

# 24th National Conference on Health, Productivity, and Human Capital Agenda – at – a – Glance

## Tuesday, September 14, 2010

9:00 am – 6:30 pm	Registration		
9:30 am – 10:15 am	Benchmarking and Best Practices Session		
10:30 am – 12:00 pm	<b>EMPAQ® Benchmarking Workshops General Information Session (<i>open</i>) and Industry Peer Focus Groups (<i>invitation only</i>)</b>		
12:00 pm – 1:00 pm	Awards Luncheon		
1:15 pm - 2:45 pm	<b>Workshop B-1:  Optimizing Employee Health through Action Oriented Incentives</b>	<b>Workshop B-2:  Managing Employee Addictions: Strategies to Effectively Address Alcohol Problems in the Workplace</b>	<b>Workshop B-3:  Resetting the Brain: Technology for Productivity in the 21<sup>st</sup> Century</b>
3:30 pm	General Sessions Begin – President's Greeting and Welcome Address		
4:30 pm – 5:30 pm	<b>Opening Keynote Address</b>		
5:30 pm – 7:00 pm	Welcome Reception		

## Wednesday, September 15, 2010

6:00 am - 7:00 am	5 K Run/ Walk				
7:00 am – 5:30 pm	Registration				
7:00 am – 8:00 am	Exhibit Hall Breakfast				
8:00 am – 10:15 am	Exhibits Open	<b>Plenary Sessions</b>			
10:30 am -11:00 am		Morning Break			
11:00 am - 12:00 pm		<b>Breakout Session I-A</b>	<b>Breakout Session I-B</b>	<b>Breakout Session I-C</b>	<b>Breakout Session I-D</b>
12:15 pm – 1:15 pm		Exhibit Hall Luncheon			
1:15 pm - 3:30 pm		<b>Plenary Sessions</b>			
3:45 pm - 4:15 pm		Afternoon Break			
4:15 pm – 5:15 pm		<b>Breakout Session II-A</b>	<b>Breakout Session II-B</b>	<b>Breakout Session II-C</b>	<b>Breakout Session II-D</b>
5:30 pm – 7:00 pm		Sponsored Networking Reception			

## Thursday, September 16, 2010

7:00 am – 12:30 pm	Registration & Information Desk				
7:00 am – 8:00 am	Exhibit Hall Breakfast				
8:00 am – 8:45 am	Exhibits Open	Special Address			
9:00 am – 10:00 am		Plenary Session			
10:00 am – 10:30 am		Morning Break			
10:30 am - 11:30 am		Breakout Session III-A	Breakout Session III-B	Breakout Session III-C	Breakout Session III-D
11:45 am – 12:45 pm		Plenary Session & Closing			
1:00 pm		Grand Prize Drawing and Box Lunches			

## Session Descriptions

### Benchmarking and Best Practices Session

#### Session A-1:

##### Benchmarking and Best Practices

This workshop will help attendees understand how to use benchmarking to measure how performance compares to best practices, and how to improve overall health and productivity management strategy. By attending this workshop, participants will learn to use practical tools to identify benchmarking industry peers, compile necessary information to effectively benchmark, and learn to use benchmarking results to implement change within an organization.

### EMPAQ<sup>®</sup> Benchmarking Workshops

#### General Information Session

##### EMPAQ<sup>®</sup> 2010: Extracting Employer Value and Guidance (Open to all Registrants)

EMPAQ<sup>®</sup> (Employer Measures of Productivity, Absence and Quality™) is a set of standardized metrics and benchmarking tools developed by the National Business Group on Health that enables large employers to assess the impact of program design on workforce health and productivity at the employer, industry and national levels. This workshop will provide attendees with an active forum to learn and discuss how EMPAQ<sup>®</sup> is on its way to new heights as a tool for benchmarking, research, and data standardization.

##### **Workshop Objectives:**

- Review results from the most recent benchmarking analysis.
- Learn about EMPAQ<sup>®</sup> in action – employer case studies where EMPAQ<sup>®</sup> is making a difference.
- Meet strategic partners who are EMPAQ<sup>®</sup> champions and users.
- Learn about the current and future EMPAQ<sup>®</sup> metrics and how EMPAQ<sup>®</sup> can help to engage the C-suite.

