

Announcing WELCOA's Second Annual...

National Training Summit

How To Integrate Self-Care & Wellness

- Promote Self-Responsibility
- Improve Employee Health
- Generate ROI

OCTOBER 4 & 5, 2011
QWEST CENTER, OMAHA, NE

REGISTER NOW

FOR ONLY **\$389**



ACT NOW—LIMITED SEATS AVAILABLE!

Why Medical Self-Care And Wellness?

By integrating a results-oriented medical self-care program into your organization's wellness initiative, your employees—and their families—will become more active participants in better managing their own health. In addition, a dynamic worksite-based medical self-care program will help your employees become much more thoughtful consumers of health care—thus saving your organization money.

By attending WELCOA's National Training Summit on Medical Self-Care And Wellness, you can reap the benefits of improved employee health, reduce organizational costs and generate substantial ROI from your wellness initiatives.

Did you know...

Approximately 30% of all hospital days used by your employees are found to be NOT necessary!

WELCOA's National Training Summit...

An Experience Like No Other!

Most health promotion conferences are a mile wide and an inch deep—leaving you hungry for the focused content you need to be successful. By attending WELCOA's National Training Summit, you'll be immersed in the art and science of building a results-oriented, medical self-care initiative. Through this intensive two-day training, you'll gain a complete understanding of the importance of medical self-care programs and you'll know exactly how to integrate this important information into your organization's culture—and as an added incentive, we'll give you the materials necessary to be effective!

- ! Best of all, your two-day training experience results in a WELCOA national certification, which makes you part of an elite group of the best-trained professionals in workplace wellness.
- ! WELCOA's National Training Summit is priced affordably, and the value of the take-home materials, networking benefits, and continuing education credits far exceeds the price of the conference.

Join us on October 4th and 5th in Omaha and get the most current, leading-edge information about the future of workplace wellness programming. But you'll have to save your spot today—seating is limited!

→ In Tight Times, This Is The Conference To Attend!

The cost of this two-day summit is only **\$389** if you save your spot today—And your registration includes two meals per day, a comprehensive library of programming resources, a national certification and continuing education credits—making WELCOA's Summit the best value of any conference in the country!

Who Should Attend?

WELCOA's National Training Summit is perfect for:

- Human Resource Professionals
- Corporate Wellness Practitioners
- Occupational Health Nurses
- Benefits Administrators and Consultants
- Medical Directors
- Public Health Leaders
- Business Leaders
- Brokers

Last year's event of over 500 people was sold out—this year's event will be even bigger! WELCOA's National Training Summit is a great opportunity for learning how to implement one of the most important workplace wellness offerings—medical self-care. [Click here to save your spot today!](#)

“There's no event like WELCOA's Training Summit—it's an awesome experience!”

Taking Part Is Easy!

STEP 1:

Save your spot—space is limited!

Fill out the registration form, fax or mail back!

STEP 2:

Send in your payment!

Conveniently pay now—or we can bill you later!

STEP 3:

Make your travel reservations!

There are many options available to meet your budget and needs—book your accommodations now!

**ONLY
\$389**

**CLICK HERE TO SAVE
YOUR SPOT RIGHT NOW!**

<http://welcoa.org/surveys/fillsurvey.php?sid=246> ⇨

Space Is Limited And Will Be Gone Soon!

This Way To View The Summit Agenda! ⇨

2011 National Training Summit Overview

In this two-day, in-depth training summit, some of the nation's best minds on medical self-care, worksite wellness and ROI will present you with the information, approaches, strategies, case studies and tools you need to be effective in integrating a dynamic, medical self-care initiative into your worksite wellness program.



WELCOA
Conference
October 4 & 5

Registration
Cost
\$389

What You'll Learn By Attending Each Leading-Edge Session:

- **Making The Case For Medical Self-Care Programs.** Understand the power of medical self-care programs to promote consumerism, improve employee health, contain costs, and generate ROI.
- **Medical Self-Care Initiatives—A Step-By-Step Approach.** National leaders will walk you through the art and science of implementing a medical self-care program.
- **How To Assess Impact And Calculate ROI.** Learn how to effectively evaluate and calculate the ROI of your medical self-care initiative from some of the best minds in the country.
- **How To Effectively Promote And Market Your Organizations' Medical Self-Care Initiative.** Systematically create buzz and maximize participation by using the strategies and tools that work best.
- **Building A Best-In-Class Medical Self-Care Initiative.** Learn what America's Healthiest Companies do differently when it comes to building best-in-class programs!

Did you know...

Out of the millions of annual office-based physician visits made by your employees and their families, more than 30% are NOT necessary!

“The speakers were compelling and the information was the best I've ever received. Five-star training, WELCOA!”

