

35<sup>TH</sup> 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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### Comprehensive List of Conference Presentations for LEAD Presenter:

September 23, 2009

Pennsylvania Bankers Association Human Resource Seminar  
Harrisburg, PA

August 31, 2009

Fun Fit and Fabulous Conference  
Hershey, PA

May 21, 2009

Pennsylvania Humanities Consortium  
Penn State Hershey Medical Center

April 7, 2009

Integrative Medicine Fair  
Penn State Hershey Medical Center  
Hershey, PA

March 28, 2009

PinnacleHealth System's  
Women's Weekend Away  
Imagery: A see of possibilities for healing  
Harrisburg, PA

July 27, 2006

YMCA National Conference  
Worksite wellness planning

April 5, 2002

Pennsylvania State Employee Health Nurse Conference/Choices in Wellness

### Presentation Title:

Whats the model for you? Choosing and implementing a worksite wellness program.

**Track:** Wellness Promotion  
**Program Level:** beginner

**Target Audience:** Health Care Professionals  
**Program Type:** Breakout Session

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

n/a

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**Abstract:**

Worksite wellness is exploding as employers seek to contain rising health care costs. It is essential to understand the commitment at every level if an ROI is expected. Well planned programs will lead to engagement, a crucial piece to success. You can no longer build it and expect them to come. Learn the details of implementing the WELCOA model, strategies for building the business case with senior level and best practices for engagement.

**Measurable Objectives:**

- 1) List 2 worksite wellness models.
- 2) Define the 2 primary steps in the WELCOA worksite wellness model.
- 3) Classify low, moderate and high risk health factors for disease.

**Program Outline:**

- I) Review 4 worksite wellness models.
- II) Discuss the WELCOA worksite wellness model in detail with emphasis on steps 1, 2, and 6.
- III) Best practices for successful programs.
- III) Review classifications of risk factor for disease and their impacts on healthcare costs.

**Program Bibliography:**

Naydeck, Barbara L. MPH; Pearson, Janine A. PhD; Ozminkowski, Ronald J. PhD; Day, Brian T. EdD; Goetzel, Ron Z. PhD. The Impact of the Highmark Employee Wellness Programs on 4-Year Healthcare Costs. *Journal of Occupational and Environmental Medicine*: February 2008 - Volume 50 - Issue 2 - pp 146-156.

Goetzel RZ, Ozminkowski RJ, Bruno JA, Rutter KR, Isaac F, Wang S. The long-term impact of Johnson & Johnson Health & Wellness Program on employee health risks. *J Occup Environ Med*. 2002 May;44(5):417-24.

Ozminkowski RJ, Ling D, Goetzel RZ, Bruno JA, Rutter KR, Isaac F, Wang S. Long-term impact of Johnson & Johnsons Health & Wellness Program on health care utilization and expenditures. *Occup Environ Med*. 2002 Jan;44(1):21-9.

Schultz AB, Chen CY, Edington DW. The cost and impact of health conditions on presenteeism to employers: a review of the literature. *Pharmacoeconomics*. 2009;27(5):365-78

Pai CW, Hagen SE, Bender J, Shoemaker D, Edington DW. Effect of health risk appraisal frequency on change in health status. *J Occup Environ Med*. 2009 Apr;51(4):429-34.

Ryan M, Chapman LS, Rink MJ. Planning worksite health promotion programs: models, methods, and design implications. *Am J Health Promot*. 2008 Jul-Aug;22(6):suppl 1-12, iii following p. 452.

Goetzel RZ, Ozminkowski RJ, Pelletier KR, Metz RD, Chapman LS. Emerging trends in health and productivity management. *Am J Health Promot*. 2007 Sep-Oct;22(1):suppl 1-7, iii.

Absolute Advantage, 2007. The costs of unhealthy behavior. Interview with Steve Aldana. [welcoa.org](http://welcoa.org).

Absolute Advantage, 2007. Making the case for health promotion. Ten strategies for selling health promotion to senior management. [welcoa.org](http://welcoa.org).

Hunnicutt, D. The tests of leading a healthy company. Absolute Advantage, 2007. [welcoa.org](http://welcoa.org).

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**Program Relevance to Conference Theme:**

Effective implementation of a worksite wellness program requires a model for sustainability. Planning is as important as implementation and each worksite is unique. Understanding leadership roles and the worksite culture will save time, energy and dollars. Carefully choosing programs that are engaging, awareness building and behavior changing will prove successful in the short and long term.