

35TH Annual National Wellness Conference
“Wellness Solutions that Work NOW: Best Outcomes Through Innovation, Caring, and Collaboration”
University of Wisconsin-Stevens Point, July 17-22, 2010

Online Proposals

LEAD PRESENTER

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CO-PRESENTER

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Comprehensive List of Conference Presentations for LEAD Presenter Cryer:

- Accelerated Learning Conference, Alexandria, VA, 2003
- American Occupational Health Conference, San Francisco, CA, 2000
- Appreciative Inquiry Conference, Baltimore, MD, 2001
- ASTD International Conference, Orlando, FL, 2001
- Global Institute for Leadership Development, San Diego, 2005 (keynote)
- Institute for Health and Productivity Management Conference, Scottsdale, AZ, 2002
- Lessons in Leadership Distinguished Speaker Series, Chicago; Grand Rapids, MI; Seattle; Dallas; Philadelphia; Washington, DC; San Jose, CA; 1999-2001
- Linkage Emotional Intelligence Conference, Chicago, IL, 2000
- Liz Claiborne Leadership Conference, Rye, NY, 2002
- Mexx Leadership Conference, Amsterdam, the Netherlands, 2003
- Nanyang Polytechnic University School of Business Management, Singapore, 1997
- NexusEQ conference, San Francisco, CA, 2000
- Restaurant Leadership Conference, Coronado, CA, 2002
- Spirit in Business, San Francisco, CA, 2003
- Stanford Executive Program, 1997 - present
- Stanford Sloan Program, Stanford, CA, 1998
- Stanford University Executive Briefings Series, Stanford, CA, 1998, 2003
- University of California Berkeley, Haas School of Business, Berkeley, CA, 1997
- YPO Events, Sedona, AZ, Westlake Village, CA, 1998-2000

Comprehensive List of Conference Presentations for Co-Presenter Gilley:

Managing Stress in the Workplace: Building a Case for a Comprehensive Stress Management Program at BCBST – 2004
whitepaper presented to BCBST leadership teams and the basis for our BCBST research on stress in the workplace.

American Public Health Association Conference- Managing Stress in the Workplace: Research study results of BCBST
pilot study- Dec. 2005.

International Work, Health and Stress Conference- Reducing Stress in the Workplace: Programs and ROI for Business
Case Development

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Institute for Health and Productivity Management- with Bruce Cryer- The Economic Benefits of Addressing Stress in the Workplace

Chattanooga Medical Society- Stress Free in Tennessee- April 2006

National Association for Women Business Owners- Reducing Stress and Increasing Wellness and Performance- October 2007

Women’s Leadership Institute- Mentoring in the Workplace- Fall 2007

International Association for Administrative Professionals- “ Dress to Destress” May 2006

Women’s Council on Diversity, The Effects of Stress on the Workplace- Sept. 2005

Conference on Emotional Intelligence, July 2008.

Health Benefits Conference and Expo, January 2009.

Art and Science of Health Promotions, March 2009.

Sharon also speaks/teaches regularly in BCBS Leadership Development programs on:

Communication Skills for Leaders

Emotional Intelligence: Leadership Competencies for Success

Transforming Stress- as a certified HeartMath facilitator

Presentation Title:

Managing Stress to Facilitate Performance and Decrease Health Care Costs

Track: Wellness Promotion

Target Audience: Health Care Professionals

Program Level: intermediate

Program Type: Breakout Session

Have you presented or are you planning to present this program at other wellness-related conferences?

n/a

Abstract:

The myth prevails that stress is what makes people work hard, that if you reduce stress you will reduce productivity: that managing emotions is a soft lower priority compared to improving other biometrics and performance indicators.

The facts are quite opposite. Stress and depression cost more than poor exercise, diet or smoking. Stress is the most significant risk in driving absenteeism, presenteeism and workers compensation claims. In this presentation the science of stress and its effect on performance and health costs will be covered as well as two case studies showing significant improvement in health, well-being and health cost trends. You will learn about how innovative stress technology combined with tools that build care and collaboration are producing results.

