



Wellness Matters ...
A Healthy Business Investment
*Ohio's Premier Employee Health
Promotion & Wellness Conference*

10TH ANNUAL OHIO

Employee Health & Wellness

CONFERENCE

Tuesday, August 25, 2015

**Embassy Suites Columbus Airport, 2886 Airport Drive
(near the intersection of I-670 at Cassady Ave.), Columbus**

Sponsored by:



Valuable Insights from Ohio's 'Healthiest' Employers
Best in-Class Wellness Programs
Next Frontier in Wellness – Addressing Chronic Employee Stress
Success at Cultivating a Culture of Wellness
Practical Tips for Effective Employee Engagement ■ Incentives
Achieving Maximum RO ■ Obesity ■ Benefit Design
Best Practices & Case Studies

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C O N F E R E N C E

Wellness Matters . . . A Healthy Business Investment

According to a 2015 study by the National Business Group on Health & Fidelity, **more than 86% of all employers offer wellness programs & incentives** to their employees, up substantially from **only 29% in 2009**. *"It's extremely encouraging to see an ever-increasing number of companies embrace corporate wellness programs as a way to promote a healthy workforce,"* according to Brian Marcotte, President and CEO of the National Business Group on Health. *"As employers continue to look at ways to improve employee health and increase productivity, we expect to see employers continue to expand and evolve their wellness offerings, and find new and innovative ways to encourage employee participation levels and measure the success of their programs."*

The **10th Annual Ohio Employee Health & Wellness Conference** on Tuesday, August 25th in Columbus will provide you with useful tools & strategies for developing healthy organizational cultures, practical tips for a healthy workplace and engaging & motivating employees to act. Based on feedback from previous conferences this year's keynote focuses on mental health optimization and stress reduction initiatives. The American Psychological Association pegs the cost of job stress at **some \$300 billion per year** & reports that **41% of American employees struggle with 'chronic' levels** of work-related stress whereas a recent Society of Human Resource Management (SHRM) **survey reports only 11% of organizations have a specific stress reduction program** in place. According to Dr. Andrew Crighton, Chief Medical Officer at Prudential Financial Inc., **stress is a leading factor for serious medical issues**.

Properly designed health promotion programs can positively impact an employer's bottom line. The American Journal of Health Promotion analysis found that for every dollar invested in workplace wellness, employers could expect a **return on investment (ROI) of \$5.81** due to improved employee health & reduced medical claims—that is **almost six dollars returned for every dollar invested**. When more advanced prevention strategies & technologies are offered in health and productivity management, experts agree that **employers could expect a ROI perhaps even as high as 15:1**.

Employers are well aware that neglecting the health of employees carry a high price in healthcare costs & lost productivity. More than **20% of employers' health care costs are in areas of modifiable health risks**—high blood pressure, tobacco use, physical inactivity, obesity, high stress and depression. Proactive wellness programs can reduce & eliminate these risk factors. Experts agree that several less tangible areas can be also positively affected through worksite health promotion including work effectiveness, decision-making ability, customer rapport, customer retention through improved service, and revenue generation potential. Results from North America's finest companies are reason enough to think about an investment in your most important asset — your employees — and the impact this investment can have on your bottom line including: **reduced absenteeism, reduced health care claims** (*Sony Corp. of America analyzed claims data and found that 50% of its indemnity plan costs were incurred by employees with medical conditions that were lifestyle-related, or that could be changed.*); **reduced employee turnover** and **improved productivity and morale** (*Union Pacific Railroad found that 80% of its workers believed that the company's exercise program helped to increase their productivity and that 75% felt that regular exercise was helping them to concentrate better at work*).

Employers need to ask themselves, would they spend \$300—which is a fraction of the cost of a health plan for one employee—to give the organization the opportunity to reduce healthcare costs and improve productivity significantly? **Register today** for Ohio's premier worksite health promotion conference.



Fast & Easy Registration Online at www.MECseminars.com

Employee Health & Wellness

C O N F E R E N C E

*Wellness Matters ... Ohio's Premier Conference on
Employers' Efforts to Promote Healthier Employees*

Tuesday, August 25, 2015

Embassy Suites Columbus Airport, 2886 Airport Drive, Columbus
(Near the intersection of I-670 at Cassady Avenue)

8:00 a.m. Registration, Displays Open & Healthy Breakfast Break

9:00 a.m. Conference General Session

9:00 a.m. General Session - Conference Welcome & Introductions

Keith Lake, *Vice President, Governmental Affairs, Ohio Chamber of Commerce*, Columbus

9:15 a.m. The Next Frontier in Employee Health & Wellness ... Mental Fitness Optimization: Effective Strategies, Technologies & Tools that Reduce the Negative Effects of Chronic Stress; Decrease Anxiety, Anger, Depression, and Chronic Pain; Improve Cognition, Concentration, and Creativity; to Create a Healthier, Happier Workforce; a Calmer, More Confident Business Culture Capable of Minimizing Infighting and Maximizing Problem Solving!

