

# 4<sup>th</sup> Annual WELLNESS REWARDS

CONGRESS

*Next Generation Wellness:  
Driving Sustained Corporate Wellness  
as a Business Strategy*

February 27 – 28, 2012 • Vdara Hotel & Spa • Las Vegas, NV

## TOP REASONS TO ATTEND

- ✓ Evaluate practical solutions for decreasing healthcare costs, and increasing productivity through a streamlined and integrated approach to corporate wellness
- ✓ Understand how to drive wellness as a business strategy; one that will bring increasing rewards to your bottom line
- ✓ Learn about cutting-edge findings and innovations in the field of wellness
- ✓ Discern the wellness program elements that are most effective for your demographics
- ✓ Transition from engagement-based programs to outcomes-based programs
- ✓ Reap rewards of a more productive and appreciative workforce AND lower health costs
- ✓ Hear from the top minds in the wellness rewards industry as they discuss the best ways to capitalize on new trends and changes in the field

## FEATURED WORKSHOP SESSIONS

**How to Harness Social Media and Networking with Wellness Challenges that Track Rewards**

INSPIRED PERSPECTIVES

**Amplify your Wellness Impact – Engage Employees and their Families in Sustainable Wellness Practices Outside of Work**

CONNECTWELL

## FEATURED SPEAKING FACULTY

- ✓ **Joseph Abraham**  
*Vice President, Compensation, Benefits & Total Rewards*  
**DOMINO'S PIZZA**
- ✓ **Dawn Mansergh**  
*Wellness Manager*  
**ROOM & BOARD**
- ✓ **Susan Doherty**  
*Program Manager, Health Management Benefits*  
**JACK IN THE BOX**
- ✓ **Leslie Ritter**  
*Wellness Leader*  
**EILEEN FISHER**
- ✓ **Janet Stypula**  
*Senior Director, Compensation & Benefits*  
**ORBITAL SCIENCES CORPORATION**
- ✓ **Scott Young**  
*Vice President, Prevention & Wellness Operations*  
**BLUE CROSS BLUE SHIELD OF MASSACHUSETTS**
- ✓ **Bryce Williams**  
*Director, Wellvolution,*  
**BLUE SHIELD OF CALIFORNIA**
- ✓ **Harold Schmidt**  
*Research Associate, Center for Health Incentives & Behavioral Economics*  
**UNIVERSITY OF PENNSYLVANIA**
- ✓ **Alba Rodriguez, PhD**  
*Associate Director, Center for Integrative Wellness*  
**HENRY FORD HEALTH SYSTEM**
- ✓ **Ramon Nunez, DAc**  
*Director & Founder*  
**WATERFORD CENTER FOR INTEGRATIVE MEDICINE**
- ✓ **Roger Chizek**  
*Director, US Benefits*  
**MEDTRONIC**
- ✓ **Susan Bailey, MS, CHES, IC®**  
*Program Manager, Health & Wellness*  
**DTE ENERGY COMPANY**
- ✓ **Laurie Wells**  
*Health & Wellness Benefits Manager*  
**AVAYA**
- ✓ **Bhawna Provenzano**  
*Benefits Manager*  
**ZAPPOS.COM, INC.**
- ✓ **Scott Silver**  
*Vice President, Human Resources*  
**STANDARD TEXTILE**
- ✓ **Delia Vetter**  
*Senior Director, Benefits & Employee Programs*  
**EMC CORPORATION**
- ✓ **Ian Goodman**  
*Health Risk Coordinator*  
**SCOTT & WHITE HEALTH PLAN**
- ✓ **Carl Patten**  
*Director, Health Care Policy*  
**BLUE CROSS AND BLUE SHIELD OF FLORIDA**
- ✓ **Amy Cohen**  
*President*  
**INSPIRED PERSPECTIVES**
- ✓ **Andrea Bloom**  
*CEO & Founder*  
**CONNECTWELL**
- ✓ **Dana Wenter**  
*Director, Assessments & Program Implementation*  
**CONNECTWELL**