## Industry Peer Focus Groups

### EMPAQ® Peer Group Best Practice Sharing Forum (By Invitation Only)

Participants from select EMPAQ® industry peer groups will be invited to be part of special sessions led by an industry expert and be guided through the results of their EMPAQ® benchmarking. This open forum will allow attendees to share with other comparable employers. Additionally, attendees will have the opportunity to speak first-hand with researchers and network with best-in-class organizations to understand their results and learn how to leverage gold standards at their organization. (Space is limited and additional registration is required.)

## Intensive Workshop Sessions

### Workshop Session B-1:

#### Optimizing Employee Health through Action Oriented Incentives

Providing employees with choices to improve their health, while reducing costs, has always been a struggle for many employers. But, how do you engage and motivate your employees to achieve and maintain a healthy lifestyle?

Join Jones Lang LaSalle and UnitedHealth Group as they discuss their move from solely participation based incentives to one that is centered on the completion of specific health actions relevant to an individual's health needs and status. Both companies will also offer insights into how this incentive program fits within their benefit strategy; share their experiences; and best practices.

In addition, UnitedHealthcare will provide industry insights into how specific actions and decisions relevant to an individual's health needs and status can be integrated with financial rewards.

### Workshop Session B-2:

#### Managing Employee Addictions: Strategies to Effectively Address Alcohol Problems In the Workplace

Approximately 15% of U.S. workers (or 20 million workers) reported using alcohol on the job, or being impaired by alcohol while at work at least once in the past year<sup>1</sup>. Alcohol use contributes to a wide range of problems in the workplace including: increased absenteeism, accidents, injuries, disability, damaged goods and poor customer relations. It is estimated that alcohol-related problems in the workplace cost the United States \$134 billion (in 1998 dollars)<sup>2</sup>. Since most adults who have alcohol problems are in the workforce, employers incur a large share of these alcohol-related costs.

In response to the challenges associated with alcohol-related problems in the workplace, representatives from 2 large employers – *Caterpillar* and *JPMorgan Chase* – will present approaches they have taken to:

- Identify alcohol problems in the workplace through screening and other procedures
- Intervene when risky, hazardous or dependent drinking is identified
- Monitor and document the effectiveness of these processes

In addition, a scientific overview of the direct and indirect costs of alcohol in the workplace, and outcomes associated with the interventions that are discussed. Finally, participants will be provided with resources employers may use within their alcohol-related initiatives.

**Dan Conti, PhD**, *Senior Vice President, Human Resources and Senior Vice President, EAP Work-Life, JP Morgan Chase*

**John C. Pompe, PsyD**, *Manager of Behavioral Health Programs, Caterpillar*

**Eric Goplerud, Ph.D. (Moderator)**, *Director, Center for Integrated Behavioral Health Policy, Department of Health Policy, George Washington University*

## **Workshop Session B-3:**

### Resetting the Brain: Technology for Productivity in the 21<sup>st</sup> Century

In rapidly changing and unpredictable workplace environments, employee flexibility and resilience is increasingly critical to organizational success. Recent findings in neuroscience demonstrate the brain's remarkable plasticity which provides the biological foundation for continuous adaptation and learning. Nationwide Mutual Insurance and OptumHealth piloted MyBrainSolutions.com, a web-based program to enhance brain functioning, with Nationwide employees. MyBrainSolutions has been used in other workplace environments as well since April 2009. Results have shown that using MyBrainSolutions can increase emotional resilience, positivity and social skills and results in productivity improvements. This workshop provides participants with the opportunity to:

- experience part of the MyBrain Assessment,
- learn about Brain Profiles,
- explore several exercises which can positively impact brain function,
- learn about the Nationwide's award-nominated program and its outcomes,
- review lessons learned in implementations,
- experience MyCalmBeat (heart rate variability training), and
- develop a plan for their own 30 day challenge to improve brain functioning

**Wynn Pott**, *North America Benefits Lead, Accenture*

**Gene M Baker, PhD**, *Vice President, EAP, OptumHealth*

**Kathleen Herath**, *Associate Vice President, Health & Productivity, Nationwide*

**Savannah DeVarney**, *Product Manager, Brain Resource*

# Plenary Sessions

## Plenary Session 1

### 700 Billion Reasons to Act: Five Industry Wide Approaches that can Reduce Waste in Healthcare Spending

This session will examine proven methods for eliminating waste, drawing from Thomson Reuter's client experience and other literature. It will highlight specific actions that can tackle identifiable waste in healthcare spending.

