

**PARMA 2016 Conference Presentation
A New Paradigm of Worksite Wellness by
Embracing a Healthy Culture
Friday, February 26, 2016
H1 – 9:00 am – 10:15 am**

Speakers

**Stacy Borchardt, Agency Relationship Manager, Humana
Felicia Gomez, Owner, Pinnacle Training Systems
Tom Kline, Manager Risk Control Services, Bickmore**

Presentation Outline

1. Embracing a healthy culture
2. Obesity statistics
3. Economic cost of chronic disease
4. Behavioral factors impacting personal health and wellness
5. Implementing health and wellness programs in the workplace
6. Impact on health benefits and risk management
 - a. Changing the paradigm
 - b. Features and benefits for the employer
 - c. Direct and indirect health care costs
 - d. Expected return on investment
7. Involving the stakeholders
8. Getting the message out
9. Managing claim costs