



2021 VIRTUAL LEADERSHIP SERIES

2021



Employee Well-Being Conference

*“The Role of Organizations in Promoting
Health and Happiness During Challenging Times”*

April 12th – 13th, 2021 | Virtual Event Platform

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Employee Well-Being Conference

As organizations seek to adapt, COVID-19 has created a “new normal” for employees: working remotely, online education of children at home, social distancing, the uncertainty of changing lockdown laws, personal financial considerations, as well as health and safety concerns are all contributing to unprecedented levels of change and stress for everyone. This stressful and uncertain situation is having adverse impacts on employees’ wellbeing, which, if unaddressed, can negatively impact the workplace. The effects may include difficulty concentrating, poor decision making, disconnectedness and absenteeism, to name a few.

HR leaders can all agree that the way we work has changed during the pandemic, and with that shift comes the risk of a new kind of burn-out. Many companies have established that remote teams can work, and that productivity can remain high in even the most inauspicious circumstances. Despite this, with a new operational agility comes a different set of risks to employee wellbeing. Deep fatigue and extreme stress, combined with wider societal anxieties and the lack of a clear endpoint are likely to result in a negative impact in employee health and engagement, posing a once-in a-generation challenge for business leaders.

Supporting wellbeing effectively requires a holistic approach that addresses both mental and physical health, is supported by solid data on employee desires and needs and engages with the psychosocial considerations of this new working environment.

In the best times, leaders know that people - or human capital - are the heart of a successful organization. In challenging times, this concept is magnified; people are the key to survival. Leaders must proactively manage workforce health and wellbeing because no matter what disruptive forces and how stressful the scenario, humans are at the center of every business.

The Employee Well-Being Virtual Conference will discuss the role of organizations in sustaining employee health, wellness and happiness during

difficult circumstances. Join our expert speaker faculty as they discuss strategies to promote and support employee wellbeing so that your organization can emerge from this crisis more resilient than when you went in.

- Measuring the ROI of employee wellness
- Supporting employee mental health
- Financial education and economic wellbeing programs
- Innovative health benefits
- Leveraging wellness in employer branding
- Using data to drive and sustain employee wellbeing initiatives
- Creating an organizational culture that supports healthy lifestyles
- An inclusive approach to health and wellness
- Effectively communicating health and wellness programs for maximum organizational impact

Confirmed Speakers Include:



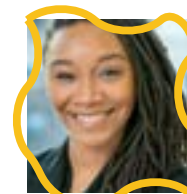
•**Dörte Heimbeck**•

Associate Chief Wellness Officer,
Moffitt Cancer Center



•**David Hines**•

Executive Director Employee
Benefits, **Metro Nashville Public
Schools**



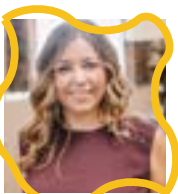
•**Tramaine EL-Amin**•

Assistant Vice President Strategic
Partnerships, **National Council for
Behavioral Health**



•**Linda Munoz**•

Director Benefits and Wellness,
Moffitt Cancer Center



•**Andi Campbell**•

Senior Vice President Human
Resources, **LAZ Parking**



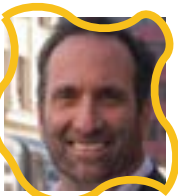
•**Ann Herrmann-Nehdi**•

Chief Thought Leader and Chair,
Herrmann



•**Nicole Stec**•

Associate Director of Well-Being,
Banner Health



•**Don Sandel**•

Founder, **GoPositiv**



•**Melissa Frieswick**•

Chief Commercial Officer,
Total Brain Total Brain



•**Jesse Gavin**•

Senior Manager Wellness,
Baylor College of Medicine



•**Leigh Fultz**•

Head of People and Culture,
FUJIFILM Diosynth Biotechnologies



•**Katy Riddick**•

Director for Strategy and
Engagement, **One Mind at Work**



•**Shazia Arroyo**•

Wellness Consultant,
Houston Methodist



•**Monique Wantland**•

Wellness Program Manager,
U-HAUL International



11:00am ET

Mental Wellbeing in the Workplace - Structure and Strategies

 **Tramaine EL-Amin**, Assistant Vice President Strategic Partnerships, **National Council for Behavioral Health**

The increase in both existing and emerging signs and symptoms of mental health and substance use challenges due to the impact of COVID19 is significant. Now, more than ever, employers need to know how to recognize the warning signs. Improving attitudes about mental health and awareness of mental health resources is an important first step in creating a caring, accommodating environment for all employees. Mental Health First Aid at Work is a popular and proven program that helps employers establish a common framework for talking about Mental Health. Join us for this special learning opportunity to explore how people leaders can increase awareness and connection to corporate and professional resources that can help.