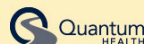
- Take it easier ... the American Psychological Association pegs the cost of job stress at some \$300 billion per year & reports that 41% of American employees struggle with 'chronic' levels of work-related stress whereas a recent SHRM survey reports only 11% of organizations have a specific stress reduction program in place.

Dr. Brian Barkett, *Psy.D., Founder & President, Better Minds Group (BMG)*, Granville *(BMG is a highly innovative organization whose mission is to bring calm back to the minds of hard working business people by using highly effective technologies, training employees to be calmer, clear thinking & more resilient.)*

10:00 a.m. Visit the Displays & Mid-Morning Break sponsored by HORAN



10:15 a.m. Ohio Healthiest Employers Panel sponsored by Quantum Health



Ohio Healthiest Employers ... Embracing Wellness at Work -- Best Practices, Success at Cultivating a Culture of Wellness, Changing Employee Behavior & Impacting Their Health and Providing a Solid Return on the Investment: Insights from Selected Healthy Ohio Award Winners

Moderator: Jim Staebler, *Vice President, Midwest, Quantum Health*, Columbus

Douglas K. Grossman-McKee, *Director, Health and Welfare, Eaton Corp.*, Cleveland

Jillian Jacobs, *Wellness Program Manager, American Showa, Inc.*, Blanchester

Brent Hylton, *Environment Occupational Health & Safety Manager, Colgate-Palmolive Co.*, Cambridge

Noon Luncheon & Networking Roundtables in Healthy Ohio Regions

Roundtables in the seven Healthy Ohio Business Council regions to discuss strategies for creating healthy workplaces where employees thrive.

1. Columbus & Central Ohio
2. Cleveland, Akron/Canton & NE Ohio
3. Cincinnati & Southwest Ohio
4. Dayton & West Central Ohio

5. Toledo & Northwest Ohio
6. East Central Ohio
7. Southeast Ohio

1:00 p.m. 4 Concurrent & Interactive Workshops

- A. Best Practices – Best-in-Class Wellness Programs ... Designing Successful Initiatives, Comparing Your Company's Program in the Marketplace and Reducing the Healthcare Cost Trend**
■ Lessons learned from awarding-winning wellness programs.
Scott Silver, *Health Management Director, HORAN*, Cincinnati
- B. Fundamental Practices – Keys to What Consumers Want Most from Their Health Care Plan and An Employer Engagement Case Study**
■ 5 keys components consumers want from their health plan & how these keys can be built into an employer's overall health benefits strategy. Case study of an employer who has a significant increase in engagement and cost savings by building these key elements into their plan.
Kara Trott, *Founder & Chief Executive Officer* and Tracy Dilgard, *Client Executive, Quantum Health*, Columbus
- C. Advanced Practices – Turn Workplace Conflict into Cooperation to Maximize Problem Solving Flow: Use the Golden Rule like a Master**
■ Learn interpersonal tools that diffuse our 180,000 year-old, human biological biases to exaggerate threat and justify anger, which now cause problems where none need exist. Diffuse conflict to make your life easier. Teach employees these skills so they become happier & healthier.
Dr. Brian Barkett, *Psy.D., Founder and President, Better Minds Group (BMG)*, Granville
- D. Wellness Programming – Tailoring Your Wellness Program to Achieve Maximum ROI & Motivating Employees to Improve Their Health**
■ Assessing your organization needs, evaluating options and tracking program outcomes. Effective employee engagement techniques & strategies with practical tools and resources to evaluate wellness services.
Rich Siegenthaler II, *MS, CBP, President & CEO* and Paul Kolodzik, *MD, MBA, Medical Director, IWS - Integrated Wellness Solutions*, Dublin & Wooster

