



TAKING WELLNESS TO A HIGHER LEVEL

## 2014 WELLNESS LEADERSHIP SUMMIT AGENDA

8:00 a.m. – 8:20 a.m. Continental Breakfast

8:20 a.m. – 9:20 a.m. John Harris

“Optimizing Business Performance: Impacting the Cost, Engagement, and Vitality of Your Workforce”

Business performance is highly impacted by unnecessary spending, inefficiency, and customer gain and retention. The commonality in these three factors is that they are all highly effected by how employees show up each day. John will address cutting edge ways to influence the cost, engagement and vitality of employees, which ultimately affects the top and bottom line.

9:20 a.m. – 9:30 a.m. Break

9:30 a.m. – 10:30 a.m. Joseph O’Brien

“Don’t Lose the Soul of Your Wellness Program”

One of the key drivers of success for high-performing companies is for an employer to clearly define the “soul” of their wellness program. Defining a core goal is the first and most important step to constructing a successful wellness program and changing corporate culture. Utilizing information gathered from over 2,000 clients, Joe will share data on outcomes and best practices for high performing companies that have implemented health-contingent wellness programs with true “soul.”

10:30 a.m. Closing Remarks



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## John Harris *M.Ed., FAWHP*

Mr. Harris is a partner in Performance pH, a company which uses a variety of people oriented strategies to help employers improve business performance. Previously he served as Chief Well-Being Officer and Vice President Innovations, Healthways, Inc. He was formerly an Executive Vice President of Axia Health Management, which was acquired by Healthways in late 2006. Mr. Harris is currently serving as the Chairman of HERO, the Health Enhancement Research Organization.

Mr. Harris was the co-founder of Harris HealthTrends, an entrepreneurial corporation specializing in the prevention of disease and the reduction of healthcare costs, and served as its Chief Executive Officer for over 18 years. Through the development of multiple sales channels, Harris HealthTrends developed a base of over 100 clients and helped shape the prevention industry into what it is today. Harris HealthTrends, Inc. became an Axia company in 2005.

Mr. Harris received a Bachelor of Science degree from Grand Valley State University in 1977, and a Masters in Education degree from The University of Toledo, in 1982. He has over 35 years of experience in the health management field, employed in both the corporate and private sectors, and was nominated for Toledo, Ohio Entrepreneur of the Year in 1990.

Mr. Harris speaks internationally, and has been the author of numerous publications on employee health, including "Making a Difference - The Business Community Takes On Diabetes", commissioned by the Centers for Disease Control and Prevention, and the books "Why and How People Change Health Behaviors", co-authored with Dr. Joseph Leutzinger and "Integrating Wellness Into Your Disease Management Programs", co-authored with Dr. Dexter Shurney. Mr. Harris serves on the board of Lourdes University, Mercy Health Partners, the Mercy Foundation, Health Promotions Advocates, the Health Enhancement Research Organization (HERO) and a number of for-profit businesses.

### About Performance pH

Performance pH is a progressive strategic advisory firm that helps clients achieve optimal top and bottom line business performance by more effectively harnessing the strengths of their people. Performance pH assess the "Big Three," including Organizational Foundation, Engagement, and Vitality, through a validated assessment instrument, management interviews, and focus groups. It also helps clients take action in one or more of 10 transformational areas, depending on the results of the assessment. By taking action, Performance pH clients evolve their cultures so that high performance is the norm embraced by people at all levels of the organization, thereby achieving optimal business success.

## Joseph A. O'Brien *President & Chief Executive Officer, Interactive Health*

Joseph A. O'Brien has been an active Interactive Health Board Member since 1994. He has held the position of President since 2003 and was named Chief Executive Officer in 2010. O'Brien enjoys an outstanding record of introducing innovative products and services that have transitioned Interactive Health from an employee screening company to the leading outcomes-based worksite wellness firm it is today. Under O'Brien's tenure, an industry-leading claim study was produced that validates not only reduced medical claim costs, but also increased employee productivity from Interactive Health wellness programs. Since O'Brien joined Interactive Health, the company has seen double-digit growth every year and a greater than 90 percent client retention rate.

Prior to joining Interactive Health, O'Brien was the Senior Vice President and General Manager of the Claims Solution Group (CSG) where he worked directly with the insurance industry providing tools and services for expediting claims workflow. O'Brien also enjoyed a career at Automatic Data Processing (ADP) that spanned more than 25 years. He has held multiple senior management roles and has extensive experience in delivering Human Resource Systems and other employer service products and tools.

O'Brien is currently very active in the American Cancer Society's CEOs Against Cancer and is a former Chairman of the American Cancer Society Chicago Metro Golf Classic.

He is an active member of many industry councils and has been a frequent guest on both radio and within publications such as Forbes as a result of Interactive Health's clients' success for their commitment to help employees take an active role in their healthcare.

O'Brien is a graduate of Bradley University's School of Business and attended Harvard Business School Executive Education Program.

### About Interactive Health

Interactive Health is the leading provider of outcomes-based health management solutions designed to engage employees in the management of their health through early detection and identification of risk factors. Through Smart Testing and a personalized health risk assessment, a proven methodology is applied to proactively identify health risk at the earliest possible stage. If health risks are detected, Interactive Health immediately engages individuals with a personalized course of action. A unique, achievable goal is assigned to each participant based on individual results and health improvements are measured using Interactive Health's proprietary Health Index. Interactive Health has a 20-year track record of creating the Healthiest Companies in America.