- Explore current landscape and impacts of mental wellbeing on workplace wellness initiatives
- Identify three practices that organizations can incorporate to provide mental wellbeing support to colleagues and direct reports
- Understand how Mental Health First Aid at Work can be used to support HR, Benefits Partners, People Managers, and Employee Resources Groups



11:35am ET

COVID-19's Impact on Employee Well-Being & What to Do About It

 **Melissa Frieswick**, Chief Commercial Officer, **Total Brain**

 **Katy Riddick**, Director for Strategy and Engagement, **One Mind at Work**

COVID-19 is taking its toll on all of us – including your employees. Total Brain has analyzed mental health data from a representative sample of Americans, and the findings are eye-opening. The data suggests we are facing serious challenges related to stress, anxiety, depressed mood, and negativity among American workers. And, recent data shows that these issues are now starting to affect worker cognition, including memory and focus.

During this webinar, you will:

- Gain an insider's perspective on the latest data from the Mental Health Index: U.S. Workers Edition
- Discover how stress and anxiety impact your employees' ability to focus and remain productive in times of crisis
- Learn how employers are measuring stress, anxiety and the overall mental health of their employees
- Learn simple strategies for helping your employees reduce stress and anxiety so they can increase focus and productivity during this challenging time



12:10pm ET

Creating a Strong Health and Wellness Culture - Cultivating, Embedding and Sustaining Wellness to Improve Employee Engagement



 **Leigh Fultz**, *Head of People and Culture, FUJIFILM Diosynth Biotechnologies*

Creating and keeping a strong focus on employee's overall wellbeing is one of the critical elements to an accomplished and fulfilled business philosophy which translates into a Great Place to Work and a prosperous organization.

We have all experienced a more than usually stressful year. Staying energized and motivated in these uncertain times has been a challenge to all. An organization that has a solid people culture and foundation will more likely bounce back from the current environment as well as many others. It is vital to appreciate and value your people. This appreciation must be genuine and strongly supported by leadership.

The COVID pandemic has naturally had a negative impact on our programs and initiatives, but the fact that we have demonstrated our true awareness of our most important asset -our employees-we will endure and continue as A Great Place to Work. This session will focus on the culture journey of one organization (and yes it was a long journey). Our speaker will discuss the concept and value of their people and why we should persist to provide a healthy life work balance.



12:45pm ET

Break

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1:15pm ET

Team Member & Provider Well-Being – A Collaborative Model in Healthcare



🏢 **Dörte Heimbeck**, Associate Chief Wellness Officer, **Moffitt Cancer Center**

🏢 **Linda Munoz**, Director Benefits and Wellness, **Moffitt Cancer Center**



Wellness with an equal focus on all members of the organization has long been an important mandate and center piece for benefits teams within the human resources department. Programs have become increasingly comprehensive and sophisticated; they go far beyond your traditional health benefits and now often include wellness components in a much broader sense – financial, mental, behavioral, work-life integration and many others. An emerging trend in health care organizations is the recognition that medical care providers require additional attention due to their unique stressors and needs.

More and more healthcare organizations therefore establish a provider wellness office with a narrower focus on its unique audience: physicians and advanced practice professionals. The challenge then lies in how these two teams manage their unique portfolios in a complementary way and collaborate closely to avoid duplication of effort and confusion among their clients. This session will focus on one organization where the benefits team and the provider wellness office work together to meet their unique as well as their shared goals.

