

18th Annual Worksite Wellness Conference

Seeking Higher Returns:
Taking Your Program to the Next Level

Tuesday, September 30, 2008

Marriott Madison West
Middleton, WI



Wellness Council
Improving Health to Empower Business

www.wellnesscouncilwi.org

In partnership with



Aurora Health Care®

www.AuroraHealthCare.org

A Continuing Partnership

The Wellness Council's Annual Worksite Wellness Conference has always been a tremendously successful event, attracting hundreds of participants and receiving rave reviews from the Wisconsin business community. Our commitment to excellence continues in 2008 as we again join forces with Aurora Health Care to bring you another outstanding conference. We gratefully acknowledge Aurora's assistance and support of this event.

About Aurora Health Care

Aurora Health Care, a community-owned Wisconsin health care organization, was created around a single idea: **There is a better way to provide health care.** The people of Aurora are working together to give you better access, better service and better results than you can find anywhere else. Aurora's Service to Business programs, including Aurora Occupational Health Service, Aurora Employee Assistance Program, Total Health, HealthLink and Aurora Smart Rewards, are committed to finding innovative solutions for employers to reduce costs and improve health and wellness.

About the Wellness Council

The Wellness Council is the Wisconsin affiliate of Wellness Council of America, an international non-profit organization dedicated to building healthier workplaces throughout the U.S. and Canada. Our Wisconsin membership has grown from nine founding companies in 1985 to nearly 400 companies in 2008 representing more than 400,000 employees. Programs and services help employers design results-oriented wellness programs to maximize the health and productivity of their most valuable asset – their employees. For more information, call (414) 291-9355 or visit our website: www.wellnesscouncilwi.org.

What Past Participants Say

You won't find a less expensive, more comprehensive one-day training opportunity anywhere – and this one won't break your travel budget. But don't take our word for it. Listen to what past participants say . . .

- *This event goes on my calendar as soon as I know the date.*
- *A tremendous value . . . A national conference at a regional price.*
- *Definitely one of the best one-day conferences I've ever attended.*
- *Excellent conference . . . Well worth the time and money.*
- *Well planned, organized, very informative . . . A quality event.*
- *Excellent speakers, good variety and format – I'll be back.*

Whether you're a novice or seasoned veteran, you'll leave with a wealth of useful information. But please register early to guarantee your enrollment. This event has sold out for the last five years.

Who Should Attend

Senior Management Staff	Corporate Medical Staff
Human Resource Directors	Health Promotion Staff
Employee Benefits Managers	Wellness Team Members

Health Education Credit

This program qualifies for a maximum 5.0 Certified Health Education Specialists (CHES) Category I Credits from the National Commission for Health Education Credentialing. Conference sessions may also be submitted to the American Board for Occupational Health Nurses for continuing education credit.

18th Annual Worksite Wellness Conference

Seeking Higher Returns: Taking Your Program to the Next Level

7:00 a.m. **Registration**
Continental Breakfast/Exhibits Open

8:00 a.m. **Welcome/Introductions**

8:15 a.m. **Opening Keynote**

Top Ten Strategies for Maximizing Your Wellness Program's Economic Return and ROI

Larry Chapman, MPH

Few employers take advantage of all available methods to maximize the return from their wellness program. Ten strategies will be discussed including the areas of measurement strategies, program design features, educational interventions, health plan design modifications, individual interventions and incentive design features.

9:15 a.m. **Exhibits Open**

9:30 a.m. **Concurrent Sessions**
Content Level: (F) Fundamental; (I) Intermediate;
(A) Advanced

1. Implementing the Top Ten Strategies for Maximizing Your Wellness Program's Economic Return and ROI (I)

Larry Chapman, MPH

The practical details involved in implementing the top ten strategies highlighted in the opening keynote will be discussed from the context of key challenges, operational realities and promising potential solutions.

2. The Blueprint for Health: A Framework for Total Cost Impact (I/A)

John Riedel, MBA, MPH

Designed for employers who want to know the impact of poor employee health on productivity within their workforce, this recently launched public domain tool can assist employers with or without expertise in data analysis. Estimates medical expenses, absences and work impairment (presenteeism) based on eight workforce characteristics.

3. Online Health Improvement Programs ... Is It the Right Solution for Your Company? (I)

Amy Richards, RN, BSN; Laura Reissmann, BS

The ability to reach more individuals at lower cost makes online options attractive, but is it a viable option for your employer? Learn why, what and how, including pros and cons, from the experience of a health plan that implemented a program in 2007.