2:30 p.m. Visit the Displays and Healthy Afternoon Refreshment Break

2:45 p.m. 4 Concurrent & Interactive Workshops

- E. Best Practices – Get off Your Butt!! The Impact of Sitting on Your 'Bottom' Line and Innovative Ideas, Steps & Solutions to Getting Employees Engaged a Movement Challenge including an Easy Deskercize Workout**
■ Sitting is the new smoking. Latest research demonstrating prolonged sitting will shorten one's life and lead to chronic lower back pain. Lots of ideas on what you can do to get employees up & 'off their butts!'
Dr. Anup K. Kanodia, *MD, MPH, President, KanodiaMD*, Westerville and Amy C. Upp, *General Manager, Community Health & Fitness, OhioHealth McConnell Heart Center*, Columbus
- F. Advanced Practices – Taking Wellness to the Next Level with Innovative Progress-Based Incentive Design ... Case Study at Midmark Corporation**
■ Valuable information on an innovative progress-based incentive program that delivers frequent awards to employees. In 2 years results – 90% participation, two-thirds of obese participants lost weight with 25% over 5% of weight, one-third tobacco users quit and 64% reduction in high-risk participants company-wide.
Shelly Gasson, *PHR, GPHR, International Human Resource, Compensation & Benefits Director, Midmark Corporation*, Versailles and Dr. Greg Vachon, *MD, MPH, Founder & CEO, PUSH Wellness*, Chicago
- G. Fundamental Practices – Wellness Programs that Reduce Benefit Costs ... How to Use Health Plan Utilization Reports to Craft the Optimum Wellness Program**
■ "You cannot manage what you don't measure" ... how to measure effectiveness of your wellness program. How to integrate your wellness program with your health care benefits while complying with ERISA, HIPAA, ADA & ACA.
Thomas P. Wagoner, *CFP, President, Accelerated Benefits*, Dublin
- H. Wellness Programming – Practical Solutions for Addressing Obesity in the Workplace and Intrinsically Motivating Employees toward a Culture of Wellness**
■ Best practices & innovative solutions for making the business case to address obesity, practical solutions, evaluating weight-loss programs, getting employee buy-in and integrating a philosophy of health & well-being into the organizational culture.
Shanna Dunbar, *RN, COHN-S, CCM, President, Workplace Health Inc.*, Strongsville

4:15 p.m. Adjournment

It's Easy to Register for the Ohio Employee Health & Wellness Conference

Investment: \$345/Person or \$275/Person for 2/ More

Register early! Fee of \$345 includes expert instruction for continuing education credit, comprehensive manual, luncheon, breakfast, and breaks. **Big savings ... send two or more** to reduce the fee to **\$275** per person. A confirmation letter & area map will be mailed to all who register. When registering, please indicate any special needs.

To Register:

- Online: www.MECseminars.com
- By Phone: MEC at **614.392.0413**
- By Fax: **614.392.0415** open 24 hours!
- By Mail: Send registration to the MEC

Location/Lodging

Tuesday, August 25, 2015

Embassy Suites Columbus Airport

2886 Airport Drive (I-670 at Cassady), Columbus

For overnight lodging for the evening of August 24, please either use the online link on the MECseminars.com website or call the Embassy Suites at 614.536.0500 and request the MEC rate of \$139 two-room suite with a separate living area & complimentary cooked-to-order breakfast and complimentary nightly Manager's reception prior to August 5, 2015.

Company	
Address	
City, State, Zip	
Telephone	Fax

PAYMENT:

- Seminar fee enclosed with check payable to Manufacturers' Education Council
- Charge to: Visa _ MC _ AX _ Account # _____
- Exp. Date _____ Signature: _____

Fee: \$345 Per Person or \$275 Per Person to Send 2 or More

Your Priority Code on the Mail Label

Send Check and Completed Registration Form:

Manufacturers' Education Council
BlendonView Office Park
5050 Pine Creek Drive, Suite A
Westerville, OH 43081-4852

REGISTRANTS

Names/Titles

Luncheon Roundtables

1. Columbus & Central Ohio
2. Cleveland, Akron/Canton & NE Ohio
3. Cincinnati & SW Ohio
4. Dayton & West Central Ohio
5. Toledo & NW Ohio
6. East Central Ohio
7. Southeast Ohio

1:15 p.m.

- A. Best-in-the-Class Wellness Programs
- B. Keys to Health Care Plan & Case Study
- C. Workplace Cooperation to Maximize Creativity
- D. Max ROI & Motivating Employees

2:45 p.m.

- E. Get Off Your Butt!!
- F. Taking Wellness to Next Level
- G. Health Plan Utilization Reports
- H. Addressing Obesity

Roundtable /Session Preference
1-7 A-D E-H

E-Mail Address

Employee Health and Wellness Products & Services Displays – \$895

Limited number so register early! Display your product or service to help promote healthy employees & organizations. For more information, log onto www.MECseminars.com.

Display Table Registration

Name/Title

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