

THE CONFERENCE BOARD

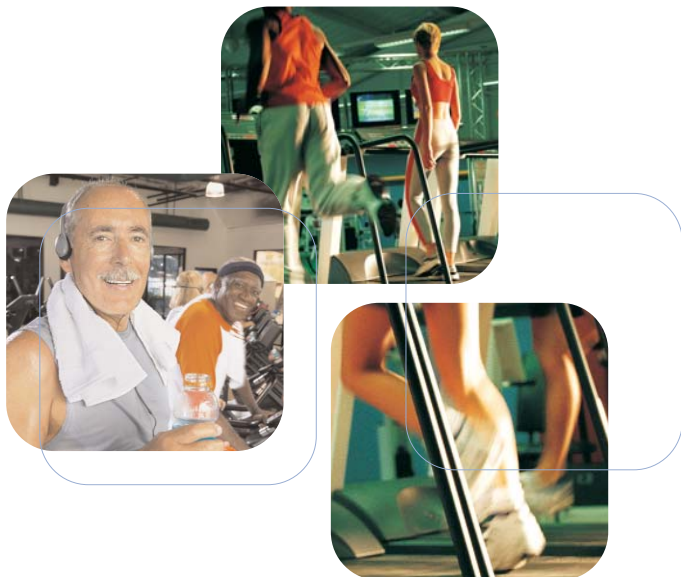


Building a Culture of Wellness

RESEARCH WORKING GROUP



90
years of trusted insights



Improving Employee Health and Reducing Benefit Costs

It's not news that a vast majority of corporate Benefits, Health and Human Resources executives see health benefits cost management as a top priority. It is also common knowledge that the performance of healthy, engaged employees surpasses those who are not.

As healthcare costs continue to skyrocket, tailored behavior-change programs are being touted as the next generation of affordable, effective solutions for employee health and wellness.

Citigroup recently studied the cost-benefit of its wellness program and found the effort returned \$4.50 for every \$1 spent.

In many cases, however, returns are difficult to measure. Additionally, wellness programs may raise ethical questions regarding how involved a company should be in the habits of its employees: When does gentle prodding become intrusive?

Wellness programs are based on the belief that unhealthy lifestyles can be changed with the right support structure. Whether the issues involve smoking cessation, stress management, obesity or managing depression, targeted programs based on the latest advances in behavioral health research and technology are providing employers with increasingly effective and affordable methods for improving workforce health and productivity.

The Conference Board® Research Working Group on Building a Culture of Wellness will study and report on how wellness programs affect the organization, and how building a “culture of health” could help your employees get and stay healthy and reduce company healthcare costs.

The Conference Board Research Working Groups

are small networks of senior executives from leading organizations that come together for a set period to explore in-depth a particular issue confronting their business. During consultative meetings both in person and online, members formulate and execute research initiatives that will develop practical approaches to help strengthen their companies' performance. Published research results will communicate the work members and their companies have accomplished and provide new insights and best practices to the broader Conference Board network and business worldwide.

Issues On the Table

A vital part of the Research Working Group is the opportunity to participate in candid and confidential discussions about your organization's own progress and challenges in engaging its mature workers. Potential questions to be discussed include:

Learn your employees' health and wellness needs, including emotional drivers

Understand and appreciate the stages of change related to health and wellness

Encourage wellness program enrollment

Make wellness incentives work

Learn how disease management and wellness programs can work together

Implement customized behavioral change programs

Provide support to help employees develop healthy habits

Discover the effectiveness of health coaches

Develop online tools that can help employees manage their wellness

Create personalized and customized risk-factor identification and well-being planning

Determine the optimal mix between program configuration, communications and rewards to optimize employee participation and program expenditures

Recognize how to use effective communication tools and best practices

Develop ways to have your benefit plan vendors (multiple) create a seamlessly woven wellness plan using your brand

Measure wellness ROI: Determine the cost-savings your wellness program should generate

Learn the emotional drivers of employees

Understand and appreciate the stages of health- and wellness-related change: pre-contemplation, contemplation, action, maintenance, and relapse

Discover how to have benefit plan vendors create a wellness plan using your brand

Why should you join?

Considering ever-increasing health benefits costs, the aging of your employee population, and the value healthy employees contribute to your company's bottom line, wellness programs are one of the most effective, principled methods to keep your employees healthy, active and engaged.

By becoming a Research Working Group member, you will:

Benchmark your company's wellness program against those of your peers

Evaluate the utility and impact of your company's current wellness efforts

Learn how to successfully implement a wellness program

Discuss leading-edge wellness strategies and metrics

In addition to developing and improving effective wellness programs, Research Working Group members will receive a Research Report and a PowerPoint® presentation based on the knowledge shared during meetings and additional Working Group research. These effective tools can be used to communicate the work members have done, as well as help implement or refocus a current wellness program.

For more information,
please contact:

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Who should join?

Vice Presidents and Directors of:

- Benefits
- Health
- Talent Management
- Wellness
- Human Resources
- Medical Directors
- Rewards

Research Working Group participation is offered exclusively to individuals in Conference Board member organizations. To learn more about the additional benefits that come with Conference Board membership, please contact Associate Service at +1 212 339 0230.

Research working group schedule

The Conference Board Research Working Group on Building a Culture of Wellness will meet three times in person and twice via Web conferences over the course of six months. In between these meetings, researchers from The Conference Board will perform studies requested by the working group and prepare summaries of the outcomes of each meeting. This schedule will limit your time and travel commitments and enable us to share information rapidly to achieve your research goals.

Participation fee \$9,000 (includes up to two company representatives)

Inaugural meeting Jan. 17–19, 2007

Agenda

Where The Conference Board
845 Third Avenue, New York, NY

Day One Dinner

Day Two Meeting 9 am – 5 pm
Dinner 6:30 pm

Day Three Meeting 9 am – 12 pm

Prior to this first meeting, each Working Group member will be contacted individually to ensure that his or her specific concerns and issues are included in the agenda for upcoming meetings.

Format

- Introductions
- Key issues identification
- Research questions
- Future agenda topics

Related resources from The Conference Board

For more information about these and additional resources from The Conference Board, please visit www.conference-board.org

Research Working Groups

Evidence-Based Human Resources
Engaging Your Global Workforce
Human Capital Strategy and Measurement
Managing a Distant Workforce

Publications

Cutting Healthcare Costs:
Options for Mid-Market Firms
Consumer-Driven Healthcare:
Cost Shift or Paradigm Shift?
Managing the Mature Workforce

Councils

Council on Employee Healthcare
Research Council on Employee Benefits
Council on International Compensation and Benefits
European Council on Compensation and Benefits
Employee Benefits Council

Conferences

Pensions & Retirement
Nov 6–7, 2006, NYC
Health Plan & Providers
Dec 14–15, 2006 Chicago
Employee Healthcare
Feb 1–2, 2007 NYC
March 15–16, 2007 San Diego

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