

*Webinar on*

# **The 20 Essential Characteristics of Successful Worksite Wellness Programs**

# Learning Objectives

*At the end of this session, attendees will be able to identify 20 wellness program activities to offer*

*At the end of this session, attendees will be able to increase participation in worksite wellness programs*

*At the end of this session, attendees will be able to know 5 ways to evaluate the effectiveness of a worksite wellness program*

*At the end of this session, attendees will be able to alter the company's culture so that it becomes a healthy one*

This webinar address the many factors to be considered in the design and implementation of a successful worksite wellness program.

**PRESENTED BY:**

*Dr. Don R. Powell is the President and CEO of the URAC Accredited American Institute for Preventive Medicine located in Farmington Hills, Michigan. For 33 years the Institute has been a leading developer and provider of health and productivity management programs.*

On-Demand Webinar

Duration : 60 Minutes

Price: \$200

# Webinar Description

This talk will address the many factors to be considered in the design and implementation of a successful worksite wellness program.

As research on the effectiveness of worksite wellness programs is showing the positive effects for both the employee and organization, it is important to ensure that your program is the best in class. A Harvard study found that companies who provide worksite wellness programs have an average return on investment of \$3.27 to 1 due to reduced health-care costs and a return on investment of \$2.73 to 1 due to reduced absenteeism. This talk will address the many factors to be considered in the design and implementation of a successful worksite wellness program. It will also examine the issues an organization may face, the array of options a company can choose from, as well as provide the tips and strategies necessary to ensure that the worksite wellness program is successful and ongoing.



# Who Should Attend ?

*Human Resource professionals*

*Benefit Managers*

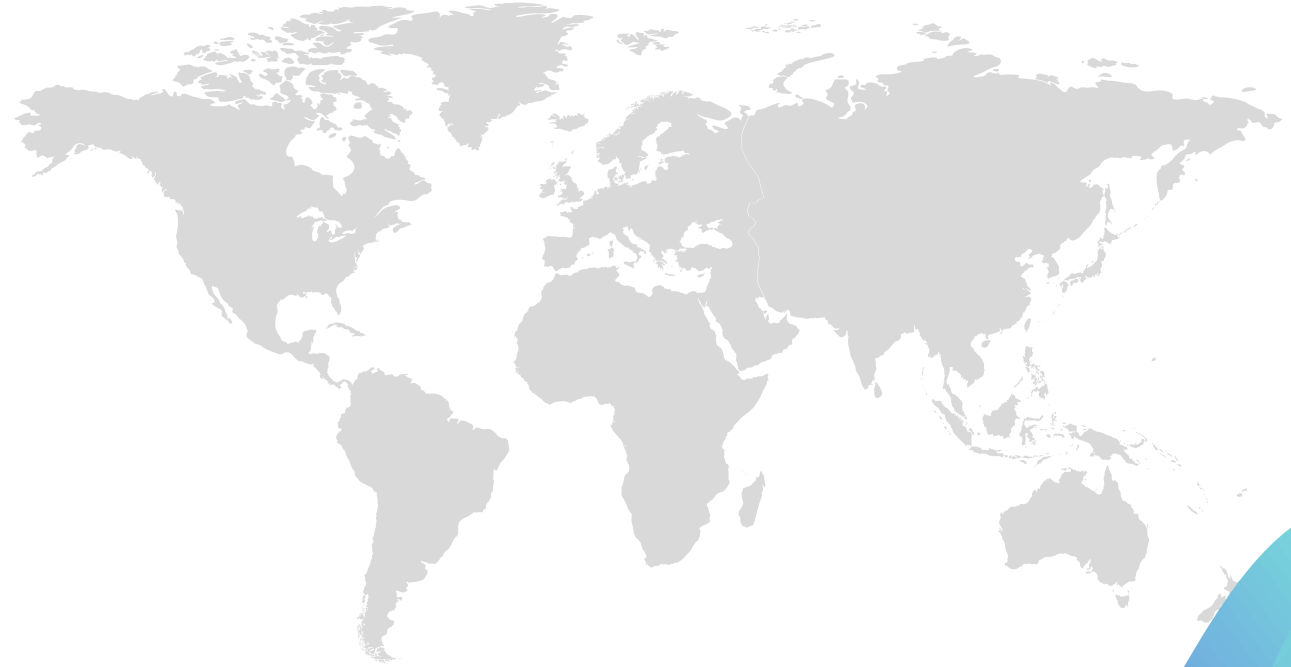
*Wellness Coordinators*

*Occupational Health Nurses*

*Medical Directors*

*EAP Professionals*

*Health and Safety Directors*



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