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HOW TO REGISTER:

Phone: 800-646-9581 • Fax: 800-517-8154 • Online: [www.2012wellnessrewards.com](http://www.2012wellnessrewards.com)

# 4<sup>th</sup> Annual WELLNESS REWARDS

*Next Generation Wellness:  
Driving Sustained Corporate Wellness  
as a Business Strategy*

CONGRESS

Dear Healthcare Executive,

Companies that have been in wellness for more than a few years are picking up momentum and encouraged by positive metrics, they see the definite benefits of a healthier workforce and slower rises in or decreased healthcare costs. The most aggressive and successive companies are realizing that they are going to commit to wellness as part of their business strategy to keep shaving down costs and increasing productivity. The priority of wellness has emerged as sound business strategy among small and large companies alike regardless of the healthcare structure that will prevail.

On February 27 – 28, 2012 at the Vdara Hotel & Spa in the dazzling City Center, Las Vegas, Global Media Dynamics 4th Annual Wellness Rewards Congress will engage you in a comprehensive program with specific messages, lessons, and case studies on how to effectively implement and integrate wellness measures as a business strategy. Start now! Don't be left behind as your competitors and companies across the country start to attract workers, increase productivity and lower healthcare costs.

At this conference you'll learn from the following and more:

- Applying wellness strategy is the way to go and will maximize your savings from your health care coverage costs
- Transition from engagement oriented wellness to outcomes based programs
- Data driven wellness programs establishing a feedback mechanism that is in the hard numbers
- The fast emerging gaming elements and how to apply them to have employees racing towards wellness incentives
- Hear lessons from small companies on how to cultivate effective wellness cultures and how they can be applied to larger companies
- How partnerships can be used to drive engagement and lower costs in your program

In addition, the 4th Annual Wellness Rewards Congress has grown into a stimulating and rewarding opportunity to network with peers, colleagues, experts and vendors. All attendees enjoy the opportunity to interact with faculty and peers. Register today to reserve your seat at the conference and take advantage of early bird discounts! Call 1-800-646-9581 or register online at [www.2012wellnessrewards.com](http://www.2012wellnessrewards.com).

We look forward to seeing you in Las Vegas!

Sincerely,

2012 Wellness Rewards Congress Team

## WHO SHOULD ATTEND

### FROM EMPLOYERS

*Corporate Medical Directors, Vice Presidents, Directors and Managers responsible for:*

- Health Benefits
- Health Management
- Health Promotion & Wellness
- Occupational Health & Safety
- Health Coaching
- EAP Programs

### FROM HEALTH PLANS

*Chief Medical Officers, Medical Directors, Vice Presidents, Directors and Senior Managers responsible for:*

- Health Promotion & Wellness
- Health Coaching
- Disease Management
- Care Management
- Risk Stratification
- Medical Affairs & Medical Management
- Member Engagement
- Lifestyle Management
- Healthcare Analytics & Economics
- Quality Improvement

*This program is also directed towards vendors, consultants, and solution providers of health promotion & wellness services*

**How to Register – Phone**

7:00 Conference Registration &amp; Morning Breakfast

8:00 Chairperson's Opening Remarks

## PANEL DISCUSSION

### 8:15 Approaching Wellness as Business Strategy and the Continuing Evolution of Corporate Wellness Practices

As healthcare costs continue to increase and wellness programs are more and more widespread, the leading companies are becoming ever more serious with their programs. Many companies now approach wellness a business strategy in order to drive solid ROI and communicate a serious message to employees about how seriously the employer takes a culture of wellness.

This panel looks comprehensively at policy, health plan and employer sides at where wellness is going and the increasing trend of driving wellness as a business strategy.

#### Ian Goodman

Health Risk Coordinator

SCOTT & WHITE HEALTH PLAN

#### Scott Silver

Vice President, Human Resources

STANDARD TEXTILE

#### Carl Patten

Director, Health Care Policy

BLUE CROSS AND BLUE SHIELD OF FLORIDA

### 9:15 Engaging Employees in a Total Wellness Rewards Program

Domino's Walks to the Moon and Back; and People First wellness initiative are some of the programs that have engaged its employees. The majority of employees also now receiving diagnostic testing, and information and services towards disease prevention and chronic conditions. Hear how Domino's Pizza applies a total reward system to roll out and manage a holistic wellness program that includes in its components physical, mental and financial elements.

