

This Program Has Been Submitted To HCRI For Recertification Credits

1st Annual Hospital Wellness Conference

Attendee & Sponsorship Brochure



When:

August 4th, 2011

Program Begins at 8:30 AM
Program Ends at 3:30 PM

Where:

California Endowment
in Los Angeles, CA

www.calendow.org

40 minutes from the Airport, Union Station right next door, shuttle to and from the LAX Airport

SPECIAL NEEDS/QUESTIONS:

contact Karen Ochoa at (213) 538-0765
or kochoa@hasc.org.

Sponsored by



www.HASC.org | www.WellnessAssociation.com

1st Annual Hospital Wellness Conference



Program Description

The Hospital Association of Southern California (HASC) has partnered with the Corporate Health and Wellness Association (CHWA) to provide an educational platform surrounding employee health and wellness within our community hospitals. This intensive one-day event will explore various case studies from leading employers that have succeeded in their wellness initiatives. Come sit in on educational sessions and networking dedicated to corporate wellness, value-based benefit design, and reducing healthcare costs through health and wellness promotion.



Who Will Attend?

- Benefits Specialists
- Chief Nurse Executives
- Healthcare Executives
- Hospital & Health System/Directors
- Human Resources Executives
- Wellness Managers

Healthcare Settings

- Clinics
- Hospitals
- Physician Groups
- Skilled Nursing
- Surgical Centers



Learning Objectives

Attendees will learn

- Strategies to help improve employees' health habits;
- Ways to reduce healthcare and workers' compensation costs;
- Effective ways of communicating your organization's health and wellness initiative to employees;
- Approaches that will drive employee participation and reduce absenteeism and turnover; and
- Methods to evaluate the effectiveness of your organization's health and wellness program.

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Agenda

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7:30 AM

Registration/Breakfast (Visit with Exhibitors)

8:30 AM- 8:35 AM

Conference Welcome

Teri Hollingsworth, Vice President, Human Resources, Hospital Association of Southern California
Renee-Marie Stephano, President, Corporate Health & Wellness Association

8:35 AM - 8:40 AM

Opening Remarks/Introduction of Speaker

Jim Lott, Executive Vice President, Health Care Policy Development/Communications Hospital Association of Southern California

8:40 AM - 9:20 AM

A Call To Action: Creating a Culture of Health

Leonard Kirschner, M.D., M.P.H., AHA-Committee on Research

9:20 AM - 10:00 AM

Legal Requirements for Wellness Programs and Their Impact on Key Program Design Choices

Christopher Scanlan, Director, Litigation Department, Howard Rice

10:00 AM - 10:40 AM

Are Your Employees as Healthy as They Can Be?

Changing Employee's Behaviors and Environments to Save Lives and Money

L. Casey Chosewood, MD Senior Medical Officer for WorkLife, National Institute for Occupational Safety and Health Centers for Disease Control and Prevention

10:40 AM - 10:50 AM

Break (Visit with Exhibitors)

10:50 AM - 11:30 AM

Henry Ford Health Center - Recognized Leader AHA Creating a Culture of Health

Alba I. Rodriguez, Ph.D., Associate Director, Center for Integrative Wellness and Integrative Medicine Research, Henry Ford Health System

Ramon Nunez, DAC Sensei, Director, Waterford Center for Integrative Medicine

1st Annual Hospital Wellness Conference

11:30 AM - 12:10 PM

Creating a Vision and Culture of Workplace Health - It Starts at the Top

Elizabeth Glenn-Bottari, MA, RN, CRRN, Vice President & COO, St. Joseph Health System

Maracie Wilson, MSN, RN, CES, PHN, Director of Wellness and Health Improvement, St. Joseph Health System

12:10 PM

Lunch (Exhibitor Drawing)

1:00 PM - 1:40 PM

Partnership Perspective for a Healthy Workforce

Judy Heinrich, EAP, Regional Manager, Kaiser Permanente Southern California

1:40 PM - 2:20 PM

In the Spotlight - Wellness Programs that Work!

- Childrens Hospital Los Angeles
- Saint John's Health Center, John Wayne Cancer Institute

2:20 PM - 2:30 PM

Break

2:30 PM - 3:30 PM

Breakout Sessions

Communications that Drive Change and Get Results - Getting Employees to Take Action

Diana White, Executive Director, Aetna

Tina Seniff, Director of Client Services, Aetna

Changing Employee Behavior to Control Healthcare Cost

Hamilton Mears, PT, FABC, Administrator, Scripps Wellness Program

Making the Carrot a Stick - Using Incentives and Plan Design to Drive Wellness Participation

Todd Limm, M. Ed., CSCS, Employee Wellness Coordinator, AltaMed Health Services

Thomas Siegmeth, MPH, CHES, Director of Wellness & HIV Services, AltaMed Health Services

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A Downtown Los Angeles Hotel



The Association has negotiated preferential rates for all Hospital Wellness Conference delegates. Experience the essence of urban tranquility in the heart of downtown Los Angeles, California when you stay at the chic Kyoto Grand Hotel and Gardens. Located just two miles from the Los Angeles Convention Center and walking distance from iconic cultural attractions, Kyoto Grand Hotel and Gardens is a full-service hotel that blends Asian-fusion style with contemporary elegance. Ask about our complimentary shuttle transportation to Los Angeles attractions located within three miles of the hotel.

