



# Corporate Wellness Institute

**ENABLING RESILIENT CULTURES OF WELL-  
BEING AND BELONGING TO EMPOWER THE  
MODERN WORKFORCE**

**NOVEMBER 7TH – NOVEMBER 9TH, 2021  
PASEA RESORT, HUNTINGTON BEACH, CA**

**PROGRAM AGENDA**

# Agenda At-A-Glance

All times listed are Pacific Time (PT)

# Featured Speakers

## SUNDAY NOVEMBER 7TH, 2021

- 1:00PM – 2:00PM  INSTITUTE REGISTRATION
- 2:00PM – 2:15PM  WELCOME ADDRESS & CHAIRPERSON OPENING REMARKS
- 2:15PM – 3:15PM  INCORPORATING DEI INTO EVERY WORKPLACE WELLNESS INITIATIVE
- 3:15PM – 3:55PM  SOLUTIONS SHOWCASE
  - THE COMPLICATED RELATIONSHIP BETWEEN HEALTH AND WEALTH
  - CASE STUDY: HOW DOCUSIGN BECAME A MENTAL HEALTH CHAMPION
- 3:55PM – 4:00PM  BREAK
- 4:00PM – 5:30PM  BUSINESS MEETINGS
- 5:30PM – 6:00PM  HOW TO MANAGE STRESS AND ANXIETY IN A CHANGING WORLD
- 6:00PM – 6:30PM  PRIORITIZING THE NEEDS OF A MULTIGENERATIONAL WORKPLACE TO IMPROVE HEALTH AND LONGEVITY OF EMPLOYEES
- 6:30PM – 8:30PM  DINNER FUNCTION: WELCOME RECEPTION & WINE TASTING

## MONDAY NOVEMBER 8TH, 2021

- 7:30AM – 8:30AM  MORNING YOGA
- 8:00AM – 10:00AM  BREAKFAST & BUSINESS MEETINGS
- 10:00AM – 10:15AM  WELLNESS WORKSHOP: HOW TO HELP THE HARD-TO-REACH QUIT TOBACCO
- 10:15AM – 11:00AM  EXPLORING THE FUTURE OF CORPORATE WELLNESS: TRENDS SHAPING THE WORKPLACE IN 2021 AND BEYOND
- 11:00AM – 11:30AM  CREATING A CULTURE OF CHOICE FOR WORKING CAREGIVERS
- 11:30AM – 12:00PM  LEVERAGING A.I. TO SUPPORT ADOPTION OF WELL-BEING PRACTICES IN THE BUSINESS COMMUNITY
- 12:00PM – 1:00PM  NETWORKING LUNCH
- 1:00PM – 1:45PM  HEALTH & WELLNESS THINK TANKS
  - RETENTION IS A FOUR LETTER WORD (YOUR HOME, WORK, LIFE)
  - HOLISTIC BENEFITS DESIGN FOR A POST-PANDEMIC WORLD
  - CREATING MENTAL HEALTH EQUITY IN THE WORKPLACE
- 1:45PM – 2:15PM  NEVER WASTE A CRISIS: BUILDING AND REINFORCING HP SPIRIT WITH A HOLISTIC APPROACH TO EMPLOYEE WELL-BEING
- 2:15PM – 2:30PM  WELLNESS WORKSHOP: THE WORLD IS HARD: ADDRESSING SOCIAL DETERMINANTS TO DRIVE HEALTH EQUITY
- 2:30PM – 3:00PM  HAPPY WORK, HAPPY LIFE: THE IMPACT OF CAREER DEVELOPMENT ON EMPLOYEE WELLNESS
- 3:00PM – 3:30PM  KEYS TO OFFERING FAMILY-FORMING BENEFITS THAT ACTUALLY MEET EMPLOYEE NEEDS
- 3:30PM – 4:00PM  CASE STUDY: FOSTERING EMOTIONAL WELL-BEING FOR EVERY HEALTHCARE EMPLOYEE
- 4:00PM – 4:15PM  WELLNESS WORKSHOP: MENTAL HEALTH AND WELLBEING IN A POST-PANDEMIC WORLD
- 4:15PM – 5:00PM  BRAINSHIFT: THE FUTURE OF WORKPLACE WELLNESS
- 5:00PM – 5:30PM  WELLNESS BREAK
- 6:00PM – 8:00PM  DINNER, DRINKS & EVENING ENTERTAINMENT: ROOFTOP PARTY!