#### Joseph Abraham

Vice President, Compensation, Benefits & Total Rewards

DOMINO'S PIZZA

10:00 Networking Break and Refreshments

### 10:30 Effective Data Driven Wellness – Using the Numbers as Continuous Feedback

While they may not have full ROI's for every single program, they have very effectively been able to establish comprehensive programs, and track and improve their wellness ROI with data-driven measures. Learn how EMC Corporation uses a company data warehouse that receives monthly feeds from all of the company's healthcare management programs from hospital spending, to drugs costs and engagement levels of various wellness programs and initiatives.

#### Delia Vetter

Senior Director, Benefits & Employee Programs

EMC CORPORATION

### 11:15 Wellness as a Business Strategy

More organizations are implementing wellness programs to address the ever increasing cost of healthcare. Critical components for a successful wellness program include CEO sponsorship, leadership accountability, significant wellness incentives, comprehensive communication, support tools, and participant accountability.

At this session, you will hear about the wellness journey of Standard Textile Company and its impact on the business as well as the participants. Specific points that will be covered in the session include:

- The impetus for change
- The trend with total cost per employee
- Summary of actions to date for implementing a comprehensive program
- A review of the key components
- A 3 year trend analysis for key health factors with plan participants
- Review of the financial incentives to improve health and wellness

#### Scott Silver

Vice President, Human Resources

STANDARD TEXTILE

### Creating a Wellness Culture That Aligns With Company Culture

The Zappos culture is famous for "delivering happiness" and creating an environment where employees are encouraged to be themselves. Processes are set up to allow employees to have positive interaction with each other, and to be passionate and empowered in their work no matter what their role.

The Zappos wellness culture is also grown organically out of the heart and soul of their company culture. Hear how to integrate a wellness culture that is aligned with the company culture and the results that emerge from an employee-oriented, a non-outcomes-based program.

#### Bhawna Provenzano

Benefits Manager

ZAPPOS.COM, INC.

12:45 Luncheon for Speakers and Delegates

**"This meeting was organized very well; a high caliber of speakers and presenters"**

Karl A. Weiss, *Manager, EDDIE BAUER, LLC*

### 1:45 Using Creative Communication to Foster Comprehensive Health Engagement

One size does not fit all when it comes to communication. Learn how two companies are working to meet the challenges of communicating with a hard to reach population through a combination of tailored and targeted communications, a variety of mediums and application of the behavioral economics concepts. Session takeaways include:

- Considerations when developing a tailored communication strategy
- Keeping communications fresh and relevant
- Evaluating the impact of communications
- Pitfalls and well-intentioned mistakes to avoid

#### Susan Bailey, MS, CHES, IC®

Program Manager, Health & Wellness

DTE ENERGY COMPANY

#### Laurie Wells

Health & Wellness Benefits Manager

AVAYA

### 2:30 Moving Towards a Global Outcomes Platform in Wellness

Medtronic has been involved in employee wellness programs for over 40 years. This session will review Medtronic's early start down the path of wellness programs as well as present current state along with outcomes and future plans to move the wellness programs to a global platform.

#### Roger Chizek

Director, US Benefits

MEDTRONIC

3:15 Networking Break and Refreshments

**"Good Mix of Presenters and Case Study"**

Rick Finch, *Director, Benefit Services, DRUMMOND CO., INC.*

### 3:45 Outcomes-Based Wellness Programs at Major US Corporations Reduce Pain, Stress and Improve Chronic Conditions

How do you bend the trend of rising healthcare costs? The only way to reliably and sustainably reduce these costs is to have healthy, engaged and productive employees. In 2011, the American Hospital Association recognized Henry Ford Health System (HFHS) as an exemplar of best practices for its breakthrough, research-proven employee wellness programs. HFHS Center for Integrative Wellness partnered with Waterford Center for Integrative Medicine to develop, deliver and test onsite group wellness programs at HFHS, Chrysler and Dow Chemical.