Learning Objectives:

- Understanding shared and separate goals of two wellness partners with different target audiences in one organization
- Reviewing one example of an integrated organizational structure and reporting relationships that foster collaboration
- Identify practical opportunities for separate and joint efforts in the wellness space

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1:50pm ET

Adapting Wellness Benefits and Programs to Meet the Needs of Your Team



🏢 **Monique Wantland**, Wellness Program Manager, **U-Haul International**

If 2020 has taught us anything, it is that as an HR/Wellness professional, we need to adapt in order meet the needs of team members and achieve goals like engagement, utilization, ROI savings and retention. The struggle to find new ways to engage your population and ensure that benefits are being utilized became a new challenge to tackle with the challenges COVID-19 brought to companies. Team members were more remote, facing their own challenges and hardships. So how as a company can you help your team with their needs, especially when you are a large company with dispersed team members spread? You also should work on developing a wellness program that appeals to your entire demographic.

This session will focus on how geographically dispersed organizations can leverage technology to engage employees, brand a wellness program that is appealing, adapt existing benefits to meet the needs of their team and utilize vendors to help team members reach their goals.

- Learn how to brand a wellness program that will relate to your population.
- Learn how to change existing benefits to meet the needs of team members during this pandemic.
- Leverage technology to reach engage team members, increase utilization of benefits and retain team members.

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2:25pm ET

Communication is Key – Creating Award Winning Wellness Strategies

 **Jesse Gavin**, Senior Manager Wellness, **Baylor College of Medicine**

Effective communication is crucial to any health and well-being initiative, but how do we ensure the programs and resources designed to assist our workforce are reaching the target population? Organizations have a vast array of tools that could potentially be the key to unlocking the Pandora's box of engagement. When communicating, it's important to focus on creating positive feelings and emotions and leaving impressions that last. This session will cover two primary marketing strategies and highlight how Baylor College of Medicine has utilized effective communication strategies to create one of the nation's top wellness programs, BCM BeWell.

After attending this session, participants will be able to:

- Identify two primary marketing strategies that could be used within their wellness program.
- Identify 10+ marketing avenues within their organization that can help drive engagement.
- Learn "best practices" from peer organizations that could potentially take their wellness initiative to the next level.

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3:00pm ET

Resilience for Growth and Wellness - Strategies for your Leaders, Teams and the Organization

🗣️ **Ann Herrmann-Nehdi**, *Chief Thought Leader and Chair*, **Herrmann**

Today's uncertain world puts consistent pressure and stress on managers and leaders requiring them to have and maintain resilience to go beyond surviving to thriving.

Resilience is not a trait that you either have or don't have. It includes behaviors, thoughts, and actions that can be learned and developed. And it starts with a mindset.

Cognitive science provides an important lens through which to understand and decode the resilience challenge. In essence, resilience is a neuroplastic process and depends on how your brain handles stress, and how that stress impacts your thinking. So how is resilience learned and sustained?

Ann will share the latest practical insights from her organization's 40 years of research on thinking, change and learning as well as data from her most recent research on resilience which highlights the implications of the cognitive shifts that can occur while under pressure. Attendees will learn how to best position resilience and describe specific strategies to help managers, leaders and teams build and maintain resilience as they tackle the never ending uncertainty and change in their day to day lives.

1. Discover what we know from cognitive science about resilience
2. Apply four strategies to help leaders and teams build and maintain mental resilience for improved wellness
3. Use practical tools to approach resilience and wellness in a way that engages everyone in the face of ongoing uncertainty and change.

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4:00pm ET

Conference Day 1 Concludes

11:00am ET

Leading a Self-Care Revolution – A Case Study for Improving Employee Wellbeing

 **Andi Campbell**, Senior Vice President Human Resources, **LAZ Parking**

At LAZ Parking, the fastest growing and second largest parking operator in the U.S., they believe in “people over profits” and strive to ensure that all of their 14,000+ employees know that they care about their health and well-being – they call it “living whole.” In this session, you’ll hear more about how their approach to integrating benefits and learning strategies has helped to cultivate a powerful, people-first culture.

With a strong focus on changing behavior to make self-care a foundational principle, all of the company’s people and culture initiatives are designed intentionally to improve employee well-being (and the business results support the work). Join this interactive discussion about what LAZ has created, how it works and why it’s a strong part of the future of employee well-being!

