

# 2013 HASC Health Care Provider Wellness Conference

June 13-14  
The Westin San Diego

*Wellness, Work & Community:  
Strategies for Sustainable  
Cultural Change*

Attendee Information



HOSPITAL ASSOCIATION  
of San Diego and Imperial Counties



Hospital Council  
of Northern & Central California





## WELLNESS, WORK & COMMUNITY: STRATEGIES FOR SUSTAINABLE CULTURAL CHANGE

In today's shifting health care industry, wellness matters more than ever. Wellness can increase productivity, enhance retention and boost employee morale. Designing and implementing meaningful wellness programs that result in healthy and engaged employees and a stronger bottom line is no longer just a good idea—it's a smart strategy for a successful business.

The 3rd Annual Health Care Provider Wellness Conference brings together top experts in benefits design, health care economics, clinical intervention and community leadership from a variety of health care settings across the country. Register today to share ideas, develop relationships and strategize on ways to implement solid, outcomes-driven programs that effectively change the culture in any health care environment.

### PROGRAM OBJECTIVES:

- Apply strategies to improve employee wellness program engagement and build a sustainable program.
- Evaluate wellness programs by using key population health metrics to make the business case.
- Integrate technology into an organization's health promotion program.
- Identify the science of why people get fat and how the body metabolizes food.
- Explain how the body creates, moves and utilizes cholesterol.
- Describe workplace wellness legal issues facing employers.

*See you June 13-14, 2013 in beautiful San Diego, recently voted one of the top 15 healthiest cities in the United States by Forbes Magazine.*

### TARGET AUDIENCE:

Health care providers (hospitals, health systems, clinics, health plans and others), chief medical officers, medical officers, VPs, directors, and managers in charge of:

- *HR*
- *Medical affairs*
- *Benefits*
- *Innovation*
- *Benefit design*
- *Product development*
- *Health strategy*
- *Product management*
- *Risk management*
- *Disease management*
- *Employee engagement*
- *Consumer education*
- *Health promotion*
- *Market research*
- *Wellness*
- *Research & development*
- *Welfare*
- *Consumer directed health plans*
- *Total rewards*
- *Case management*
- *Worksite clinics*

This program has been approved for credit for the following certifications: ACHE; BRN; PHR, SPHR and GPHR recertification; and BBS. See registration form for details.

## ABOUT THE SPEAKERS



### PETER ATTIA, MD

Dr. Attia is the president and co-founder of the Nutrition Science Initiative. Formerly a corporate risk and health care practice consultant for McKinsey & Company, Dr. Attia also spent five years at the Johns Hopkins Hospital as a general surgery resident and two years as a surgical oncology fellow for the National Cancer Institute at the National Institutes of Health.



### BJ BARTLESON, RN, MS, NEA-BC

Ms. Bartleson, vice president, Nursing and Clinical Services at California Hospital Association, is a nationally recognized nurse leader with over 25 years of experience as an administrator, educator, researcher, clinician, manager, and content expert in multiple areas of acute patient care management and nursing practice. Ms. Bartleson also serves as adjunct faculty for Sacramento State University.



### GAIL BLANCHARD-SAIGER

Ms. Blanchard-Saiger, vice president of Labor and Employment for California Hospital Association, has over 15 years' experience as a labor and employment attorney in health care. Currently, she provides leadership for state and federal legislative and regulatory issues related to hospital human resources and labor relations.



### MELANIE CUMBEE, BS, CPT

Ms. Cumbee has 20 years of experience in corporate wellness, health education, personal training, and exercise program design. Since 2008, she has served as the coordinator in the development and implementation of MemorialCare's The Good Life employee wellness program. Her leadership and collaboration helped make it an award-winning program combining traditional exercise and nutrition science with creative approaches to weight management, fitness and disease prevention.



### LEE DUKER

As president of the Principal Wellness Company, a subsidiary of the Principal Financial Group, Mr. Duker provides a business perspective to the delivery of effective wellness solutions. He is a former business owner of a publishing company and a health communications company, and a partner in a community-based health and fitness center.



### TAMMY GREEN, MPH, CHES

Ms. Green has more than 20 years of experience in health education, disease prevention, health program management and implementation. Currently, as director of Well-Being & Absence Management for Providence Health & Services, she provides leadership for a range of employee health and well-being programs. Before Providence, Ms. Green served as the Deputy Director for the State of Alaska Division of Public Health.



### PHILIP HAGEN, MD

Dr. Hagen is medical director of Mayo Clinic EmbodyHealth and vice chair of the Division of Preventive, Occupational and Aerospace Medicine at Mayo Clinic. Board certified in preventive and internal medicine, Dr. Hagen is a nationally recognized expert in worksite health promotion.



### RICK HECHT, MFT

Mr. Hecht is the Southern California director of consulting and customer support for HealthWorks, Kaiser Permanente's worksite wellness programs. He manages a team of wellness experts who provide assessments and strategic planning to create a culture of health at the worksite. Mr. Hecht has been a licensed MFT for more than 20 years.



### ANTONIO P. LINARES, MD, FAAFP

As regional vice president and medical director for Anthem Blue Cross, Dr. Linares provides leadership in care management, wellness strategies, and population-based care for large employers. Prior to joining Anthem Blue Cross, Dr. Linares served as the vice president for Medical Affairs at Lumetra where he focused on the implementation of electronic health records in physician practices.