These scientifically validated programs, tested with over 2,300 participants produce significant improvements in chronic pain and stress,

**CASE STUDY**

disability, depression, anxiety, fatigue, sleep quality and other stress-related conditions like high blood pressure. Attendees will learn about the implementation and results of this breakthrough model and experience an interactive demonstration of Somatic Functional Therapy®, a program protocol that rapidly produces noticeable improvements in pain, stiffness and mobility.

**Alba Rodriguez, PhD**  
Associate Director, Center for Integrative Wellness  
**HENRY FORD HEALTH SYSTEM**

**Ramon Nunez, DAc**  
Director & Founder  
**WATERFORD CENTER FOR INTEGRATIVE MEDICINE**

**4:30 Wellness Incentives: Do We Engage Those Most in Need of Benefit?**

Wellness incentives hold significant potential to improve health and control cost. But not all employees will respond in the same way to a given program. To assist in planning and evaluating incentive programs, the presentation offers a framework for thinking about important differences between groups of employees in terms of motivation and ability for behavior change.

It also presents survey findings on attitudes towards wellness incentives and discusses possible solutions, which can help optimize programs and avoid a possible backlash if some groups of employees feel unduly pressured or insufficiently supported.

**Harold Schmidt**  
Research Associate, Center for Health Incentives & Behavioral Economics  
**UNIVERSITY OF PENNSYLVANIA**

5:15 End of Day One

**“Presenters were very well chosen. Participants from any industry could walk away with concrete ideas to implement and improve their programs. Great Conference!”**

Lauren Heil, Sr. Communications Specialist, PROMEDICA HEALTH SYSTEM

**DAY TWO Tuesday, February 28,**

7:30 Morning Breakfast

8:30 Recap of Day One

**8:45 Orange Sticks & Wooden Carrots: Lessons from the Wellness Frontier**

After years of focus on “sick-care” solutions, wellness is increasingly recognized as fundamental to optimal “health-care” delivery. That being said, most stakeholders would agree that dynamic evolution is required for wellness to realize its potential for improving health metrics and containing healthcare costs. Employers are enthusiastically merging wellness programs and incentives with the goal of driving employee engagement and improved health outcomes. However, amidst all the enthusiasm and experimentation which designs are truly delivering results and which plans are falling short?

From classic monetary incentives to more cutting-edge designs incorporating behavioral economics, game theory and social media, Blue Shield of California’s wellness solution, Wellvolution, is putting academic theories into practice – today. Relevant programming inclusive of leading-edge incentive design is paying off; from robust engagement to significant health improvement and measurable financial returns.

**Bryce Williams**  
Director, Wellvolution  
**BLUE SHIELD OF CALIFORNIA**

**“Very Relevant Topics and Speakers – This is the best conference I have attended in years!”**

Helene Forte

**9:30 From Engagement to Developing Habits: The Real End Game in Wellness**

Engagement in wellness programs and services has been the focus of the majority of corporate wellness strategies for many years. A wide variety of tactics have been utilized from monetary incentives to slick marketing strategies (behavioral economics) to penalties for failure to meet established biometric standards with somewhat lukewarm results. The larger question is, even with increased engagement, are we seeing not only behavior change but the development of habits in a significant percentage of the workforce? If we get enough people to consistently lead healthy, low-risk lifestyles then we should see lower medical costs and improved productivity, classic risk management, right?

This session will explore the key elements of driving successful and sustained behavior change over time, the ultimate goal being the development of lifelong healthy habits. The reality is that this requires more than financial incentives (rewards or penalties). People are motivated by many things both externally and internally. We will explore how to establish good old fashioned wellness education and practice strategies that are reinforced by a culture of wellness at work, in the community and at home through the use of social media, performance standards, environmental changes, gaming AND incentives.

