



Live Webinar

## 20 Characteristics Of a Successful Worksite Wellness Program

Instructor: **Dr. Don R. Powell**  
Date: **Wednesday, September 14, 2016**  
Time: **10:00 AM PST | 01:00 PM EDT**  
Duration: **60 Minutes**  
Location: **Online**

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### Overview:

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 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.

### Areas Covered in the Session:

- 1 Participants will learn 20 wellness program activities to offer
- 1 Participants will learn 3 ways to increase participation in worksite wellness programs
- 1 Participants will learn 5 ways to evaluate the effectiveness of a worksite wellness program

### Who will benefit:

- 1 Human Resource Professionals
- 1 Benefit Managers
- 1 Wellness Coordinators
- 1 Occupational Health Nurses
- 1 Medical Directors
- 1 EAP Professionals
- 1 Health and Safety Directors

### Instructor:

**Don R. Powell** *President & CEO, American Institute for Preventive Medicine*

**Don R. Powell** is the President and CEO of the American Institute for Preventive Medicine, a URAC Accredited Wellness company located in Farmington Hills, Michigan. The Institute is a leading developer and provider of health and productivity management programs. It is internationally recognized for its ability to present health information in a format that employees can easily understand and are motivated to follow; thereby reducing health care costs and absenteeism. Over 13,000 corporations, hospitals, MCOs, unions, and government agencies use its health risk appraisal, lifestyle change programs, health coaching, self-care guides, and health education materials. Some of its clients include Ford, Office Depot, Citibank, Merck, CBS, Lowes, Blue Cross/Blue Shield, the Center for Disease Control, Baylor Medical Center, U.S. Army, CIA, and the Department of Health & Human Services. ...[more](#)

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