Session Objectives:

- Understand opportunities to reduce healthcare spend for employers- converting data to action
- Learn five industry wide approaches that can reduce waste in healthcare spending
- Appreciate the importance of aggregating data and measuring results to manage your healthcare investment and improve your organizations performance

**Tracey Crowell**, *Vice President, Benefits Strategy Initiatives*, **Fidelity Investments**  
**Robert Goldsmith**, *M.D., Director-Corporate Employee Health*, **Novartis Pharmaceuticals Corporation**  
**Ray J. Fabius**, *MD, Chief Medical Officer*, **Thomson Reuters**

## Plenary Session 2

### The Kansas City Collaborative: A Data Driven, Employer Focused, Value Based Health Strategy Initiative

The Kansas City Collaborative data driven sustainable change model assists employers in understanding their data, establishing goals, and in designing and conducting work-site interventions to remove barriers to healthy actions. Two global employers will share their specific experiences around smoking cessation, related complications and condition management.

- Using a comprehensive data driven approach to identify population risks
- Driving benefit decisions to improve targeting and engagement
- Aligning incentives to maximize the value and return on benefit investments
- Using the sustainable change model to identify opportunities to continuously improve their benefit offerings to their employee
- Sharing data driven results regarding population health

**Collier Case**, *Director, Health and Productivity Benefits*, **Sprint Nextel**  
**Mike Heckman**, *Director, Global Benefits*, **Cerner Corporation**  
**William Bruning**, *President*, **Mid-America Coalition on Health Care**

## Plenary Session 3

### Innovations and Trends in Employer Wellness Solutions

Health management programs have rapidly evolved in recent years, as employers have demanded real business impact, hard data and innovative new approaches. Session attendees will gain insights from featured employers on how they have tackled specific health challenges within their populations and how they've pushed the envelope to create healthier, more productive employees. This session will also include a rich discussion on workplace culture, performance, engagement and the impact of these variables on overall well-being.

**Annie Casey**, *Health and Wellness Manager, Costco*

**Michael L Taylor, MD**, *Medical Director for Health Promotion, Caterpillar, Inc.*

**John Harris**, *Chief Wellness Officer, Healthways, Inc.*

## Plenary Session 4

### The Evidence for how Consumer-Driven Health Plans Increase Employee Engagement

Without reform, businesses' health benefit costs will continue to rise to unsustainable levels. With reform plans could be subject to a "Cadillac plan" excise tax. Consumer-driven health strategies present the best opportunity to lower costs and trend through employee engagement and value-based health management.

Attendees will be presented with:

- Components of "Cadillac plan" excise tax including premiums, FSAs, HRAs, HSAs, dental, vision, etc.
- How consumer-driven health plans increase employee engagement
- Components of consumer-driven health
- How employee engagement lowers health costs and trend
- Company contribution strategies

**Stephen Kircher**, *President, Boyne Eastern Operations, Boyne Resorts*

**Rob Moroni**, *Managing Principal, Moroni Fantin*

**Roy Ranthum**, *President, HSA Consulting Services, LLC*

## Plenary Session 5

### Innovative Models for Effective Healthcare Delivery: New Strategies, Technologies, and Solutions that Work

Many companies are facing the dual challenge of managing pressured business climates and the escalation of employee health care costs. Hear leading employers share their success stories that combat these challenges and transform health care. Strategies to advance employer-based healthcare through: new methods that foster transparency and high-touch quality care for onsite and dispersed employees, driving accountability to reverse health risks, and delivery of quality care through timely, relevant patient and clinical information allowing enhanced engagement with patients to improve health outcomes and generate a stronger return on investment.

This session will also focus on how technology is utilized to cover the broadest spectrum of needs from data entry or transaction based systems through insights and analytics systems or business intelligence. Broad systems infrastructure provides value by streamlining patient and site workflows, accelerating care delivery and facilitating continuous improvement practices. All of these benefits result in one critical value: clinicians have more time to spend with patients enabling better ROI for the employer and better health outcomes for employees. Listen to first-hand experience with how employees receive better, more cost effective care as a result.

**Patti Clavier**, *Sr. Project Manager, Global Health & Well-being, Intel Corporation*

**Tracy Swanson**, *Vice President Work Force Planning, Benefits, Health and HRIS*

**Walt Disney Parks and Resorts**

**Kyle Wendt**, *Vice President of Benefits, Lowe's*

## Plenary Session 6

### Health as a Business Imperative: A Practical Scientific Framework for Evaluating the Financial Value of Population Health and Performance Programs

Optimizing employee health has become a business imperative, and solutions being offered for health and productivity management continue to evolve and expand. Employers are faced with the challenge of identifying which population health, productivity, and human capital management programs offer the most value for the employees and for the organization.