## TUESDAY NOVEMBER 9TH, 2021

- 7:30AM – 8:30AM  MORNING YOGA
- 8:00AM – 9:30AM  BREAKFAST & BUSINESS MEETINGS
- 9:30AM – 10:00AM  COMMUNICATING CARE THROUGH A MINDFUL EMPLOYEE EXPERIENCE STRATEGY
- 10:00AM – 10:30AM  HEALING YOUR ORGANIZATION: COMBATTING BURNOUT TO REIGNITE THE HOPE AND HEALTH OF EVERY EMPLOYEE
- 10:30AM – 11:00AM  IT TAKES A VILLAGE: HOW TO SUPPORT THE WHOLE EMPLOYEE
- 11:00AM – 11:45AM  CARING FOR EMPLOYEES TO CREATE A CULTURE OF INCLUSION, COLLABORATION AND EMPATHY
- 11:45AM – 12:00PM  INSTITUTE CLOSING REMARKS



**Jeff Marshall**  
CHIEF DIVERSITY OFFICER,  
HEAD OF DIVERSITY, EQUITY &  
BELONGING,  
UM WORLDWIDE



**Dr. Romie Mushtaq**  
CHIEF WELLNESS OFFICER,  
EVOLUTION HOSPITALITY



**Maria Fraga**  
GLOBAL HEAD OF BENEFITS &  
WELLNESS,  
MANULIFE



**Jonathan Gelfand**  
GLOBAL WELL-BEING & HEALTH  
PROMOTION STRATEGIST



**Jessica Noble**  
VP, EMPLOYEE EXPERIENCE,  
HALLMARK CARDS

# SUNDAY NOVEMBER 7TH, 2021

1:00PM – 2:00PM



INSTITUTE REGISTRATION

2:00PM – 2:15PM



WELCOME ADDRESS & CHAIRPERSON OPENING REMARKS

Joe Burton  
FOUNDER & CEO,  
WHIL



2:15PM – 3:15PM



INCORPORATING DEI INTO EVERY WORKPLACE WELLNESS INITIATIVE

Moderator: Miguel  
Joey Aviles  
FORMER CHIEF,  
DIVERSITY & INCLUSION,  
US GOVERNMENT



Diversity, equity, and inclusion (DEI) are not merely corporate buzzwords to be hashtagged into some timely social media posts. Rather, celebrating and encouraging differences, making success attainable to all, and creating supportive communities are the formula for a stronger, better workplace. However, for DEI to truly become part of an organization, it must be integrated into everything a company does, including corporate wellness programs.

James Page  
GLOBAL CHIEF  
DIVERSITY & INCLUSION  
OFFICER,  
THE NATURE  
CONSERVANCY



Equitable and inclusive workplaces support employee well-being by increasing professional achievement, job satisfaction, and better mental and physical health outcomes. Similarly, a workplace that focuses on well-being also has a documented effect of decreasing prejudice, discrimination, and harassment.

Jeff Marshall  
CHIEF DIVERSITY  
OFFICER, HEAD OF  
DIVERSITY, EQUITY &  
BELONGING,  
UM WORLDWIDE



This session will focus on the connection between DEI and wellness. This esteemed panel of Culture-Catalysts will define and distinguish between concepts of oppression, power, privilege and unconscious bias in the workplace, and will discuss individual, interpersonal, institutional, and systemic barriers for equity-seeking groups. They will provide key takeaways and strategies for developing an inclusive approach to employee wellness, with an ultimate focus on enhancing capacity for allyship and promoting connection with others.

Jennifer Vasquez  
HEAD OF GLOBAL  
DIVERSITY, INCLUSION &  
BELONGING,  
AMGEN



Yemisi Oloruntola-  
Coates  
CHIEF INCLUSION &  
EQUITY OFFICER,  
GBH



3:15PM – 3:55PM



SOLUTIONS SHOWCASE

Alok Deshpande  
CEO, CO-FOUNDER,  
SMARTPATH



THE COMPLICATED RELATIONSHIP BETWEEN HEALTH AND WEALTH

You've heard many of the stats. 50% of mental health issues are driven by money. 70% of families live paycheck to paycheck. Financially stressed employees have higher health claims and lower utilization of preventative care than their peers.

But, how much of this reality can you control? Is reducing financial stress for your workforce a realistic objective? If not, what is the purpose of financial wellbeing initiatives?

Join us for a provocative talk on the current and future state of financial inequality, what you can/can't do about it and how to organize your wellbeing efforts to effectively incorporate financial stress.