**Scott Young**  
Vice President, Prevention & Wellness Operations  
**BLUE CROSS BLUE SHIELD OF MASSACHUSETTS**

10:15 Networking Break and Refreshments

**10:45 Wellness Programs: Creating Wellness Cultures for Various Demographics on a Small Budget**

All three companies are in very different businesses. They have organically created innovative wellness programs that successfully target employees, and are appropriate and effective for their demographic. Small companies sometimes have greater freedom for innovation and customization of their programs.

Apply the lessons shared from the wellness findings and process of these three companies.

**Leslie Ritter**  
Wellness Leader  
**EILEEN FISHER**

**Janet Stypula**  
Senior Director, Compensation & Benefits  
**ORBITAL SCIENCES CORPORATION**

**Dawn Mansergh**  
Wellness Manager  
**ROOM & BOARD**

**11:45 Transitioning From Engagement to Outcomes**

Jack in the Box has established a creative and innovative wellness program that has alleviated rising healthcare costs. As corporate wellness shifts into an era of outcomes, from engagement-based, Jack in the Box and many other companies with leading wellness programs are shifting their programs to more outcomes-based for even greater effectiveness and cost-savings. Susan Doherty will take the audience through their evolution.

**Susan Doherty**  
Program Manager, Health Management Benefits  
**JACK IN THE BOX**

12:30 Conference Concludes

# CONFERENCE WORKSHOP SESSIONS

Workshop Session A: Monday, February 27, 2012 • 5:30 p.m. – 7:30 p.m.

## How to Harness Social Media and Networking with Wellness Challenges that Track Rewards

Within your organization exist happy, higher performers just waiting to come out. It has become vital for organizations to understand how to use real-time health competitions with social media to boost morale while motivating your employees to be happier, eat better, lose weight and be active.

Attendees will learn how to:

- Enable employees to record healthy behavior in a fun and exciting way
- Help employees set personal achievement goals
- Increase positive behaviors and reinforce through individual or team challenges that inspire staff
- Set up a reward system that drives participation
- Introduce and market a campaign and keep communications going with positive messages to keep participant interest and involve others in the challenge

### ABOUT YOUR WORKSHOP LEADER:

**Amy Cohen** is *President of INSPIRED PERSPECTIVES*. Amy has over 17 years of experience in wellness and healthcare consumerism. As President of Inspired Perspectives, Amy works hand-in-hand with a wide variety of organizations to help them develop workable strategies, and identify affordable ways to get the most out of their health communications. Amy is known for her ability to help companies successfully create fresh ideas, engaging content and relevant information that is meaningful to individuals. Her approach to purposeful and motivating materials led her to win a prestigious National Health Information Award in 2009 and another in 2011 for the Healthy Perspectives Wellness Newsletter. Amy currently serves on the Board of Directors for the First Coast Worksite Wellness Council facilitating the Healthiest Companies Award and sits on the Healthy Osprey Committee for the University of North Florida as an

expert to help shape policies for a healthier campus.

She has helped employers, colleges & universities, government organizations and healthcare systems to understand and develop ways to reduce healthcare costs through health education and wellness communications. Amy served 10 years as Regional Vice President of the American Institute for Preventive Medicine and two years as Vice President of Sales for Health Advocate, where she specialized in increasing employee engagement in health management programs and making employees and patients wiser healthcare consumers. Her diverse experience working with employers of such various sizes, cultures, type and level of program advancement gives her the ability to draw on the successes and set-backs of her clients and share those experiences with other groups that may benefit from what others have already learned.

Workshop Session B: Tuesday, February 28, 2012 • 12:45 p.m. – 2:45 p.m.

## Amplify your Wellness Impact – Engage Employees and their Families in Sustainable Wellness Practices Outside of Work

Your ROI on wellness programming will be multiplied through programming that engages employees and their families in sustainable wellness practices outside of work. For many companies healthcare expenses consume over 50% of corporate profits and dependents are responsible for 60% of corporate healthcare costs. To make a material dent in healthcare costs and improve the health of the covered population, it is essential to implement a wellness model that impacts employees outside of work and reaches their families. Participants in this workshop will walk away with tools and resources to integrate wellness strategies that reach the covered population beyond the worksite.

