



Nudging Employees to Better Health

September 13, 2017
(Wednesday)

Schedule
8:00-8:30 a.m.—
Registration and
Continental Breakfast
8:30-10:10 a.m.—Program

Park Avenue Club
184 Park Avenue
Florham Park, NJ 07932
(973) 301-8233
www.parkavenueclub.com

Questions
Zi-Le Wu, CEBS
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(609) 252-8600

Cost
\$10 Members
\$30 Nonmembers
Please register by
September 8, 2017.

Continuing Education
This program
qualifies for
two (2) CEBS
CPE credits.



Tax ID #22-3207142

With the growing of body of evidence linking employee health with profitability, U.S. employers are increasingly interested in cost-effective ways to improve worker health. High-performing organizations have demonstrated how improving employee health can lead to lower costs for medical, disability and workers' compensation programs, as well as increased productivity and customer satisfaction. But short-term budget pressures and changing market demands—combined with the challenge of engaging participants in long-term behavior change—have forced employers to question the value of investing in workplace wellness programs.

During our September program, learn practical steps employers can take to build a healthier workforce. We will discuss strategies to build senior management support, create a healthier work environment, harness employees' own intrinsic motivation to change and help workers build sustained, healthy habits. Using real employer examples, as well as research in behavior change, we will highlight how employers can effectively transition from sporadic, "activity-based" programs to cultures that support ongoing health improvement—and generate improved financial performance. The program will be led by David Johnson, vice president at Sibson Consulting and adjunct professor in the Department of Psychology at Towson University in Maryland.

Speaker

J. David Johnson, Vice President and Senior Consultant, Sibson Consulting
Mr. Johnson leads the firm's consulting work for a number of public sector, corporate, nonprofit and multiemployer clients. He brings particular expertise in evidence-based workplace wellness programs and value-based health care purchasing strategies. Mr. Johnson is also an adjunct professor in the Department of Psychology at Towson University. He has over 28 years of experience in health care and employee benefits. Mr. Johnson is a frequent national and regional speaker on workplace wellness and behavior change strategies. Recent presentations include two briefings at the U.S. Capitol on the value of prevention to American employers and a workshop at the National Summit for the Partnership for a Healthier America, an initiative chaired by former First Lady Michelle Obama. He has published multiple articles on employee benefits issues in Bloomberg/Bureau of National Affairs and has been quoted in the *Washington Business Journal*, the *Baltimore Business Journal*, *Employee Benefit News* and the *Capital Gazette*. Mr. Johnson holds an M.B.A. degree in health care management from Johns Hopkins University and a bachelor of science degree in public health from the University of North Carolina at Chapel Hill.



Register Now



**Northern
New Jersey Chapter**

Online Registration

Registrations and payments are accepted via PayPal. To use PayPal, please visit the chapter website at njjscebs.org, hover over Program Calendar and click on Registration Form.

Cash or checks are also accepted at the door.

Please register in advance to ensure adequate seating!

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