CONFERENCE  
SESSION



BUSINESS  
MEETING



THINK  
TANK



WELLNESS  
WORKSHOP



NETWORKING  
FUNCTION



PANEL  
DISCUSSION



SOLUTION  
SHOWCASE



BREAK



GET ACTIVE

CORPORATE WELLNESS  
INSTITUTE

# SUNDAY NOVEMBER 7TH, 2021

Ellen Meza  
DIRECTOR OF GLOBAL  
BENEFITS & MOBILITY,  
DOCUSIGN



Robert Watson  
VP OF ENTERPRISE  
SALES & STRATEGIC  
ALLIANCES,  
SPRING HEALTH



3:55PM – 4:00PM

4:00PM – 5:30PM

5:30PM – 6:00PM

Joe Burton  
FOUNDER & CEO,  
WHIL



6:00PM – 6:30PM

Maria Fraga  
GLOBAL HEAD OF  
BENEFITS & WELLNESS,  
MANULIFE



6:30PM – 8:30PM

## CASE STUDY: HOW DOCUSIGN BECAME A MENTAL HEALTH CHAMPION

In this session, Ellen Meza will discuss how she has become a Mental Health Champion by taking action to raise awareness of mental health issues among employees, challenging mental health stigma and promoting mental health benefits and resources within her organization.



## BREAK



## BUSINESS MEETINGS



## HOW TO MANAGE STRESS AND ANXIETY IN A CHANGING WORLD

Employees are becoming increasingly more stressed due to constant change at work, an ongoing global pandemic, widespread societal unrest, job insecurity, divisive rhetoric and working from home. This presentation shares insights into how to cope with change, how to recognize it as the new normal - and how to succeed and thrive in the face of ongoing disruption. After completing this session, participants will be able to:

- Practice and share techniques to help manage stress and anxiety
- Contribute to a culture that supports employee wellbeing
- Describe the science behind mindfulness and resilience



## PRIORITIZING THE NEEDS OF A MULTIGENERATIONAL WORKPLACE TO IMPROVE HEALTH AND LONGEVITY OF EMPLOYEES

The challenges – and opportunities – of a multi-generational workforce have been a consistent priority for HR Executives. The varying needs and expectations of multiple generations become clear in the realm of health and well-being. There is no ‘one size fits all’ approach. To create a positive culture in diverse workplaces, balancing everyone’s needs is essential. Individualized incentives and rewards, varying communication styles and flexible benefit options must be prioritized to create a well-being ecosystem that adheres to and is inclusive of every employee’s very personal priorities.

As the Global Head of Benefits and Wellness at Manulife, Maria Fraga recognizes that every generation – and every human being – is different. By seizing upon the 4 Pillars of Wellness (Physical, Mental, Financial and Social) this session will share Maria’s ongoing journey in creating and providing multi-model programs that fit the needs of Manulife’s five-generation workplace. Maria will share how Manulife strives to be proactive in the care they are providing, and how to effectively bring digital resources in-house and deploy them to different subgroups in the organization.

As a passionate advocate for mental health, Maria strives to combat the high levels of mental stress prevalence with equal levels of prevention. This discussion will arm you with innovative leadership tactics and key takeaways for protecting all levels and generations of employees, empowering them to succeed in everyday life.



## DINNER FUNCTION: WELCOME RECEPTION & WINE TASTING



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SESSION



BUSINESS  
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BREAK



GET ACTIVE

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# MONDAY NOVEMBER 8TH, 2021

7:30AM – 8:30AM



## MORNING YOGA

Start the day off right with a 25-minute morning yoga flow, guided meditation, aerobics, or brisk walk!

8:30AM – 10:00AM



## BREAKFAST & BUSINESS MEETINGS

10:00AM – 10:15AM



## WELLNESS WORKSHOP: HOW TO HELP THE HARD-TO-REACH QUIT TOBACCO

Jessie Saul  
DIRECTOR OF  
STRATEGIC INSIGHTS,  
EX PROGRAM BY TRUTH  
INITIATIVE



Think your employees who smoke lack motivation to quit or don't want your help? Not true. The good news is that over 70% of smokers WANT to quit. Hear what works to help employees who use tobacco—including those who are difficult to reach—quit for good.

