

MAKING WELLNESS WORK FOR YOU

TRENDS 2011 CONFERENCE



WEDNESDAY- MAY 18, 2011

CONFERENCE HIGHLIGHTS

- Learn the new worksite wellness trends of award winning organizations
- Learn how healthcare reform impacts worksite wellness
- Hear wellness successes
- Hear the findings of the Health Impact Assessment on Kentucky Worksite Wellness Tax Credit
- Learn how to effectively implement fair and compliant incentives
- Learn how to achieve high program participation



**Free Worksite
Wellness Guide for
all Participants—
\$30 Value**

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TRENDS 2011 CONFERENCE AGENDA



REGISTRATION, VENDOR EXHIBITS, & BREAKFAST	7:30 AM
WORKSITE WELLNESS AWARDS & RECOGNITION Randa Deaton, Corporate Director, UAW/Ford Community Healthcare Initiative & Executive Co-Director, Kentuckiana Health Collaborative The Kentuckiana Metro on the Move program is a free, community worksite wellness program funded through a grant from the Anthem Foundation. Organizations with the highest fitness level, most improved fitness, and the highest percentage of weight loss will be recognized. Teresa Lovely, Business Coordinator for Worksite Wellness Development, The Partnership for a Fit Kentucky Worksite Wellness Initiative Teresa will recognize companies that have achieved successful wellness program results.	8:00 AM
CURRENT WELLNESS TRENDS Pattie Martin, Client Service Manager, Corporate Health Partners Current Wellness Trends explores what award winning companies are planning now. Learn more about Rewards for Results, Executive "Boot Camp" programs, winning weight loss strategies for companies, and how they are reforming the culture. You'll learn about the trends that can truly transform your population and the bottom line. Your organization can use all of the strategies these companies have used to be successful now.	8:20 AM
STRETCH BREAK	9:15 AM
KENTUCKY WORKSITE WELLNESS TAX CREDIT HEALTH IMPACT ASSESSMENT (HIA) REPORT Elaine Russell, Nutrition Coordinator, Ky. Department for Public Health and HIA Project Team The Department for Public Health received an HIA grant and chose the worksite wellness tax credit as the health assessment policy project. Hear the results and how worksite wellness programs can impact not only employee health, but also family health, childhood obesity, and the economy of the state.	9:20 AM
NETWORKING BREAK—VENDOR EXHIBITS	9:50 AM
HOW DOES HEALTHCARE REFORM IMPACT BUSINESSES & WORKSITE WELLNESS? Diane Bechel- Marriott, School of Public Health, University of Michigan Is your company's wellness program going to be helped or hurt by the new health care act? It depends on your situation but will likely get a boost. Hear how the health care reform will affect your worksite depending on your organization's size, location, existing insurance and wellness plans.	10:10 AM
ACHIEVING HIGH PARTICIPATION RATES IN WELLNESS PROGRAMS Carol Donnelly, President and CEO, KC WELLNESS, INC. Employers now know the importance of employee health as a key element of business. Worksite wellness programs that engage employees and ultimately lead to "culture of wellness" are critical. How do you get employees to participate and engaged? This session provides practical program ideas, policies, and case study examples of strategies that work!	11:10 AM
QUESTIONS/FINAL REMARKS	11:40 AM
CONFERENCE END	12:00 PM

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Pattie Martin, MS

*Client Service Manager
Corporate Health Sponsors*

Pattie Martin started her career developing a faculty/staff and student wellness program for Eastern Illinois University in conjunction with a new Campus Recreation facility that opened in 1992. Pattie has developed health risk appraisals for use by at least two resellers of health risk appraisals. Additionally, she has developed lessons as a faculty affiliate of Duke University Medical Center for use with their patients and clients of the Center for Better Health on Duke's campus.

Later, Pattie enhanced the Vanderbilt Corporate Health Program by adding components to the basic program including the development of a health risk appraisal and point-of-care testing. Pattie also was able to develop systems, communication processes, and procedures for Vanderbilt to continue offering programs to local employers.

Pattie has worked national accounts for United States Tobacco, and General Motors to conduct on-site programs. Other accounts include the Michigan Department of Public Health, McDonald's, Seventh Day Adventist, Dollar General Corporation, Logan's Roadhouse, Ingram Industries and Ingram Entertainment.

Pattie earned a BS in Biology/Athletic Training at Southwest Missouri State University and MS degrees in Health Promotion and Marketing at Eastern Illinois University.



Diane Bechel-Marriott, DrPH

Manager, Population Health and Patient-Centered Care University of Michigan Center for Healthcare Research and Transformation

Dr. Bechel-Marriott leads applied policy and research activity on population health and patient-centered care at the Center for Healthcare Research and Transformation (CHRT) at the University of Michigan. This includes an award from the Center for Medicare and Medicaid Services' Center for Innovation to deploy a multipayer advanced patient-centered care model in the State of Michigan; this is the nation's largest application of patient-centered care delivery.

Prior to this, Diane served as Ford Motor Company's Manager and Corporate Lead for Healthcare Strategy, Quality and Data. She also served as National Director of Hospital Profiling, a joint project of Ford Motor, General Motors, Chrysler and the American Hospital Association.

She received her doctorate in health policy in 1998 from the University of Michigan, as a Pew Charitable Trust Fellow after obtaining a masters in Health Services Management and Policy. She has served on the National Advisory Committee for the Consumer Assessment of Health Plans (CAHPS) National Benchmarking Data Base, and on the Steering Committees of the National Quality Forum's (NQF) Purchaser Council and Hospital Measures Project and also serves on the Board of Directors for KePRO (Keystone Peer Review), the multistate quality improvement organization.

