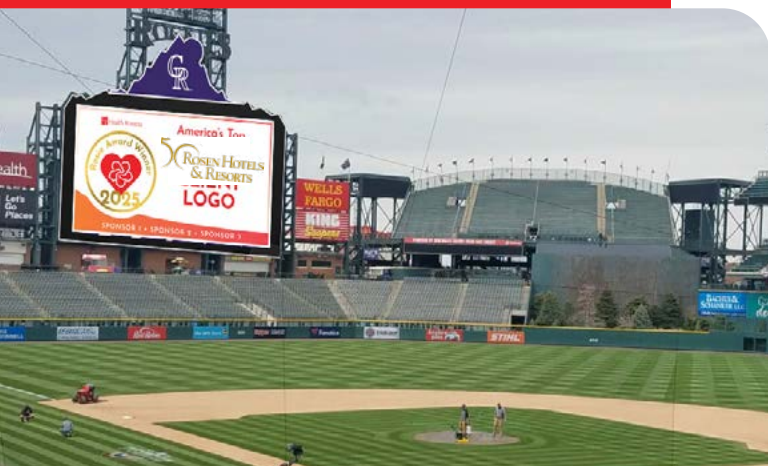
View the detailed schedule
at RosettaFest.org



ROSIE AWARDS AT COORS FIELD

Join us Tuesday night, August 26th, for the 3rd Annual Rosie Awards and After Party at Coors Field. Under the lights of this iconic stadium, we'll honor the best health plans in America, recognize changemakers, and celebrate real-world success in transforming healthcare. All RosettaFest attendees may purchase a ticket for this can't-miss celebration.

Get Your Ticket to This Event!



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2025 SPONSORS



RosettaFest

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CHANGE AGENT



CATEGORY CATALYST



EXHIBITOR



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Join the Movement.**

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