Bruce Cryer will explain the physiology of the stress response, how stress and different emotional states affect the autonomic nervous system, the hormonal and immune systems, the heart and brain, and how this impacts health and performance and can cascade into disease.

Woody Bedell is Director of Benefits for The Reformed Church in America (RCA.) RCA was seeing a significant deterioration in their clergy health and subsequent increase in health claims —from one of the healthiest groups to one

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of the least healthy in thirty years. Increase in heart disease, diabetes, metabolic syndrome, and depression all pointed to stress as a major factor in this decline.

An actuarial analysis study compared the impact of a stress-reduction program on RCA medical and pharmacy utilization. The study compared 143 participants and 343 non-participants analyzed by diagnoses (medical) and therapeutic (pharmacy) categories in calendar years 2007 and 2008. The key metric was covered charges per employee per year.

Findings included: pharmacy annual cost trends were significantly lower for Participants than for Non-Participants (1.6% vs. 9.3%), and medical cost trends similar, for Participants (7.2% vs. 8.0%). Participants also showed a 32% decrease in charges for Hypertension diagnosis, whereas Non-Participants experienced a substantial (54%) increase in charges for Hypertension.

The analysis projects that benefits will continue to trend lower for program Participants generating significant savings to accrue year over year.

Sharon Gilley found that BlueCross BlueShield of TN stood to save many direct and indirect health and productivity costs of employees by reducing stress, depression and anxiety. The employer will cover the Impact of Early Stress Reduction on Wellness and Program Effectiveness and will explain the value they received from the early adoption of a stress management program in their wellness preventive strategy. Sharon will share case study results of the implementation, with immediate and sustained outcomes in both health and performance.

Measurable Objectives:

1. Participants will be able to describe the direct and indirect health and productivity costs of employee stress, depression and anxiety.
2. Participants will be able to describe the physiology of stress and emotions.
3. Participants will learn the impact of stress reduction approaches on health claim trends and various health conditions.
4. Participants will learn the value of early adoption of stress management programs in wellness/ preventive strategies.

Program Outline:

1. Introduction to the costs of stress.
2. The physiology of stress and disease.
3. Case study from New York nonprofit. Actuarial analysis illustrating the impact of a stress reduction program on health claim trends for both medical and pharmacy utilization.
4. Case study from a regional Blue Cross Blue Shield showing the impact of a stress reduction program on health and performance of the employees.
5. Q & A

Program Bibliography:

Johnston K, Westerfield W, Momin S, Phillippi R, Naidoo A. The direct and indirect costs of employee depression, anxiety, and emotional disorders: an employer case study. *J Occup Environ Med.* 2009;51(5):564-77.

An Inner Quality Approach to Reducing Stress and Improving Physical and Emotional Wellbeing at Work
Bob Barrios-Choplin, Ph.D., Rollin McCraty, Ph.D., and Bruce Cryer, M.A.
Stress Medicine 1997; 13(3): 193-201.

A Controlled Pilot Study of Stress Management Training of Elderly Patients with Congestive Heart

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Failure

Frederic Luskin, PhD, Megan Reitz, BA, Kathryn Newell, MA, Thomas Gregory Quinn, MD, William Haskell, PhD
Preventive Cardiology 2002; 5(4):168-172, 176.

Impact of a Workplace Stress Reduction Program on Blood Pressure and Emotional Health in Hypertensive Employees

Rollin McCraty, Ph.D., Mike Atkinson, and Dana Tomasino, B.A.
Journal of Alternative and Complementary Medicine. 2003; 9(3): 355-369.

Program Relevance to Conference Theme:

This program illustrates the importance and cost effectiveness of adding care, reducing stress and leveraging innovation for optimal wellness outcomes. Two case studies showing significant improvement in health, well-being and health cost trends will be presented.