She teaches in the graduate Health Management programs at the University of Michigan – Ann Arbor and Eastern Michigan University.



Carol Donnelly, CHES

*President & CEO
KC WELLNESS, INC.*

Carol Donnelly has devoted her career to improving the health of all Kentuckians. She is the president and founder of KC WELLNESS, INC. (KCW), a Kentucky corporation offering worksite wellness screenings and education to companies since 1995.

As a Certified Health Education Specialist, Donnelly understands what drives human behavioral change, and she's been educating and inspiring individuals of all ages to improve their health behaviors for over two decades in public schools, clinical settings, the community, and at the worksite. Carol specializes in delivering wellness to the workplace, designing and implementing health promotion programs at multiple companies in Kentucky, Indiana, Tennessee, Virginia and Ohio.

She is an active member of the Partnership for a Fit Kentucky and the Kentuckiana Health Collaborative, a coalition group sponsored by UAW/Ford. Carol was voted "Woman of the Year in Health and Wellness" in 2008 by the National Association of Professional & Executive Women. She has been awarded the 3M Chairman's Leadership Award three times since 1995 for her work with the 3M Company.



Teresa Lovely, MS, CHES

*Business Coordinator for Worksite Wellness Development
Cabinet for Health & Family Services
Kentucky Department for Public Health*

Teresa serves as Business Coordinator for Worksite Wellness with the Kentucky Department for Public Health. In her business liaison role her work focuses on education, support, and development for worksite wellness in private business.

Lovely has over 15 years experience in worksite wellness as a director, manager, coordinator, and fitness center manager in worksite settings. Her work has achieved national recognition and has been featured in publications such as USA Today, Wall Street Journal, Chicago Tribune, and WebMD, and numerous human resource and wellness publications.

Teresa holds a degree in Health with a Wellness Promotion Emphasis, a Graduate Certificate in Health Promotion, and a MS in Health Promotion Management along with several worksite wellness certifications including Certified Health Promotion Director, and Certified Worksite Wellness Coordinator, Certified Worksite Wellness Manager, and Certified Worksite Wellness Director from the National Wellness Institute/WebMD, and WELCOA's Well Workplace certifications.

She also serves on the National Advisory Panel of Wellness Councils of America. Lovely also serves as host to a national webinar series "State of Wellness" that focuses on the worksite wellness strategies of states across the country.



Elaine Russell, MS, RD LD

Nutrition Coordinator for the Kentucky Department for Public Health

Elaine serves as the Coordinator for Kentucky's Nutrition, Physical Activity and Obesity Program in Kentucky's Cabinet for Health and Family Services.

She leads the Partnership for a Fit Kentucky, a statewide coalition which helped develop *Kentucky's Nutrition and Physical Activity State Action Plan*. Elaine frames her obesity prevention work in policy, programming and partnering. She assisted in the development of *Shaping Kentucky's Future: Policies to Reduce Obesity*. Currently she leads the Kentucky Farm to School Taskforce and is actively involved in Kentucky's Action for Healthy Kids, Kentucky Food Security Partnership and CDC's Sustainable Food System workgroup.

Elaine holds a BS in Dietetics from the University of Kentucky and a MS in Community Nutrition from the Eastern Kentucky University.



Randa Deaton, M.A.

*Corporate Director, UAW/Ford Community Healthcare Initiative-
Executive Co-Director, Kentuckiana Health Collaborative*

Randa Deaton is currently the Corporate Director of the UAW/Ford Community Healthcare Initiative in Louisville, Kentucky for Ford Motor Company. In this role, she and a UAW Director are responsible for facilitating collaboration among key healthcare stakeholders in Greater Louisville to improve healthcare delivery and health status by convening a coalition called the Kentuckiana Health Collaborative. This collaborative leads two major community health projects: 1) Consolidated Measurement Reports for Healthcare Providers and 2) Kentuckiana Metro on the Move Fitness & Weight Loss program. The UAW/Ford Community Healthcare Initiative received the "Mayor's Healthy Hometown Movement Leadership Award" in 2009.

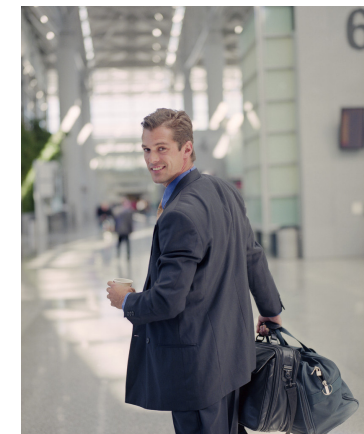
Prior to this, Randa served as the Director of the UAW/Ford Family Service and Learning Center where she lead a facility & staff charged with providing enrichment education, health and wellness, and volunteer opportunities for UAW/Ford families. She began her career at Ford's Kentucky Truck Plant fifteen years ago as the Training and Development Leader where she was responsible for managing salaried and hourly technical, safety, computer, and leadership training.

She received her undergraduate degree at Indiana State University and her Master's degree from Middle Tennessee State University in Industrial/Organization Psychology.

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CONFERENCE REGISTRATION

CONFERENCE DETAILS	
DATE:	Wednesday, May 18th
TIME:	7:30 am—12:00 pm
LOCATION:	Louisville Marriott Downtown 280 West Jefferson Street Louisville, KY 40202
COST:	\$35/person



REGISTRATION

Register at www.kentucky.idwellness.org

\$35.00

Vendors Interested in an exhibitor booth should contact Teresa Lovely (teresa.lovely@ky.gov) or Randa Deaton (rdeaton@ford.com).

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