



The Wellness Program Management Yearbook, Second Edition

Beth-Ann Kerber

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The key ingredients for successful programs, comparative statistics, best practices in workplace wellness programs, how you can motivate your employees, "real-world" management methods, new and emerging trends in health promotion and disease prevention and what other companies are doing, all organized and compiled for you in the new Wellness Program Management Yearbook, second edition.

This is a desk reference that is bound to get "dog-eared" because you'll go to it often to research a new idea, see what a colleague at another company did, or even to prepare for a presentation to top management.

Throughout the Yearbook's 14 chapters you'll get management information, tips, checklists, new ideas, "how-to" details and strategies you can put to work for your organization.

Chapters cover Trends in Wellness and Health Promotion, Cost-cutting Statistics, Management Tips, Program Planning, Weight Control/Management Programs, Exercise and Fitness, Nutrition, Smoking Cessation, Stress Management, Prenatal Care, Ergonomics and Injury Prevention, Empowering Consumers: Self-Care and Disease and Demand Management, and Spotlight on Wellness Programs. The Yearbook also features a chapter devoted to Wellness Health Promotion Industry News, and a useful list of Resources.

The Wellness Program Management Yearbook puts together for you the top trends expected to surface based on experts' opinions, results of surveys and studies and forecasts done by the editors of Wellness Program Management Advisor. In fact, our staff took every articles that appeared in the last two years of Wellness Program Management Advisor, edited, and compiled the information by subject to make your search for workplace wellness information as easy as possible.

Employers today are looking to company-sponsored wellness programs for results. Most employers have a number of objectives in addition to keeping workers healthy. They want to improve employee morale, reduce group health plan costs, and hang on to good employees. But, the bosses want to be able to measure the effectiveness of their efforts.

Rising healthcare costs and other pressures are seen likely to contribute to even more expansion of wellness programs over the next five years. Indeed, nine of 10 major employer worksites now sponsor at least one health-promoting activity, according to an industry survey.

Discover how the design of workplace wellness programs is changing. Get details and statistics about what employers are looking for, health risk assessments and screenings, incentives, and education and training initiatives.

You'll get results of exclusive surveys by Wellness Program Management Advisor editorial staff like the results in the Yearbook identifying the top wellness program services that will help you see how your program compares.

The chapter on Cost-Cutting Statistics may surprise you if you are focusing your efforts on such issues as high blood pressure, smoking cessation or sedentary lifestyles. Get the details of the workplace wellness initiatives at Fairchild Semiconductor that resulted in improvements to participants' health risks as well as

declines in the company's per-employee per-month healthcare costs.

You'll find how to design health promotion seminars for your workforce that spark behavior change. Health training that's fun, the steps to effective training sessions.

To insure that your program succeeds, you need the support of senior management. Learn three effective ways to gain top management support, how to get management to focus on value. Get the essential components of an effective annual report on your wellness program to show top brass what it is getting for its money.

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Amy Zambrano:

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