Join this session to learn:

- Proven tactics that motivate different employees to quit tobacco
- Promotional strategies that help tobacco users overcome hesitancy to enroll in quit support

10:15AM – 11:00AM



## EXPLORING THE FUTURE OF CORPORATE WELLNESS: TRENDS SHAPING THE WORK PLACE IN 2021 AND BEYOND

Moderator: Dr.  
Romie Mushtaq  
CHIEF WELLNESS  
OFFICER,  
EVOLUTION  
HOSPITALITY



“Wellness” took on a new meaning in 2020 amid the pandemic, with employers recognizing the immediate and wide-scale need to support workers through the disruption. Though flexibility increased as organizations pivoted to virtual environments, the traditional programs or incentives on offer were still designed to address wellness issues that were rooted in a pre-COVID world. As we look towards 2022, how do we encourage employees and employers to engineer their work differently to integrate wellness? As companies make decisions about the future of wellness, how do we sustain and adapt the workplace to the realities of today?

This session will explore the modern corporate wellness trends that are creating a fundamental shift in the workplace. The esteemed panel will deliver first-hand insights that will empower you to redefine your workplace ethos and create a positive, flexible and collaborative culture tailored to the needs of the modern worker to enhance their well-being. This interactive discussion will guide audience members to consider:

- Defining and developing a cohesive wellness mission and strategy
- Workplace wellness as a competitive differentiator for talent
- Prioritizing wellness initiatives with an emphasis on behavioral health, financial health, social connectedness and rest patterns
- Setting performance metrics for the organization
- Providing employee access to healthcare: Virtual Care, Tele-health, On-Site Clinics, and In-House Counseling
- Balancing the benefits and the stresses of remote work and translating wellness plans to remote & hybrid environments

Maria Fraga  
GLOBAL HEAD OF  
BENEFITS & WELLNESS,  
MANULIFE



Maracie Wilson  
GLOBAL DIRECTOR,  
EMPLOYEE WELL-BEING,  
PROVIDENCE ST.  
JOSEPH HEALTH



11:00AM – 11:30AM



## CREATING A CULTURE OF CHOICE FOR WORKING CAREGIVERS

John Adcock  
SENIOR VICE  
PRESIDENT, PEOPLE  
OPERATIONS,  
CARE.COM



Culture Check! Who do you Care about? New research by Care.com examines the interdependence between workplace culture and benefits from the perspective of both employees and employers. In this session we'll dive into this new research to understand:

- How a culture of care can improve employee engagement



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# MONDAY NOVEMBER 8TH, 2021

11:30AM – 12:00PM



Jonathan Gelfand  
GLOBAL WELL-BEING  
& HEALTH PROMOTION  
STRATEGIST



## LEVERAGING A.I. TO SUPPORT ADOPTION OF WELL-BEING PRACTICES IN THE BUSINESS COMMUNITY

Jonathan Gelfand leads global workforce well-being and health promotion strategies for Fortune- 1000-sized organizations. In this timely Keynote Address, Jonathan will draw on his broad industry experience, share practical steps, challenges, and lessons learned in creating a supportive and empowering mental health and well-being company culture. Hear how he has helped many companies combat stigma, improving access, enhancing behavioral healthcare, while leveraging scalable technology and AI to help identify and combat workforce burnout, impairment, anxiety and depression. Jonathan will share his passion and commitment to driving change, measuring impact, strategies and tactics for engaging employees, managers and teams to optimize investments in resources across the HR ecosystem, spanning D&I, Learning, Health, Safety, Benefits and more. Join this game-changing session to learn Jonathan's team's strategic approach in order to positively impact workplace culture and advance the psychosocial health and well-being of your organization.

12:00PM – 1:00PM



## NETWORKING LUNCH

1:00PM – 1:45PM



## HEALTH & WELLNESS THINK TANKS

Josh Horowitz  
CO-FOUNDER,  
KUNIK



### RETENTION IS A FOUR LETTER WORD (YOUR HOME, WORK, LIFE)

For more than a year, we've been looking into our colleagues' homes. We've witnessed screaming kids, partners on Zoom, and dogs barking. Work and life have merged and there's no going back. This requires employers to acknowledge this reality and provide support where work & life meet.

Where and how we work has permanently changed. The latest data is clear: teams and networks inside companies are narrowing. This is resulting in a growing sense of isolation and disconnection, leading to attrition and burnout. These changes are leading to an accelerating battle for talent. The winners will be those who solve the war for employee retention.

So what's the answer? You must ensure that your people feel valued, seen, and heard wherever they work. Powerful employee support requires intentional and inclusive solutions.