Learning Objectives

- Gain insight into why a partnership between benefits and training/OD teams drives better business results
- Tailor benefits strategies that cultivate an empowered workforce
- Boost employee engagement through innovative well-being initiatives
- Influence measurable bottom-line results

11:35am ET

Group Discussion: Emerging Employee Wellness Trends to Look For in 2021 and Beyond



12:10pm ET

The Journey to MyWell-Being – A Holistic Approach to Employee Wellness

 **Nicole Stec**, Associate Director of Well-Being, **Banner Health**

Banner's MyWell-Being Program launched in 2018 with the mission to empower team members to be their best selves. The program's holistic approach has encouraged thousands of team members to focus on four pillars of well-being: MyBalance, MyGrowth, MyHealth and MyWealth. Prior to MyWell-Being, Banner provided annual biometric screenings, engaging less than a quarter of the population. With the launch of MyWell-Being, Banner provides hundreds of resources and activities to enhance team member well-being and engages more than half of the 50,000+ team member population annually. In this session, participants will learn how to collaborate with external partners, integrate existing internal offerings and leverage technology to reach a large workforce working remotely and at multiple sites. With the recent COVID-19 pandemic, participants will also learn about effective emotional well-being strategies to support their workforce during this stressful time.

Learning Objectives:

- Learn how to effectively implement a new well-being program in a large workforce.
- Learn how to keep a large workforce socially connected and well (multiple sites and remote workers).
- Learn how to develop sustainable initiatives and partnerships within your organization to promote well-being, including financial wellness programs, emotional well-being solutions and wellness technology.



12:45pm ET

Break



1:15pm ET

Leveraging Data to Drive Change and Improve Lives

 **David Hines**, Executive Director Employee Benefits, **Metro Nashville Public Schools**

What can we do to better understand our members and help them maintain, heal or thrive? If we improve our employee's health does it also improve workplace performance? While many talk about the need for integrated health and productivity data, few have actually accomplished it. This session will focus on how a school system leveraged multiple datasets to better understand their teachers and used that information to drive change, focus efforts, and improve overall health and productivity.

- Identify what data may be available and how it can be used
- Learn how you can help management with productivity data
- Understand the limits of your information and its analysis
- Understand the value of building the narrative that gives your data life
- Further understand the value of investing in employee well-being

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1:50pm ET



Weaving D&I Into Well-Being - Applying a Diversity and Inclusion Lens to Well-Being Programming and Company Culture

🗣️ **Shazia Arroyo**, *Wellness Consultant*, **Houston Methodist**

This session will focus on finding overlaps in diversity & inclusion approaches and employee well-being programming. Discuss how D & I can be woven into well-being to create a culture that engages everyone to thrive and provide insight on how intentional well-being programming can build connections.

Diversity and inclusion strategies are typically framed as issues related to engagement, productivity, innovation, or a sense of belonging—all of which are essential business priorities. Participants will learn how to close the gaps in making the connection between the physical, mental and emotional toll on marginalized workers when they navigate organizational hierarchies divided by race, gender, disability, and sexual orientation.

- Learn the role of human differences and the equitable treatment of those differences in employee well-being
- Discuss employee well-being programming opportunities with a diversity and inclusion lens
- Identify areas to develop intentional connections to foster an inclusive culture

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2:25pm ET



Mindset - The Antidote to Wellbeing in Moments of Change and Uncertainty

🗣️ **Don Sandel**, *Founder*, **GoPositiv**

No matter where we are on the COVID continuum, we are being challenged to be at our best, both as employees and as organizations as we continue to face change, challenge and uncertainty. While this environment remains an obstacle to our well-being and performance outcomes, our own mindset remains the antidote. According to researchers, a positive brain improves every relevant business metric. In this final, wrap-up keynote to the conference, we'll examine how a positive mindset combats issues related to stress, anxiety, depression and employee engagement, and enables positive performance. We'll review decades of research that supports both the individual but also the broader organization.

Take-aways:

- Explain the neuroscience that underpins performance, including negative and positive mindset
- Understand the power of positivity (how our physiology literally changes) for teams and organizations
- Examine research-based techniques to shift and sustain a healthy mindset

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3:30pm ET

Conference Day 2 Concludes

REGISTER INFORMATION

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