As employers place more emphasis on the link between employee health and performance, it will be imperative to have one clear set of criteria to define the value of investment in population health and performance programs. The key to unlocking the potential of the population health and performance industry is to establish health as a business imperative.

Five of the nation's leading experts in employee health and human performance are passionate about working together to develop an expanded framework to help all employers measure the overall value of health and performance programs.

**Ron Z. Goetzel, PhD**, *Research Professor and Director, Institute for Health and Productivity Studies,*

**Emory University**; *Vice President, Consulting and Applied Research, Thomson Reuters*

**Ronald C. Kessler, PhD**, *Professor, Department of Health Care Policy, Harvard Medical School*

**Jennifer Bruno**, *Senior Director, Strategic Accounts, Wellness & Prevention, Inc.*

**Bruce W. Sherman, MD**, *Chief Medical Officer, Whirlpool*; *Director, Health and Productivity Initiatives, Employers Health Coalition of Ohio*



# Breakout Sessions

## Breakout Sessions I:

### I-A Taking bold steps during uncommon times to engage the organization and employees

Our American health care delivery system is failing and getting worse, resulting in unsustainable health care cost trend increases to employers. No matter what happens with healthcare reform, the health of employees has significant impact business bottom lines. There are lessons to be learned from highly effective companies who have strong overall financials and programs that impact employee health and effectiveness. Companies who get it right have a significant financial and human capital advantage.

How best to drive plan members to do the right thing for health continues to be a significant challenge for employers who are interested in avoiding the continual medical cost increases and the related lost productivity due to an unhealthy population. Three leading edge companies have taken bold steps forward during a very difficult economy to re-shape their company's programs for health and productivity. Each of our panelists has successfully taken action to engage their organizations to take progressive steps in both individual health as well as organizational engagement. Two have had programs in place for over 5 years with declining interest in programs. The other is taking a dramatic step forward to require manager's support for health and safety which becomes a condition of employment.

**Kathy Durbin**, *Director of Benefits, H-E-B Grocery Company*

**Kathy McAlpine**, *Senior Director US Benefits, Kraft Foods*

**Kathy Sanchez**, *Program Leader, Employee Health Services, General Electric Company*

**Shelly Wolff**, *North American Leader, Health and Productivity, Health and Group Benefits, TowersWatson*

### I-B The Wide World of Workplace Wellness: Global Trends and Challenges

This session will help attendees:

- Understand the latest global trends in health promotion strategy based on recent data collected from more than 1,100 employers in 45 countries
- Learn from the strategies, challenges and unique successes of two leading multinational employers - Cisco and Nokia - who have "gone global" with their wellness programs
- Explore the most critical business objectives and health issues driving global employer investments in health promotion

The panelists will discuss how multinational corporations address the challenges of improving the health of a global workforce, illustrated by case studies presented by Cisco and Nokia.

Discussion will focus on how these global employers have designed and implemented a global platform to drive positive health, financial and operational outcomes.

The session will also highlight the business-driven cultural and operational differences among countries around the world that health promotion professionals must understand when designing global workplace wellness programs. Evidence will include findings from the latest global wellness study of more than 1,100 employers (representing over 10 million employees in 45 countries) sponsored by Buck Consultants. Other new developments in international workplace health promotion will be discussed, such as the global framework for healthy workplaces recently

developed by the World Health Organization, and the World Economic Forum's "Working Towards Wellness" initiative.

**Pamela Hymel, MD**, *Senior Corporate Director of Integrated Health and Global Medical Director, Cisco Systems*

**Jan Schugk**, *Director, Global Occupational Health & Safety, Nokia*

**Barry Hall**, *Global Wellness Research Leader, Buck Consultants*

**Wolf Kirsten**, *Founder & President, International Health Consulting*

#### **I-C The Impact of Value-Based Benefit Design on Medication Adherence and Outcomes**

Employers are looking for innovative strategies to maximize employee health and save money. This presentation will examine how value-based benefit design can improve adherence to essential chronic medications, which in turn leads to better clinical outcomes as well as lower total health care costs. Basic design concepts, evaluation techniques, and actual employer results will be presented.