New For 2011! Skill-Building Sessions

Intensive break-out sessions provide you with the chance to focus on specific topics, and take an interactive approach to supplement the Training Summit materials. Enhance your medical self-care programs with these integral topics:

- **The Art And Science Of Interacting With A Physician:** What Your Employees Need To Know To Maximize Their Health Care Experience...
- **How To Set Up A Value-Based Benefits Plan:** How To Promote Medical Consumerism and Reduce Unnecessary Health Care Expenditures...
- **Maximizing The Impact Of Medical Self-Care Information:** How To Engage Your Employees In Embracing Medical Self-Care And Becoming Better Consumers Of Health Care...

Did you know...

Approximately 25% of all prescribed medications offered up to your employees and their families are NOT necessary!

I met hundreds of like-minded people—this training summit put me in touch with the best people in the country.

AND THERE'S MORE!

By attending WELCOA's National Training Summit, you'll receive all the resources you need to be effective in your organization. You won't find these kinds of training materials at other conferences. But as a WELCOA Summit participant, all materials are included with your registration—for FREE!

CHECK OUT ALL THE MATERIALS YOU'LL TAKE HOME WITH YOU!

- ✓ "Making The Case" Presentations And White Papers
- ✓ Medical Self-Care Operating And Implementation Plans
- ✓ Employee Health Information, Newsletters, Brochures and Bulletins
- ✓ Engaging Presentations And Teaching Materials
- ✓ An Eight-Week Medical Self-Care Incentive Campaign
- ✓ Sample Medical Self-Care Corporate Policies
- ✓ Evaluation And Assessment Tools
- ✓ ROI Assessments
- ✓ Case Studies
- ✓ And Much More...

Save Your Spot Today—**CLICK HERE:** <http://welcoa.org/surveys/fillsurvey.php?sid=246> ↪

Top 5 Reasons Why You Should Attend...

The WELCOA National Training Summit

- 1 You'll receive the best instruction and cutting-edge information** on medical self-care and workplace wellness ROI—ANYWHERE!
- 2 Your two-day investment results in a national certification**, putting you among the best-trained professionals in workplace wellness.
- 3 You'll network with hundreds of like-minded health and business leaders** from all over the U.S. and learn about their remarkable workplace wellness initiatives.
- 4 Our nationally-recognized conference faculty are among the best in the country**, and will provide you with a world-class training experience, resulting in more effective initiatives and healthier employees at your organization.
- 5 It's affordable, and an amazing value!** You'll be delighted with the quality of the training, resources and tools, and how effectively you can implement them, right away!

“Impressive speakers, great conference center, amazing resources—I left empowered and fired-up!”

WELCOA'S NATIONAL SUMMIT AND CONFERENCE FACILITY

WELCOA's National Summit and Conference on Medical Self-Care will be held at Omaha's Qwest Center in the Old Market district. At one of the elite training facilities in the country, you will be treated to a first-class educational experience. The environment will make the most of our time together and will maximize the event's impact as well as give you an opportunity to interact with hundreds of Summit attendees.



Register Today—CLICK HERE: www.welcoa.org/store/product-landing/conference ➔

Don't Wait—Plan Your Travel Now!



Book Your Flight

If flying into Omaha for the Summit, plan to book your flight into: **Omaha's Eppley Airfield (OMA)**, 4501 Abbott Dr, Omaha, NE 68110

Reserve Your Hotel Room

Within a three-mile radius, you'll find a number of wonderful hotels to accommodate you while attending the two-day training summit. We've included a listing of potential options—you're sure to find one that will best suit your needs. As with everything, you'll want to reserve your room soon!