4. Wisconsin Worksite Wellness Resource Kit (F/I)

Jon Morgan, MS; Abigail Nadler, BS, CHES

An interactive session emphasizing practical application, you will be guided through this best practices toolkit full of ideas and resources to develop, implement and evaluate a worksite wellness program regardless of current level of development. Participants will receive a copy of the kit.

10:30 a.m. **Networking Break/Exhibits Open**

11:00 a.m. **Concurrent Sessions**

5. Using Incentives to Maximize Wellness Program Participation and Results (I)

Larry Chapman, MPH

Incentives have clearly come to represent a best practice approach to worksite wellness. Learn the fundamentals of incentives, how to maximize "motive force," and a possible "endgame" for wellness incentives.

6. Being Heard at the C-Level: How to Capture Senior Level Support (I/A)

Theresa Heeg, MS, RCC

This will be a facilitated session to engage the chief wellness officer (CWO) in assessing his/her effectiveness in capturing senior level support to drive wellness into the strategic business goals of the organization. Learn how to link wellness initiatives to business strategies so they are seen as value-add versus cost centers.

7. The WELCOA Well Workplace Awards Initiative (I/A)

Theresa Islo, BS

WELCOA's Well Workplace Award recognizes organizations that have built successful results-oriented wellness programs as defined by WELCOA's Seven Benchmarks of Success. This session will focus on the application process including determining your readiness to apply and meeting application and documentation requirements.

8. Case Study Insights: Successful Worksite Wellness Teams (F/I)

Megan Ryan, BS, CHES, ProFitness Health Solutions at WE Energies; Janis Slowey, MMAC; Kim Vohlberg, RN, BSN, MPH, CHES, Group Health Cooperative of South Central Wisconsin

When it comes to building results-oriented wellness programs, teams are a big part of the equation. Three local employers will share the secrets of their success including team characteristics, roles and responsibilities, challenges and ideas for infusing energy, commitment and fun.

12:00 p.m. **Luncheon**

1:00 p.m. **WELCOA Well Workplace Awards Presentation**

1:30 p.m. **Networking Break/Exhibits Open**

2:00 p.m. **Concurrent Sessions**

9. The Health and Productivity Dashboard: Understanding the Magnitude of Health-Related Productivity Costs (A)

John Riedel, MBA, MPH

The Health and Productivity Dashboard (HPD), is a dynamic new tool that makes it possible for decision-makers to quickly see and understand the association between poor health and productivity loss. A case study will be presented where productivity loss has been cross-referenced to factors such as smoking, chronic conditions, stress, weight, depression, physical activity and nutrition level.

10. Legalities in Wellness Programming (I/A)

Erin Freiberg, JD; Abigail Nadler, BS, CHES

This session will focus on the potential legal considerations of a standards-based wellness program including HIPAA nondiscrimination, privacy and security requirements, ADA, ERISA and tax implications. Specific employer group examples will be discussed along with the progression your program might take to gear up for a standards-based approach.

11. Designing Your Medical Plan to Align With Your Wellness Objectives (F/I)

Cheryl Mealey, BS, CHES

Rather than working in concert to improve health, health improvement strategy and benefit plan design often operate in conflicting paradigms that prevent both initiatives from maximizing their results. If you have grown weary of shifting costs, decreasing benefits, and continually "shopping" provider networks, this session is for you.

12. Case Study Insights: Maximizing Participation/Measuring Success (F/I/A)

Paula Colling, BFA, Blackhawk Bank; Kathleen Mlada, BS, Serigraph, Inc.; Lori Lorenz, BBA, Robert W. Baird & Co.

Employee participation is essential for wellness programs to succeed. Panelists will share how they are overcoming the challenges to employee participation to reach participation rates in excess of 80 percent, as well as how they define and measure success.

3:00 p.m. **Refreshment Break**

3:10 p.m. **Closing General Session**

Health Promotion in the Workplace of Tomorrow

David Hunnicutt, PhD

Looking to the future of worksite wellness, Dr. Hunnicutt will present some of the remarkable advancements, new technologies and breakthroughs that will make keeping your employees healthy and well much easier, more efficient and effective—and a lot more exciting—in tomorrow's workplace.

4:00 p.m. **Adjourn**

Speakers

Larry Chapman, MPH, is Senior VP for WebMD Health Services, and an internationally recognized expert and speaker on innovative health management interventions. He has developed over 700 employee health and productivity management programs including more than 100 wellness financial incentive programs and published 13 books and more than 170 professional articles. Larry co-founded Summex Health Management, which was acquired by WebMD in 2006.

Paula Colling, BFA, is the HSA Business Development Officer for Blackhawk Bank managing HSAs for clients across the United States. She is a licensed health and life agent with the State of Wisconsin, and speaks to/coaches numerous employer groups each year about the relationship between a robust wellness program and implementation of health savings accounts and high deductible plans. Paula is an active member of Blackhawk Bank's Health Advisory Team (HAT).

