

BBraun Hosts April Wellness Forum at its “B Well Center”

Our April 5th Wellness Forum **“Strategies for Changing Employee Behavior”** turned out to be one of our best attended forums. We also thank our gracious host and Coalition member **BBraun Medical Inc.** for its hospitality. Attendees agreed, and the feedback confirmed, it was a huge success! The program also included a tour of the on-site BBraun employee-centered **B Well Center**.



Attendees receive a warm welcome to the BBraun facility from Rex Boland, VP, General Manager BBraun Allentown (L), and Denise Moyer, Corporate Benefits Manager (R) shown with Tom Croyle Coalition president.

Panelists (L to R): **Sherelyn D. Hammett** (*UnitedHealthcare*); **Nancy Novo Lusignan** (*Aetna*); **Eileen Noakes** (*Cigna*) and **Nicole Gaudette** (*Capital BlueCross*) shown with **Tom Croyle** welcoming everyone to the Forum. Outstanding support and active participation of our purchasing-partners enables the Coalition to offer valuable programs to our members.



Attendees listen to panelists as various strategies and approaches to changing employee behavior are discussed. Some of the important points covered are: *engaging senior leadership in supporting a wellness strategy, culturally as well as financially; strategies that are the most successful in engaging employees and family members; how to make wellness initiatives more appealing, less complex; focusing on high probability/high impact vs. lower probability/low impact aspects of employee health; considering incentives (or disincentives) to assist with behavior change; gauging success of wellness programs; biggest risks for employers who invest in wellness; managing different demographics and family members in wellness plans.*