Hilton Omaha

1001 Cass Street, Omaha, NE 68102

Phone: 402-998-3400, Fax: 402-998-4242

Web: <http://tinyurl.com/ya5wtsu>

Distance To Qwest Center Omaha: Connected Via Skywalk

Distance To Airport: 3.06 miles

Hilton Garden Inn Omaha Downtown/ Old Market Area

1005 Dodge Street, Omaha, NE 68102

Phone: 402-341-4400, Fax: 402-341-5200

Web: <http://tinyurl.com/44dt2ge>

Distance To Qwest Center Omaha: 600 yards

Distance To Airport: 3.2 miles

Embassy Suites Omaha—Downtown/ Old Market

555 South 10th Street, Omaha, NE 68102

Phone: 402-346-9000, Fax: 402-346-4236

Web: <http://tinyurl.com/b8df8d>

Distance To Qwest Center Omaha: 0.08 miles

Distance To Airport: 3.46 miles

Courtyard Omaha—Downtown

101 South 10th Street, Omaha, NE 68102

Phone: 402-346-2200, Fax: 402-346-7720

Web: <http://tinyurl.com/27t9wb>

Distance To Qwest Center Omaha: 0.26 miles

Distance To Airport: 3.12 miles

Omaha Magnolia Hotel

1615 Howard Street, Omaha, NE 68102

Phone: 402-341-2500, Fax: 402-342-2569

Web: <http://tinyurl.com/y9tmkz4>

Distance To Qwest Center Omaha: 0.70 miles

Distance To Airport: 4.20 miles

Doubletree Hotel & Executive Meeting Center Omaha – Downtown

1616 Dodge Street, Omaha, NE 68102

Phone: 402-346-7600, Fax: 402-346-5722

Web: <http://tinyurl.com/by8ub7>

Distance To Qwest Center Omaha: 0.79 miles

Distance To Airport: 3.57 miles

Homewood Suites by Hilton Omaha—Downtown

1314 Cuming Street, Omaha, NE 68102

Phone: 402-345-5100, Fax: 402-345-5101

Web: <http://tinyurl.com/ydu3yphu>

Distance To Qwest Center Omaha: 1.17 miles

Distance To Airport: 2.81 miles

Holiday Inn Omaha—Downtown

1420 Cuming Street, Omaha, NE 68102

Phone: 402-341-0124, Fax: 402-341-0171

Web: <http://tinyurl.com/y8uh8qd>

Distance To Qwest Center Omaha: 1.21 miles

Distance To Airport: 3.12 miles

Hampton Inn & Suites Omaha—Downtown

1212 Cuming Street, Omaha, NE 68102

Phone: 402-345-5500, Fax: 402-345-5501

Web: <http://tinyurl.com/ybpxsas>

Distance To Qwest Center Omaha: 1.24 miles

Distance To Airport: 2.74 miles

Fairfield Inn & Suites by Marriott Omaha—Downtown

1501 Nicholas Street, Omaha, NE 68102

Phone: 402-280-1516, Fax: 402-280-1517

Web: <http://tinyurl.com/yabkx4p>

Distance To Qwest Center Omaha: 1.45 miles

Distance To Airport: 3.08 miles

Join Us At The Qwest—October 4-5, 2011

Conveniently located, the Qwest Center is only minutes away from Omaha's Eppley Airfield, the historic Old Market district that boasts fabulous restaurants and shopping, and more than 2,000 hotel rooms, representing a variety of national chains.

Qwest Center Omaha, 455 North 10th Street, Omaha, NE 68102





WELCOA's 2011 National Training Summit

Unleashing The Power Of Medical Self-Care In Your Organization

Summit Overview

Despite the healthiest of intentions (or the efforts of even the most aggressive wellness programs), people still get sick. Indeed, each year a significant percentage of employees and their families will experience health issues. Ranging from simple things like the common cold to more serious events like cancer, the fact of the matter is that people get sick—even with workplace wellness programs in place. And, if the management of these illnesses is left unaddressed, the result can be costly both to the employer and the employee in terms of unnecessary health care utilization and lost productivity.

To address this reality, organizations of all kinds are rapidly integrating medical self-care programs within their already-existing wellness initiatives—and the results are nothing short of remarkable. Because of these important successes, the focus of WELCOA's National Training Summit 2011 is to help employers of all kinds develop and implement medical self-care programs to supplement their already existing wellness efforts.

Here's What You Will Learn At WELCOA's National Training Summit

Session 1: How To Make The Case For Medical Self-Care and Wellness

In this dynamic and engaging opening session, you will learn about the power of medical-self care programs to transform lives and change organizational culture. To help lay the foundation for the rest of the Summit, we will provide you with an in-depth indoctrination of why medical self-care programs are the smartest investment you can make in workplace wellness right now.

Session 2: The Secrets Of Self-Care: Case Studies Of America's Healthiest Companies

To help you better understand the remarkable results associated with medical self-care initiatives, we'll share the secrets from some of America's Healthiest Companies. Using real-life lessons, you'll be inspired by their successes and moved to take action in your own organization.

SEE THE NEXT PAGE FOR MORE OF THE SUMMIT AGENDA



Sessions 3–5: How To Unleash The Power of Medical Self-Care In Your Organization—A Step-By-Step Approach

In these three essential plenary sessions, the nation’s best experts will take you by the hand and show you—step-by-step—how to implement a great medical self-care initiative in your organization. Specifically, we’ll cover the three essential elements of medical self-care programs:

- **Collecting and Contacting**—Laying the foundation for a best-in-class medical self-care initiative
- **Recognizing and Reacting**—How to help your employees become better consumers of health care services
- **Preparing and Performing**—How to engage your employees in the medical-self care process

As a result of completing these three sessions, Summit participants will understand *exactly* how to implement a medical self-care initiative in their organization or those of their clients.

Session 6: How To Evaluate And Calculate Medical Self-Care ROI

In this session, we’ll show you how to effectively evaluate and calculate the return-on-investment of your medical self-care initiative. Again, drawing on the expertise of some of the nation’s brightest minds, we’ll show you how to get the job done.

Additional Sessions: Networking, Skill-Building, Panel Presentations And Much More!

To help you tie everything together, we’ll provide important skill-building and networking opportunities for you and other Summit participants. Last but not least, we’ll unveil the free materials and resources that we’ve developed especially for you and your employees. As a result of attending WELCOA’s National Training Summit, we guarantee that you’ll have the knowledge, skills and resources to be successful.

COMPLETE YOUR REGISTRATION TODAY!

Learn how to unleash the power of medical self-care in your organization at WELCOA’s 2011 National Training Summit!

See you at the Summit!