**Karen G Graham**, *Health Plan Manager, Marriot International Inc.*

**Mike Sokol, MD**, *Corporate Medical Director, Merck & Co Inc*

**Iver A. Juster, MD**, *Senior Vice President, Health Informatics, ActiveHealth Management*

#### **I-D Leveraging EAP: A New Program Design to Achieve Health Improvement & Engagement**

RR Donnelley - with 35,000 employees in the U.S. implemented a new kind of Employee Assistance Program. This innovative program serves as the integrator of health and wellness initiatives, programs and resources as well as providing traditional work/life and EAP services. RRD designed a program that provided employees and their families access to a single solution for questions, encouragement, resources and accountability towards achieving and maintaining ones health. They communicated health messages and innovative programs to promote their employees ability to maintain a healthy lifestyle which resulted in higher employee engagement rates and greater connectivity to key benefits and resources.

**Carole Berwick**, *Employee Assistance Professional (CEAP), Northrop Grumman*

**Kathy Ege**, *Manager, Benefits, RR Donnelley*

**John Evans**, *Lead Consultant, Hewitt Associates*

**Rich Paul**, *Vice President of Health & Performance Solutions, Value Options*

## Breakout Sessions II:

### II-A Unilever's Innovative Approaches to Work/life Balance & Health and Wellness Programs

Unilever is committed to helping our customers look good, feel good and get more out of life. This philosophy translates to our employees through our Vitality framework, where we look to support their overall work/life balance & health and wellness via robust benefit offerings. We will highlight a few innovations of these offerings during our panel. Internal and external studies that have been conducted in these areas will be shared throughout.

**Mercy Ruiz**, *Vitality Specialist*, **Unilever**

**Pascale Thomas**, *Director, Global Healthcare & Benefits NA*, **Unilever**

**Clive Pinder**, *Global Board Director*, **Imperative**

### II-B Innovative Pharmacy Benefit Solutions: Two Case Studies

Two case studies will be presented illustrating pharmacy benefit solutions designed to creatively address specific employer challenges.

US Airways and CVS Caremark will share the design and results of an innovative solution that yields the same savings as mandatory mail but improves adherence by influencing behavior change. The solution expands 90-day maintenance medication access, increasing convenience and satisfaction among the 60,000 plan members.

Cargill and Express Scripts will present a case study that documents the crucial role of employee behavior in pharmacy-related waste (i.e., spending more but not getting more), and demonstrating proven tools from the applied behavioral sciences to drive out that waste and achieve better health and value.

**Patricia Babler**, *Manager, US Benefits and Operations*, **Cargill Incorporated**

**Pam Weier**, *Director of Benefits*, **US Airways**

**Asif Ally**, *Vice President of Marketing Strategy*, **CVS Caremark**

**Robert F. Nease, PhD**, *Chief Scientist*, **Express Scripts**

## **II-C Using incentives to improve elective surgery decision-making: Improving quality, empowering employees, and reducing healthcare costs**

Many employers use financial incentives aimed at workers to adopt healthier behaviors but few are incenting employees to become actively involved in choosing high-value care, defined as surgical or other treatments backed by strong evidence that they are effective. As part of their comprehensive health management programs, both Campbell and Honeywell offer Medical Decision Support programs focused on improving active employee participation in healthcare consumerism and have implemented an innovative incentive program focused on specific medical conditions and associated elective surgical procedures where patients have legitimate choices among treatment options. Participants will learn

- How to implement a best-practice Medical Decision Support program;
- Which medical and elective surgical procedures are worth targeting and why;
- What incentives are most impactful in driving engagement in Medical Decision Support programs and
- What the estimated impact is on total medical cost reduction and how to measure ROI and other key outcomes.

**Mary Egan**, *Director, Health Care & Insurance Programs, Honeywell*

**Jan Kelly**, *Director, Health & Welfare Programs, The Campbell Soup Company*

**David Hines**, *President, Consumer's Medical Resource*

## **II-D Weight Loss Powered By Peppy: The Employee Wellness Program**

Baptist Health, a non-for-profit healthcare organization, provides innovated solutions that help improve the health of their 13,000 employees. To enhance the weight loss opportunities, the organization's wellness program resourcefully combined forces with Weight Watchers. The program offers employees the flexibility to focus and achieve work/life balance all at affordable prices. Results prove that over a transitional period, original programs can be adapted, to provide the support needed to improve the health among employees during this reset economy.

