

Agenda-At-A-Glance

Day One • Tuesday, January 24, 2012 • IN-DEPTH PRE-CONFERENCE WORKSHOP SESSIONS

8:00 a.m. – 10:30 a.m.	Workshop A: Calculate ROI for Worksite Wellness Programs: How to 'Show Them the Money!'	
Choose One of Two		
10:45 a.m. – 1:15 p.m.	Workshop B: Align Wellness Program Design to your Organizational Culture and Workforce Demographic for Optimal Results and Population Health Improvement	Workshop C: Meaningful Engagement with Skills Development, Health Coaching and Social Support Strategies
1:15 p.m.		Executive Forum Registration Opens
2:00 p.m.		Opening Remarks from the Chairman
2:15 p.m.	NEW PRESENTATION & NEW PERSPECTIVES Realizing the Promise and Competitive Advantage of a Healthy and High Performing Workforce in the 21st Century	
3:10 p.m.	Networking Break in the Executive Networking Lounge	
3:40 p.m.	Unlocking the Individual's Inherent Desire to Achieve Good Health and the Vital Role of Healthcare Payers, Employers and Providers in Providing Meaningful Engagement	
4:25 p.m.	Efficiently and Effectively Identify Individuals Who Are Not Effectively Engaged in Managing their Health & Well-Being	
5:10 p.m.	A STRATEGIC APPROACH TO ENGAGEMENT AND BEHAVIOR CHANGE Case Study: Financial and Clinical Results Assessment of a Blended Wellness Incentive Program	
5:45 p.m.	Cocktail Reception in the Executive Networking Lounge	

Day Two • Wednesday, January 25, 2012 • EXECUTIVE FORUM

7:30 a.m.	Morning Refreshments in the Executive Networking Lounge
8:00 a.m.	Remarks from the Chairman
8:15 a.m.	BEHAVIORAL ECONOMICS IN-DEPTH Understand the Psychology and Social Science of Behavioral Economics in Relation to Wellness Incentives and Health Promotion
9:00 a.m.	Aligning Wellness to the Organizational Culture and Strategic Business Priorities through Incentive-Based and Non-Incentive Based Engagement Programs
10:30 a.m.	Networking Break in the Executive Networking Lounge
11:00 a.m.	REAL APPLICATIONS OF BEHAVIORAL ECONOMICS Applying Actionable Behavioral Economics Concepts to Achieve Sustainable Engagement
11:45 a.m.	Population Health as a Business Strategy for Employers of All Sizes
12:45 p.m.	Networking Break in the Executive Networking Lounge
2:00 p.m.	GAIN EXECUTIVE & EMPLOYEE BUY-IN Proven Success Strategies in Making the Business Case for Wellness and New Innovations in Achieving Employee Engagement through Social Connections
3:15 p.m.	Networking Break in the Executive Networking Lounge
3:30 p.m.	BRAVO WELLNESS MARKET INSIGHT SEMINAR
4:15 p.m.	REWARDING PARTICIPATION VS. REWARDING OUTCOMES Evaluate the Economic and Human Capital Value of Varying Models of Wellness Incentive Models – Participation-Based, Outcomes-Based and Penalties/Disincentives
5:15 p.m.	Closing Remarks and Conclusion of Day Two

Day Three • Thursday, January 26, 2012 • EXECUTIVE FORUM

8:00 a.m.	Morning Refreshments in the Executive Networking Lounge
8:45 a.m.	INCENTIVES AND INTRINSIC MOTIVATION – IS THERE A DISCONNECT? Wellness Incentives: Harmful or Helpful to Promoting Meaningful, Sustainable and Intrinsically-Valued Health Improvement?
10:00 a.m.	Networking Break in the Executive Networking Lounge
10:30 a.m.	CREATING A CULTURES OF WELLNESS How to Create a Culture of Wellness within Your Organization to Achieve Measurable Health Improvement and Healthcare Cost Containment
11:30 a.m.	WELLNESS & ENGAGEMENT FORECAST – LOOKING AHEAD Design for Results: Essential Program Elements Lead to Health and Financial Return
12:30 p.m.	Executive Forum Concludes

TO REGISTER, CALL 800-647-7600 OR 781-939-2500

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