Concurrent Session One — 10:15 a.m., Wed. February 27

Workshop A: I’ll Do It if You Pay Me! Do Wellness Incentives Work?
Carol Donnelly, CHES, President, KC WELLNESS, INC.
The majority of employers use incentives to promote healthy behaviors and improve health outcomes in the workforce. We have come a long way from tee shirts and lunch bag incentives for participation in wellness program screenings and activities. This session will look at the ability of incentives to motivate employee participation and the level of incentive that is most successful driving engagement and behavior change. Participation-based and standard-based incentives will be discussed along with examples of creative incentives for sustaining participant engagement. Attendees will identify the economic and cultural variables in their organizations that affect the structure of incentives offered to promote employee participation.

Workshop B: The Need for Standards and a Competent Workforce in Worksite Health Promotions
Cecilia Watkins, Ph.D., CHES, Associate Professor, Public Health, Western Kentucky University
Gary English, Ph.D., CHES, Department Head, Public Health, Western Kentucky University
Worksite Health Promotion (WHP) is a field that has seen phenomenal growth in the past few decades. The cost of health care, loss of productivity due to occupational incidences and chronic diseases, many resulting from poor health habits of employees, and an aging workforce has forced American businesses to look at prevention over treatment in staying competitive in a global workforce. Today’s experts in WHP have researched past and present processes and explored future processes that will enable the field of WHP to meet the needs of the American workforce to be the healthiest and most productive possible. Effective processes administered by trained professionals include; effective program planning and evaluation including theory driven and science-based methodology; improved communication techniques; and knowledge of the significance of policy and a healthy culture. These processes should become the standards of the WHP field. This is not an exhaustive list, but a beginning.

Workshop C: The Six Key Principles of a Comprehensive Wellness Program: A Case Study of Wellness Outcomes of the Kentucky Employee Health Plan (KEHP)
Jennifer Donaldson, Well-being & Productivity Business Executive, Humana
Crystal Pryor Staley, MPA, Chief Legislative Affairs and Public Information Officer, Executive Director Center for Strategic Innovation Kentucky Employee Health Plan
Humana will present HumanaVitality. HumanaVitality is the wellness solution put in place for the Kentucky Employees Health Plan. This program has been put in place for year, driving cost savings and engagement for the Commonwealth of Kentucky. This success of the program has been driven by the innovative solution of HumanaVitality. The presentation will cover innovations in Wellness Rewards Programs, Health Coaching, and Six Key Principles of a Comprehensive Wellness Program:
- Behavioral Economics
- Personalized Goals and Activities
- Broad and Affordable Access
- Verifiable Results and Seamless Integration
- Intelligent Incentives and Gamification
- Supportive Culture, Tools, and Resources

Concurrent Session Two — 1:30 p.m., Wed. February 27

Workshop D: A Plan for Your Health
Mike Campbell, Chief Wellness Officer, Neace Lukens Insurance
No matter whether it is an individual or a corporation almost all of us have a "health plan". However, as it relates to the ever escalating healthcare costs having a health plan is not the issue. The real deal is; do you (as an individual or company) have a "plan for your health"? Many do not believe that actually planning good health is within the realm of
possibility but unless we do we are collectively and individually doomed. Leadership, corporate culture, presenteeism and personal lifestyle are but a few of the phrases that are thrown around today like so many Frisbees. Various programs and processes are proposed and sold in an attempt to make sense of and resolve this ever growing "crisis". In this session you will come face to face with the blunt reality of what we all must act on if we are to survive much less succeed.

**Workshop E: Secret Free Educational Resources Revealed!**

*Teresa Lovely, CHES, Business Coordinator for Worksite Wellness Development Cabinet for Health & Family Services, Kentucky Department for Public Health*

*Michaela Conley, President/CEO, HRCareer.net*

Maintaining current knowledge on topics and trends within worksite wellness for program planners and managers is critical to program success. However, many educational programs and webinars are no more than thinly veiled sales pitches. “Health Promotion Live” and “State of Wellness” offers free “NO SALES PITCHES” quality educational opportunities in pertinent program areas. Presenters are nationally and internationally recognized experts within their areas of expertise such as: work site health and wellness, well-being, resilience, return on investment, health policy, healthy culture, community, state and federal programs to name a few. All our presenters are by invitation only. This session describes these free high quality national educational opportunities and how to become involved in this ongoing education and support community.