**Natalie Romero**, *Wellness Dietician, Wellness Advantage, Baptist Health South Florida*

**Maribeth Rouseff**, *Assistant Vice President, Wellness Advantage, Baptist Health South Florida*

## Breakout Sessions III:

### III-A Chronic Health Challenges: Global Lessons

As global employers seek to improve access to health care, many Fortune 500 companies address chronic health issues that impact the productivity and health of employees and their families worldwide. This panel will discuss how three US companies - Levi Strauss & Co., Chevron, and IBM - are addressing HIV/AIDS, malaria, TB, cardiovascular disease, and diabetes, and what lessons can guide US programs aimed at improving program utilization, health outcomes, and productivity. Panelists will provide recommendations and results focusing on how international experiences provide insight for refining US-based programs with similar chronic health challenges.

**Paurvi Bhatt**, *Senior Director, HIV/AIDS Prevention, Treatment, and Care Program, Levi Strauss and Co.*

**Janis Davis- Street, MD**, *Associate Manager, Health & Productivity, Chevron*

**Heidi Kaufman**, *Global Health Benefits Program Manager, IBM Corporation*

### III-B The Healthcare Reform "Do-Over": Let's do it locally!

Since 2005, seven large Rochester New York-based employers have been addressing health care reform on a community basis. This collaborative effort has focused on improving the quality, affordability, and access to health care by:

- Enhancing health care delivery efficiency;
- Strengthening health information technology;
- Raising awareness of health & wellness issues;
- Increasing the utilization of generic medications; and,
- Addressing physician shortages through a unique approach to financing physician compensation.

Attendees will also learn about a Spring 2010 initiative to improve the identification and management of hypertension by actively engaging all community stakeholders in the effort.

**Jake Flaitz**, *Director of Human Capital and Benefits, Paychex, Inc*

**Becky Lyons**, *Manager, Health Care Design, Wegmans Food Markets*

### **III-C Time Warner's Data Driven Journey**

Over the last 4 years, Time Warner has conducted a number of data analyses to identify unique solutions that address cost, boost quality, and improve the employee experience. We have used our data, combined with extensive benchmarking, to take an innovative approach to developing care management programs, modifying plan design and communicating to employees. We will share our journey and our results.

Session Attendees will hear:

- Description of the problem and development of business case for senior management buy-in
- Details around the type and timing of our data analyses that gave us the results we needed to make targeted decisions
- Details of how we integrated with our partners to address employee health and cost issues at multiple levels
- Details of our outcomes and next steps

**Kathleen Harris**, *Director of Strategic Benefits and Pensions, Time Warner*

**Stephanie Tobin**, *Director of Health and Welfare, Time Warner*

### **III-D Healthy, Wealthy, and Wise: Engagement Strategies at Safeway and Heinz**

Employers today are challenged to meaningfully engage employees in ways that create greater accountability and responsibility for personal health, wealth, and career decisions. This session will profile two leading employers, Safeway Stores, Inc. and H.J. Heinz, who have successfully utilized interactive technologies to help achieve these goals. The presenters will outline the principles of using an employee portal as a platform to impact health, financial, and operational outcomes; describe the strategies, challenges, and unique successes of two leading employers; and showcase Safeway's and Heinz' highly personalized, interactive employee portals.

**Donna Frisch**, *Group Leader, Health and Wellness Plans, HJ Heinz Company*

**Shawn Leavitt**, *Vice President Benefits, Safeway, Inc.*

**Scot Marcotte**, *Global Technology Solutions Leader, Buck Consultants*

**Lori Block**, *Principal, Buck Consultants*

## **Disclosure Statement**

The National Business Group on Health strives to ensure balance, independence, objectivity, and scientific rigor in all of its education programs. All planners, faculty members, moderators, discussants, panelist and presenters participating in this program will be required to disclose any real or apparent conflict(s) of interest that may have a direct bearing on the subject matter of this program. This includes relationships with various product suppliers or other corporations whose products or services are related to the subject matter of the presentation topic.

The intent of this policy is to openly identify any conflict of interest so that the attendee may form their own judgments about the presentation with full disclosure of the facts. In addition, conference faculty are expected to openly disclose any off-label, experimental and/or investigational uses of drugs or devices in their presentation. Written disclosures are available upon request.

## **Accreditation**

This activity has been submitted to The American Public Health Association/Public Health Nursing (APHA/PHN) approver unit for approval to award contact hours. APHA/PHN is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's COA.

In addition, the Business Group is in the process of obtaining approval from the CDMSC and IEA for various disability and case management CEUs.

Category II CHES CHECs for this event can be obtained directly from the National Commission for Health Education Credentialing <http://www.nchec.org/ce/getcredit/> .

Check our website closer to the meeting for additional continuing education credit opportunities.