Erin Freiberg, JD, is the Compliance Attorney for Mortenson, Matzelle & Meldrum, Inc. She leads M3's Governmental Compliance Unit, which researches and reports on regulatory and legislative issues relating to business insurance and employee benefits. In addition to advising employers on compliance with governmental mandates, Erin promotes client education through seminars and workshops and drafts legislative alerts to communicate regulatory changes.

Theresa Heeg, MS, RCC, is an Organization and Leadership Development Consultant focused on helping companies increase effectiveness by aligning individual efforts with strategic business strategies. Theresa is an expert in providing customized solutions to help leaders at all levels build their capacity to attract, develop and retain talent. She has worked nationally and internationally guiding leaders in their development and the development of their team members.

David Hunnicutt, PhD, is President of the Wellness Council of America (WELCOA). A recognized expert, he has keynoted more than 300 national events and written, edited and produced more than a dozen books. David serves as executive editor of WELCOA's national corporate wellness magazine and award-winning employee health newsletter. His opinions, expertise and work have appeared in such media as MSN, CBS, Businessweek, CIO Magazine and Business and Health.

Theresa Islo, BS, is Director of Operations at the Wellness Council. She co-presents Well Workplace workshops statewide, coordinates the Learning Circle on Workplace Wellness and assists employers in the Well City Milwaukee project as they pursue Well Workplace designation. She previously worked as a consultant on employee benefits and holds a GBA from the International Foundation of Employee Benefit Plans.

Lori Lorenz, BBA, is Managing Director of Human Resources for Robert W. Baird & Co. She has 18 years of HR experience, including 15 years with Baird, where she is responsible for the overall execution of human capital strategies. Lori is a certified compensation professional and serves on the steering committee of the Business Health Care Group of Southeastern WI and the board of directors of the Wellness Council.

Cheryl Mealey, BS, CHES, is a Regional Wellness Consultant for HRH. Based in Milwaukee, Cheryl covers the Midwest, West, New England and Northeast Metro regions. She is a certified health education specialist with 20+ years experience in health promotion, integrated benefits and health management consulting. Cheryl serves as an officer/director of the Wellness Council and wellness programs under her direction have received local, regional and national awards.

Kathleen Mlada, BS, is the Benefits and Compensation Manager for Serigraph, Inc. She oversees and provides guidance on the implementation and on-going evaluation and administration of the company's compensation and full-spectrum benefits programs. She also manages the

corporation's successful cutting edge wellness program. Kathleen serves as an officer/director of the Wellness Council and wellness programs under her direction have received the Bronze Well Workplace Award.

Jon Morgan, MS, is the Physical Activity Coordinator for the WI Division of Public Health. He is responsible for coordination, development, implementation and evaluation of physical activity interventions and policies related to the WI Nutrition and Physical Activity Program. Jon evaluates and disseminates information about best practices and is the primary author of the WI Worksite Wellness Resource Kit, which has been adopted by seven states and a number of organizations.

Abigail Nadler, BS, CHES, is the Health Promotion Advisor at Mortenson Matzelle & Meldrum Inc. Her primary role is to advise clients on the development of health promotion strategies that effectively engage employees in healthier lifestyles. She is certified as a health education specialist and smoking cessation facilitator. Abigail serves as a director of the Wellness Council and is also an active member of the Wisconsin Partnership for Activity and Nutrition.

Laura Reissmann, BS, is the Health Promotion Consultant at Physicians Plus Insurance Corporation. She coordinates Physicians Plus' GO-TO Healthy Choices program, preventive screening reminder program and WeighToGo weight loss program, facilitates the internal wellness team and assists with employer wellness outreach. Before coming to Physicians Plus, Laura worked in community health outreach at the American Cancer Society for six years.

Amy Richards, RN, BSN, has 10+ years experience in the health insurance field and has served as the Employer Health and Wellness Consultant at Physicians Plus Insurance Corporation since 2002. Amy collaborates with employer groups in designing, implementing and evaluating on-site wellness programs. In addition, she helps to develop health promotion and chronic condition management programs for Physicians Plus members and facilitates an internal wellness team.

John E. Riedel, MBA, MPH, is President of Riedel & Associates Consultants, Inc. He is the co-developer of a recently launched public domain tool called the Blueprint for Health that provides estimates of the total cost of poor health including health care cost, absence, and presenteeism. John was a founder of the Institute for Health and Productivity Management and spearheaded development of one of the industry's first health and productivity dashboards.

