

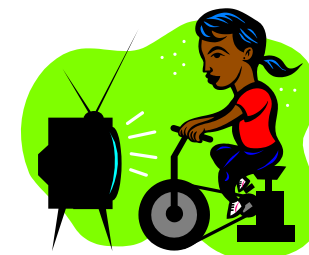
## Wellness Forum: “Strategies for Changing Employee Behavior”

B. Braun Medical, 901 Marcon Boulevard Allentown, PA 18109

Friday, April 5, 2013



<b>A G E N D A</b>	8:00 am	Registration & Light Refreshments	
	8:15 am	Welcoming Remarks by Thomas J. Croyle, President LVBCHC	
	8:30 am	Panel Discussion with Health Plan Partner Experts:	
		❖ Aetna	Nancy Novo Lusignan
		❖ Capital BlueCross	Nicole Gaudette
		❖ Cigna	Eileen Noakes
	❖ UnitedHealthcare	Sherelyn D. Hammett	
10:00 am	Tour of B. Braun’s B. Well Center		
11:00 am	Attendee Evaluations & Adjournment		



### Speaker Bios:

**Name:** Nancy Novo Lusignan, MBA  
**Title:** Benefits Manager Employee Wellness & Work/Life Programs



Nancy is responsible for creating a “culture of health” throughout the organization, achieved by building a supportive work environment, integrating incentive programs into medical plan design, designing wellness and engagement programs that target specific risk factors, increasing health assessment participation, targeting communications and education, increasing compliance in disease management programs and measuring success through evidence based metrics.

Nancy is a founding Board member of the Connecticut Business Group on Health and Chair of their Consumer Engagement & Wellness Committee. In her role at Aetna, she is also a consultant for many employers in helping them shape their health & wellness strategies and long term goals.

Nancy has over 20 years’ experience in Compensation & Benefits, with a strategic focus on innovation and best practice approaches to sustained engagement in programs that improve and maintain population health. Prior to Aetna, she worked for various employers in San Francisco and the Silicon Valley and was formerly a member of the Pacific Business Group on Health.

Nancy graduated cum laude, Golden Gate University, San Francisco, where she holds a BA and MBA.



**Name: Nicole Gaudette, MPH, MCHES, BA**  
**Title: Clinical Team Lead - Health Education & Wellness Unit**

Nicole Gaudette is the Supervisor of the Health and Wellness unit with Capital BlueCross. She earned a Bachelor of Science Degree in Health Science from James Madison University. Following her Bachelor's degree, she obtained a Master of Public Health with a Social and Behavioral Science concentration from Boston University.

Nicole attained her Master Certified Health Education Specialist certification in 2011. She works with the health educators in the delivery of high level wellness implementation for employer groups, evaluating health prevention and promotion strategies.

Throughout her 5 years at Capital BlueCross Nicole and her team have worked to develop customer specific recommendations through research of employee population needs based on disease prevalence, utilization, associated costs and trends designed to impact positive health outcomes. Nicole and the Capital BlueCross team are trained in the Intrinsic coaching methodology and strive to integrate this best thinking with best practices for robust health management delivery.



**Name: Eileen Noakes, MS, MCHES**  
**Title: Northeast Regional Manager, Health Promotion and Wellness**

Eileen brings more than 10 years experience in health promotion program development, implementation, management, and evaluation. Eileen has been the Northeast Regional Manager of Health Promotion and Wellness since 2010. She leads a team of Health Promotion Managers that create and develop strategies for Cigna customers.

Prior to this role she was a Health Promotion Manager for the Mid-Atlantic Region since 2006. She worked in partnership with her clients and the Cigna account team to design customized, comprehensive health improvement strategies. Her approach included collecting data, building infrastructure, developing an operating plan, and evaluating program results and successes.

Eileen holds a Bachelor of Arts degree in Psychology from the University of Richmond and a Masters of Science degree in Health Promotion Management from American University. She is a Master's Certified Health Education Specialist (MCHES) from the National Commission for Health Education Credentialing, Inc.



**Name: Sherelyn D. Hammett, BA, MAEd**  
**Title: Health Strategies Consultant**

Sherelyn Hammett has worked with both large and small employers developing health care strategies and wellness initiatives for the workplace. With nineteen years of experience, she has held multiple roles in sales and account management including three years as the regional Definity Sales Executive for the Mid-Atlantic and four years as a Strategic Account Executive .

In addition to attending customer meetings, she represented UnitedHealthcare at various conferences and conducted continuing education seminars for consultants. She also implemented Consumer Driven Health and Wellness training programs for the sales teams. The most rewarding aspect of all these opportunities was developing creative solutions for clients, something that positioned her well for her move to her existing role as a Health Strategies Consultant in 2012.

Prior to joining UnitedHealthcare, Sherelyn was a broker for seven years in the Richmond, Virginia market, working with small to mid-sized employers including physician practices. A former Central Virginia chapter board member and president, Sherelyn is a member of the National Association of Health Underwriters. She is also a member of the Society for Human Resource Managers. She graduated from the College of William and Mary with a BA in Government and a Master's degree in History and Education.