

# Selling Wellness At Work

## Marketing for a "Healthy Bottom Line"

If you needed another reason to implement a workplace wellness program in your business, here it is: The Patient Protection and Affordable Care Act – otherwise known as national health reform – creates grants to help small businesses institute workplace wellness programs. With insurance premiums continuing to rise and the stress of the economy and life in general taking its toll, visionary companies - small and large - have found that bringing wellness to the workplace can pay off with a more committed and healthier workforce.

- What are the most successful strategies to engage employees to participate in wellness programs at work?
- What are the biggest obstacles to making workplace wellness more universally accepted?
- How do companies use workplace wellness as a recruiting tool?
- How can workplace wellness be effectively marketed to improve a company's image both inside and to the marketplace?

**Thursday, April 29**  
**7:30-9:30 AM**  
**Boston Harbor Hotel**  
**North Atlantic Room**

### Panelists:

**Barry Beder**  
Vice President of Corporate Health  
and Productivity  
**AllOne Health**

**Paul Hewins**  
General Manager/  
Executive Vice President  
**Skanska Building USA Inc.**

**Michal Regunberg**  
Vice President  
**Solomon McCown & Company**

**Jennifer Turgiss**  
Vice President of Health and Fitness  
**Virgin HealthMiles**

Moderated by  
**Pam Cross**  
Anchor  
WCVB-TV

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