### HAMILTON MEARS, PT, MTC, FABC

Mr. Mears is the architect and current administrator of the nationally recognized wellness program at Scripps Health, a San Diego-based health care system. Prior to the wellness program, he managed rehabilitation services for Scripps' largest hospital. Mr. Mears is also currently a Fellow of the Advisory Board Company, a health care think tank in Washington, DC., and is the Chair of the HASC Health Care Provider Wellness Conference Committee.



### TIMOTHY L. NEWMAN, MD

Dr. Newman is the medical director/consultant for FirstEnergy Corp. His responsibilities have included development of medical case management and health promotion programs, physician network for occupational injuries, OSHA medical surveillance programs, pre-placement evaluations, fitness for duty evaluations, and disability determinations.



### THOMAS PARRY, PHD

Dr. Parry, president and CEO of the Integrated Benefits Institute, directs IBI's activities and is part of IBI's research program, analyzing how CFOs link workforce health to business outcomes. Other research includes a national survey of current employer programs and future plans to manage health and productivity, and research on the link between nonoccupational health care episodes, disability and productivity outcomes.



### CHRISTOPHER SCANLAN

Mr. Scanlan is a director with Arnold & Porter's Litigation Department. He represents management in a wide range of employer-employee disputes. His practice covers both traditional labor law and cutting-edge employment intellectual property disputes to defamation claims. He also regularly advises clients on compliance with deferral and state labor and employment laws and employment-related implications of corporate transactions.



### GARY TAUBES

Mr. Taubes, co-founder of the Nutrition Science Initiative, is a science and health journalist and currently a Robert Wood Johnson Foundation Independent Investigator in Health Policy Research at the U.C. Berkeley School of Public Health. He is the author of *Bad Science, Why We Get Fat* and *Good Calories, Bad Calories*, and has contributed articles to numerous publications.





## REGISTRATION INFORMATION

### Three Ways to Register

#### By fax:

(213) 482-8537, attention Karen Ochoa

#### By mail:

Attn: 2013 Wellness Conference, Karen Ochoa  
515 South Figueroa Street, Suite 1300  
Los Angeles, CA 90071-3300

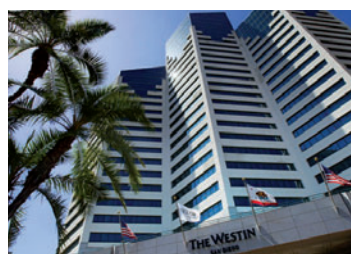
#### Online:

Visit [www.hasc.org/2013WellnessConference](http://www.hasc.org/2013WellnessConference) for more information.

Early registration is advised.

## CONFERENCE REGISTRATION PACKAGE

The registration fee for each attendee includes education sessions, listed meals and materials. We gratefully acknowledge our sponsors and their



contributions, which make it possible for participants to attend at a reduced rate. See sponsor packet for more information about sponsorship.

## CONFERENCE CANCELLATIONS

Conference cancellations received in writing prior to May 16, 2013 will be subject to a \$50 processing fee. There will be no refunds after this date. Substitutions are accepted at any time.

## HOTEL INFORMATION & RESERVATIONS

### The Westin San Diego

The Westin San Diego is located at 400 West Broadway, San Diego, CA 92101. A special rate of \$159 (plus applicable fees and taxes) per single or double occupancy per night has been arranged for this conference. Reservations may be made by calling toll free 1-888-627-9033 and referring to the **HASC room block**. Your credit card will be charged for one night at the time of your reservation. HASC appreciates the overwhelming response to this event and we encourage you to reserve early.

Our room block expires April 23, 2013 or sooner if sold out. All hotel cancellations must be made directly with the hotel and are subject to the hotel's cancellation policy.

## TRANSPORTATION OPTIONS

San Diego International Airport (SAN) is approximately 4.83 km/3.0 miles from the hotel and the Santa Fe Depot bus/rail station is approximately 0.3 km/0.19 miles away. Your local transportation options are:

- Complimentary Hotel Shuttle from airport, 6 a.m. – 11 p.m.
- Yellow Cab, approximately \$10 USD from airport; available 24 hours
- San Diego MTS (public transportation), \$2.50 USD, 15-minute ride from airport. Take MTS bus 992 to the stop at Broadway and Kettner. The hotel is a two-block walk from the bus stop.

## CHECK-IN AND CHECKOUT

Check-in time is 3:00 p.m., and checkout is at 12:00 p.m.

## DISCLOSURES

HASC will be utilizing the Hotel's Group Reservation Identification Program for the sole purpose of ensuring that all individuals registered for the conference are booked within the reserved room block. HASC will provide an electronic list containing the first and last names of attendees registered for this event to the hotel to cross reference with the hotel registration list. If you have any concerns about the disclosure of this information, please contact Karen Ochoa at [kochoa@hasc.org](mailto:kochoa@hasc.org) or (213) 538-0765.

## ATTIRE

Dress comfortably in resort casual wear for all meetings and activities as some sessions may require physical activity. Select meals may be outdoors, weather permitting.

## PARKING

Overnight valet parking is available at the rate of \$32 per day with in and out privileges. Additional parking lots surround the hotel at discounted prices but are subject to their policies. Five Star Parking offers 24-hour parking for \$24 at 655 W. Broadway, San Diego, CA 92101.

## AMERICANS WITH DISABILITIES ACT

If you require any of the auxiliary aids or services identified in the Americans with Disabilities Act, please call Karen Ochoa at (213) 538-0765.