**Workshop F: PPACA and Wellness**

*Howard W. Blackburn, Jr., MA, SPHR, Senior Vice President - Director of Human Resources, Community Trust Bank, Inc.*

After passage of the PPACA, wellness programs have been identified as one way for employers to control rising health care costs. This program will focus on how employers can reduce premium costs by implementing effective wellness programs for long-term impact.

**Concurrent Session Three — 3 p.m., Wed. February 27**

**Workshop G: It All Starts with the Food: How to Integrate Health and Wellness Into Your Business Strategy**

*Jennifer Hoert, M.Ed., PHR, CHHC, Owner, Holistic Health & Life Coach, Present Moment Health*

Research shows that many of the most costly diseases that we are faced with as a nation, like diabetes, obesity, cancer, and many more are a direct result of our food and lifestyle choices. These diseases are preventable, and can be stopped or reversed by using food as our medicine. In fact, many people are choosing diet and lifestyle changes as an intervention instead of choosing a lifetime of prescription drugs and/or surgery to manage their diseases.

**Workshop H: Making Wellness Work: The 5 Key Parts of an Integrated Healthcare Design**

*Rick Cartor, Ph.D., Healthcare Consultant, BB&T Insurance Services/CHD*

Rick will discuss how his HR team implemented an extremely innovative, cost effective healthcare benefit system that continues to achieve astonishing results through the integration of five components: (1) a robust wellness system, (2) self-funding, (3) an on-site clinic, (4) sophisticated data analysis (5) and a narrow network. Along with the careful alignment of HR policies and rewards, the wellness program achieved these results:

- an ongoing downward trend in per employee per month spending over a six year period
- spending less than half PEPM than others versus national averages
- significantly below average increases in prescriptions costs
- average key biometrics scores that improved at every measurement period
- employee average biometric scores much more favorable than new employees’ average scores
- employee surveys from the spring of 2012 that resulted in 16 favorable unsolicited written comments about healthcare and the clinic – with ZERO unfavorable comments about healthcare, benefits or the clinic!

**Workshop I: Putting Wellness into Occupational Safety and Health**

*Kacy Allen-Bryant, RN, MSN, MPH, Senior Nurse Educator, KC WELLNESS, INC.*

Occupational safety and health programs have historically operated separately from health promotion and wellness programs. However, by combining the efforts of the two programs and setting mutual goals, the health outcomes of the workers are better and the programs have greater success. In this presentation, a history of occupational health and
worksite wellness programs will be provided. An explanation of the importance of integrating the two entities will be discussed. Examples of such integrations will be given. Finally, attendees will be presented with steps and strategies to begin an integrated program at their workplaces.

**Concurrent Session Four — 10 a.m., Thu. February 28**

**Workshop J: Workplace Wellness for the Aging Employee Workforce**
Angela Bailey, SPHR, CCP, Kentucky Society for Human Resource Management
Jennifer Hoert, M.Ed., PHR, CHHC, Owner, Holistic Health & Life Coach, Present Moment Health
We will discuss wellness issues related to the growing aging workforce. Statistics will be shared about the aging workforce and its impact on organizations. Wellness initiatives and strategies will be outlined that target these issues and impact the organization's cost, morale, effectiveness and workforce retention.

**Workshop K: Collecting and Using Data to Drive Health and Productivity Program Results**
Carol Donnelly, CHES, President, KC WELLNESS, INC.
Strategically designed health and productivity programs must be data driven to be effective. While personal success stories provide great motivation and role models to increase engagement, program efficacy is best evaluated by a robust data analysis. This session will discuss a strategy for data collection and evaluation based on a project plan that answers the questions, “How will we measure program success?” Participants will learn the types of relevant data to collect and how to analyze and evaluate the data to drive program results. An integrated health management system that is data driven will be presented as a model for achieving population health improvement and cost containment.

**Workshop L: The Basics of Building a Workplace Wellness Program**
Eileen O’Brien, Esq., Stoll Keenon Ogden PLLC; Stacy Miller, Esq., Stoll Keenon Ogden PLLC and Nichole Carter, Esq., Stoll Keenon Ogden PLLC
This presentation revolves around implementing a wellness program in the workplace that is safe, appropriate, fun and engaging. There are often many roadblocks when a new proposal is made in the workplace, and this presentation helps participants anticipate and overcome them. This interactive lecture saves attendees some of the hassles and concerns that come with establishing a program, such as how to avoid pitfalls with incentives, developing programs that actually engage the workforce, avoiding claims of discrimination and measuring the program's success.