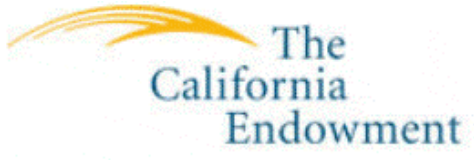
Attendees to the conference will receive a discounted rate by mentioning the California Endowment. This rate applies to the Deluxe Room with either one King bed or two Queen beds. Please make your reservations early to be sure you get accommodations at the Official Conference Hotel.

For reservations online please enter the following Corporate/Promotion Code: **TCE**

Kyoto Grand Hotel and Gardens
 120 South Los Angeles Street, Los Angeles, CA 90012
 Hotel Direct: 213-629-1200 | Fax: 213-622-0980
www.kyotograndhotel.com



Conference Venue



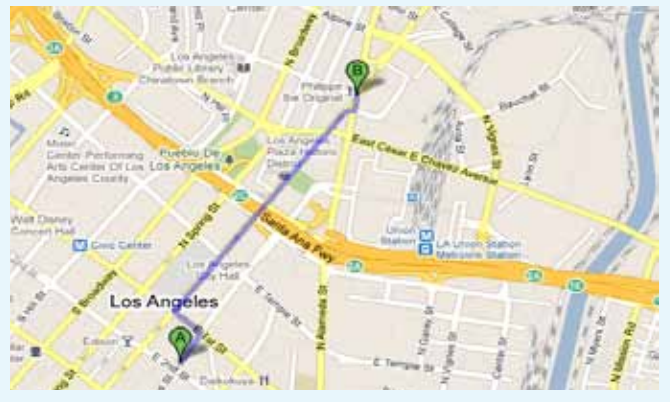
The California Endowment
 1000 North Alameda Street, Los Angeles, CA 90012
 Toll Free: (800) 449-4149
www.calendow.org

Driving directions to 1000 N Alameda St, Los Angeles, CA 90012

120 S Los Angeles St, Los Angeles, CA 90012

1. Head northeast on S Los Angeles St toward E 1st St **449 ft**
2. Take the 1st left onto E 1st St **397 ft**
3. Take the 1st right onto N Main St **0.6 mi**
4. Turn left onto N Alameda St **174 ft**

Destination will be on the right
 1000 N Alameda St, Los Angeles, CA 90012



1st Annual Hospital Wellness Conference

Thursday, August 4th, 2011

Registration 7:30 AM; Program 8:30 AM to 3:30 PM

The California Endowment

1000 North Alameda Street, Los Angeles, CA 90012

Registration fees include continental breakfast, lunch and handouts. Fax Registration Form to (213) 482-8537.

- \$200 Early Bird Rate Register by July 5th \$198 Additional Colleague from the same facility (3 or more)
- \$220 HASC/CHWA Members \$300 Non-Members

Exhibitor / Sponsorship Levels

- \$700 Exhibitor \$900 Gold \$1,000 Ruby \$1,500 Platinum

Exhibitor \$700 Includes a five by five foot table for a tabletop display for one representative.

Gold Sponsor - \$900 Includes special recognition as the sponsor for the event and a five by five foot table for a tabletop display for one representative.

Ruby Sponsor - \$1,000 Includes special recognition as the sponsor for the event and a five by five foot table for a tabletop display for one representative. Special banner recognition on the Healthcare HR Source website for 2 months.

Platinum - \$1,500 Includes special recognition as the sponsor for the event and a five by five foot table for a tabletop display for one representative. A power point slide with your company's name and logo, a one page description to be included in the attendee packets (designed and copied by you.) Special banner recognition on the Healthcare HR Source website for 2 months.

First Name: _____ Last Name: _____ Nickname: _____

Title: _____

Organization: _____

Address _____ City: _____ State: _____ Zip: _____

Phone (____) _____ Email (required) _____

Continuing Education Sign-up

ACHE Category, Type II Credit (6.0 hours)

BRN Credit: RN Lic. No. _____ (Provider approved by the California Board of Registered Nursing, CEP #970 for 6.0 contact hours.)

Payment Method: MasterCard Visa AMEX Discover

Check# _____

Card # _____

Exp. Date: _____

CVV# _____ Amount: _____

Cardholder Name: (please print)

Cardholder Address: _____

City: _____ State _____

Zip: _____ Phone: _____

Authorized Signature: _____

IMPORTANT REMINDERS

- Registration deadline, July 27th, 2011. Space is limited. Registrations are first come, first registered.
- Valid payment information must be received with your registration.
- Mail and make check payable to: HASC, Attn: Karen Ochoa 515 South Figueroa St., Ste 1300, Los Angeles, CA 90071. Please note on check 2175-174-000.

CANCELLATION

- All cancellations must be requested in writing and confirmed by HASC, and will be subject to a \$25 processing fee.
- Cancellations received after July 8 and non-attending registrants will be invoiced for the entire registration fee. Substitutions are accepted at any time for this program. Fees are non-transferrable for other HASC seminars.

EXHIBITOR/SPONSORSHIP CANCELLATION

- Written notice must be received by July 8, 2011 and will be subjected to a 75% administrative fee.
- No refunds will be made for cancellations made after July 8, 2011. Failure to make payment does not cancel exhibitor's liability and will be invoiced for the total amount.