Megan Ryan, BS, CHES, is a Wellness Coordinator for ProFitness Health Solutions dedicated to the employees at We Energies, which received the C. Everett Koop National Health Award in 2007. In addition to managing the core incentive program, Megan also organizes employee health screenings, coordinates brown bag lunch seminars via web conference, and regularly networks with utility wellness professionals to discuss health trends and challenges within the utility industry.

Janis Slowey is the Manager for the Council of Small Business Executives (COSBE) with the Metropolitan Milwaukee Association of Commerce (MMAC). Janis has served on the MMAC's Health Advisory Team for the past three years. She helped MMAC apply for and achieve the first Small Business Well Workplace Award in Wisconsin. Janis helps manage the wellness program for MMAC's 33 employees, finding creative ways to engage staff in healthy lifestyles.

Kim Volberg, RN, BSN, MPH, CHES, is the Clinical Quality Manager at Group Health Cooperative of South Central WI (GHC-SCW). Kim has facilitated the employee wellness program at GHC-SCW for their 650+ employees and works with employer groups in starting and sustaining their own results-oriented employee wellness programs. Kim is also responsible for clinical quality performance and in 2007 helped GHC-SCW earn national recognition.

Hotel Reservations

Room Reservations: (608) 831-2000
www.marriottmadisonwest.com

Make room reservations directly with the Marriott Madison West. Call by August 30, 2008, and specify that you are with the Wellness Council to receive the discounted group rate of \$139 for single/double occupancy.

Directions to the Hotel

Marriott Madison West
1313 John Q. Hammons Drive, Middleton, WI 53562

From Milwaukee:

I-94 West to I-90 East, I-90 East (toward Janesville/Chicago) for about 4 miles.

Exit #142A Hwy 12/18 West (Beltline Highway).

About 15 miles to Exit #252 Greenway Boulevard.

Left at stoplight on Greenway Boulevard.

Go ¼ mile and take left on John Q. Hammons Drive.

Marriott Madison West is on the left.

From Green Bay/Fox Cities:

Hwy 41 South to Oshkosh; Hwy 26 South to Hwy 151.

Hwy 151 South to I-90/94 East.

Follow I-90 East to Exit #142A Hwy 12/18 West (Beltline Highway).

About 15 miles to Exit #252 Greenway Boulevard.

Left at stoplight on Greenway Boulevard.

Go ¼ mile and take left on John Q. Hammons Drive.

From Twin Cities/Northwest Wisconsin:

I-94 East to I-90/94 Interchange.

I-90 East (toward Janesville/Chicago) for about 4 miles.

Exit #142A Hwy 12/18 West (Beltline Highway).

About 15 miles to Exit #252 Greenway Boulevard.

Left at stoplight on Greenway Boulevard.

Go ¼ mile and take left on John Q. Hammons Drive.

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Registration

Complete the form below and mail with payment to:

Wellness Council
1442 N. Farwell Avenue, Suite 300
Milwaukee, WI 53202

Registration deadline: September 9, 2008

To receive a full refund less a \$20 processing fee, notice of cancellation must be received by September 9, 2008.

Sell-out expected. Register early to guarantee enrollment.

Fee includes program, meals and conference packet:

Wellness Council Corporate Members/Aurora Clients . . . \$159
Wellness Council Associate Members \$179
Non-Members \$249

(Please type/print as you wish it to appear on your badge)

Name _____

Title _____

Organization _____

Address _____

City _____

State/Zip _____

Phone _____

Fax _____

Email _____

Pay by Credit Card: VISA MasterCard

Card # _____ Exp. Date _____

Signature _____

(Required for processing)

For planning purposes, please check the three concurrent sessions you plan to attend:

9:30 – 10:30 a.m. Concurrent Sessions (select one)

- 1. Implementing the Top Ten Strategies to Maximize ROI
- 2. The Blueprint for Health: A Framework for Total Cost Impact
- 3. Online Health Improvement Programs
- 4. Wisconsin Worksite Wellness Resource Kit

11:00 – 12:00 p.m. Concurrent Sessions (select one)

- 5. Using Incentives to Maximize Participation and Results
- 6. Being Heard at the C-Level: Capturing Senior Level Support
- 7. The WELCOA Well Workplace Awards Initiative
- 8. Case Study Insights: Successful Worksite Wellness Teams

2:00 – 3:00 p.m. Concurrent Sessions (select one)

- 9. The Health and Productivity Dashboard
- 10. Legalities in Wellness Programming
- 11. Designing Your Medical Plan to Align With Wellness
- 12. Case Study Insights: Maximizing Participation/Success

Please photocopy this form to register more than one person. For additional information or brochures, call (414) 291-9355, Fax (414) 224-0243, or email your request to wcwi@wellnesscouncilwi.org. Thank you!