In this session, we will highlight frameworks that drive engagement in wellness outside of work for employees and that fosters family involvement in wellness practices in their homes and communities. Specifically:

- We will lead you through an exercise on wellness design elements including enrollment, participation and incentives that pull families into health engagement

- We will discuss Six Key Elements of Sustainable Wellness and help you align your strategies with this framework
- We will show you how to build a portfolio of programs that meet the needs of the diverse population that you cover

### ABOUT YOUR WORKSHOP LEADER:

**Andrea Bloom** is the *CEO and Founder of CONNECTWELL*, a wellness consulting and programming company that collaborates with organizations to engage its population in sustainable wellness practices to contain healthcare costs, boost productivity and enhance overall well-being. Andrea brings over 20 years of experience having worked in product development, marketing, international and consulting roles for leading healthcare companies (Johnson & Johnson, Becton Dickinson, Roche), medical device start-ups (Metrika, iCare, Calibra Medical) and health-related non-profits (Juvenile Diabetes Research Foundation, American Heart Association, and Wellness City Challenge). Andrea is also an active contributor to the Health Horizons practice area of Institute for the Future, a leading think

tank in Palo Alto, California. Andrea received a B.A. in Economics from University of California, Berkeley and her M.B.A. from Harvard Business School.

**Dana Wenter** is *Director of Assessments and Program Implementation at CONNECTWELL*. Dana has over 15 years of experience developing, implementing, managing and evaluating corporate, community, school and government prevention initiatives. Dana's expertise is grounded in best practices leveraging the effectiveness of comprehensive health programming, education and engagement using the Social Ecological Model to determine the cumulative impacts from policies, environmental and culture changes, social marketing and health education. Dana received a B.A. in Psychology from University of Oregon, and her M.P.H. from the University of North Carolina at Chapel Hill.

## VENUE



**Vdara Hotel & Spa**  
(A Non-Smoking/Non-Gaming Venue)  
2600 W. Harmon Avenue  
Las Vegas, NV 89158  
866-745-7767

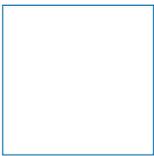
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# 4<sup>th</sup> Annual WELLNESS REWARDS CONGRESS

Implementing Innovative Strategies to Increase Program ROI,  
Raise Employee Satisfaction and Maintain Long-Term Behavior Change

February 27 - 28, 2012  
Vdara Hotel & Spa  
Las Vegas, NV

GMD0212



## REGISTRATION FORM



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Maywood, NJ 07607



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**FAX**

800-517-8154



**ONLINE**

www.2012wellnessrewards.com



**EMAIL**

info@globalmediadynamics.com

| EMPLOYERS/HEALTH PLANS   |                                 |                                  |
|--------------------------|---------------------------------|----------------------------------|
|                          | Register by<br>January 13, 2012 | Register by<br>February 27, 2012 |
| Conference Only          | \$995                           | \$1295                           |
| Conference & 1 Workshop  | \$1195                          | \$1495                           |
| Conference & 2 Workshops | \$1395                          | \$1695                           |
| STANDARD RATE            |                                 |                                  |
|                          | Register by<br>January 13, 2012 | Register by<br>February 27, 2012 |
| Conference Only          | \$1195                          | \$1495                           |
| Conference & 1 Workshop  | \$1395                          | \$1695                           |
| Conference & 2 Workshops | \$1595                          | \$1895                           |

**VENUE:**

**Vdara Hotel & Spa**  
(A Non-Smoking/Non-Gaming Venue)  
2600 W. Harmon Avenue  
Las Vegas, NV 89158  
866-745-7767



**YES! Please register me for the 4th Annual Wellness Rewards Congress**

Conference only     Conference & Workshop     A     B     Conference & both Workshops

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\*\*Payment must be 3 weeks before the event.