



April 17, 2008
5:30 - 8:15 p.m.
Doubletree Hotel
Palm Beach Gardens
PGA Blvd. and I-95

EMPLOYEE HEALTH AND ENGAGEMENT STRATEGIC SOLUTIONS FOR HR PROFESSIONALS

**Presented by Rose Amberson, MSW, SPHR
President of Seitlin's Human Capital Management Division.**

Today's tight labor market and spiraling health care costs have CEOs and CFOs turning to their Human Resource professionals for answers to demanding employment costs:

- The "cost of health" continues to escalate at a pace that is sapping profitability and threatening viability
- Monies diverted to health costs are not available for workforce recruitment/retention/reward, infrastructure development, growth investment, etc., that help create a healthy and engaged workforce
- Cost-shifting and other external or supply-side "solutions" have not provided sustainable cost control and don't address broader employee engagement issues
- Employees and dependents have not been engaged effectively in ownership of health issues/solutions, and their quality of life is impacted negatively
- Employers too often miss the opportunity to engage their employees through effective wellness programs and healthy workplace practices

Savvy HR pros must earn their place at the strategic table with solid solutions that add real value to their organization. This presentation will help HR Professionals expand their professional repertoire of strategic human capital solutions to increase their organization's ability to compete with a healthier, engaged workforce. Participants will learn how to create an effective and strategic wellness plan:

- Actively promote employee health and wellness in your workplace with a sound communications campaign
- Leverage the wellness programs embedded in your existing health care program; know what you have!
- Know the law! We'll cover everything you need to know about ERISA and HIPAA when creating simple, meaningful, cost-effective wellness reward and incentive programs
- Fortify your leaders with the skills and knowledge they need for successful support of your workforce!
- Track your effectiveness with a meaningful, "well workplace" scorecard