



Andy Core Program Description

Wellness Engagement

What it takes to effectively pitch, implement and sustain a successful worksite wellness program

Regardless of what the future holds for healthcare, worksite wellness programs are and will continue to be critical to sustaining healthcare benefits, not to mention profitable companies. The big question is not, "Should I implement a worksite wellness program," but rather:

- What does it take to effectively and persuasively pitch wellness to your stake holders?
- After you get the yes, how do you set up your program so that you maximize participation and ROI?
- Then, after the honeymoon period is over, what must you do to ensure your program continues to grow versus experiencing a steady decline in participation and the slow, painful death experienced by most worksite wellness programs?

In this "dig in and get your hands dirty" workshop, wellness consultant Andy Core, M.S. will give you doable, tactical answers to those questions, plus insights into his experience with companies like Gillette, Wal-Mart, Unilever, Clorox, Coldwell Banker, the U.S. Army and many others.