Please join Kunik and high-performance leadership expert and former US Marine Corps pilot Pete Bowen, for a lively discussion on how you can connect your people and build bridges inside your company today. You will learn how to deliver "whole person support" to your entire organization. We will discuss:

- How to support your people where work & life meet in a remote/hybrid model
- Steps to organically connect your people & build bridges through intersectional programming
- How group learning is a powerful tool vs benefits focused on individual consumption

Cam Smith  
HEAD OF COMMUNITY,  
KUNIK



Pete Bowen  
HIGH PERFORMANCE  
LEADERSHIP EXPERT,  
US MARINE CORPS



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## MONDAY NOVEMBER 8TH, 2021

Carrie Marquardt  
VP, CORPORATE  
DEVELOPMENT,  
WELLTHY



### HOLISTIC BENEFITS DESIGN FOR A POST-PANDEMIC WORLD

The pandemic changed the workforce. A shift to hybrid and remote work, the blurring of lines between home and office, the devastating impact of care responsibilities on women's workforce participation, a surge in the gig economy, and an increased focus on DE&I leaves employers asking themselves how they can holistically support their populations and attract and retain talent.

While employers are looking to provide whole-person support to their employees, the number of point solutions in the market can make this a daunting task. Investment in digital health solutions soared during the pandemic, and it's getting increasingly tough for benefits leaders to wade through an overwhelming amount of options and choose the best resources for their employees.

As we move into a new era of post-pandemic work, leaders have the chance to step back and reimagine the benefits landscape. In this Think Tank session, we'll come together to discuss ideas, challenges, and perspectives on:

- How can employers design agile, flexible benefit offerings that continue to support employees in an ever-changing and uncertain environment?
- "Holistic" is a buzzword that gets thrown around all the time in the benefits world, but what does a holistic benefit offering truly look like?
- How do employers balance driving down costs with adding new and innovative solutions to support employees' health and wellbeing?

Juliette McClendon  
Ph.D.  
DIRECTOR OF MEDICAL  
AFFAIRS,  
BIG HEALTH



### CREATING MENTAL HEALTH EQUITY IN THE WORKPLACE

Now more than ever, mental health is at the top of everyone's mind. Despite significant investments in mental health, approximately 60% of people who need mental health care still do not receive it. While companies and organizations started emphasizing programs to promote and boost mental health and wellbeing, many find it difficult to create mental health equity in the workplace, and to measure the impact and success of their programs. Join this think tank discussion to discuss how to measure mental health equity in your company and simple yet evidence-based steps you can take to improve.

Amy Evert  
SALES LEADER,  
BIG HEALTH



1:45PM – 2:15PM



### NEVER WASTE A CRISIS: BUILDING AND REINFORCING HP SPIRIT WITH A HOLISTIC APPROACH TO EMPLOYEE WELL-BEING

Over the course of 2021, HP has continued to harness the power of culture and is responding to the defining crises of this generation: COVID-19, the fight for racial justice and climate change. As employees were thrust into anxiety-inducing work-life situations, the organization took a holistic approach to employee support and well-being. By reflecting on the interconnections between physical, mental emotional, financial and environmental health, Luciana Duarte, VP and Global Head of Employee Experience has paved the way for HP employees to navigate through the hardships of the last year, and in this session, she will provide insights into how HP is:

- Using data input from employees to build-out holistic employee experiences for maximum engagement and productivity
- Advancing their change management strategy to provide the foundation for a comprehensive employee well-being and experience program
- Focusing on HP Spirit – a corporate community full of resources to improve psychological safety and ease the ongoing burden of uncertainty and transition, with proven results

Luciana Duarte  
VP, GLOBAL HEAD OF  
EMPLOYEE EXPERIENCE,  
HP



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## MONDAY NOVEMBER 8TH, 2021

2:15PM – 2:30PM



Scott Beeber  
CHIEF SALES OFFICER,  
BRIGHTSIDE



### WELLNESS WORKSHOP: THE WORLD IS HARD: ADDRESSING SOCIAL DETERMINANTS TO DRIVE HEALTH EQUITY

- What part of healthcare do doctors and nurses not address that adds 30% to US healthcare costs and kills more people than diabetes and Alzheimers?
- How can an employer reduce healthcare costs by addressing the biggest barrier to getting the right care early?
- Why is tacking Financial Health one of the most valuable things you can do to improve Health Equity and drive DEI in your workforce?

2:30PM – 3:00PM



Ron Storn  
CHIEF PEOPLE OFFICER,  
BOOSTER FUELS



### HAPPY WORK, HAPPY LIFE: THE IMPACT OF CAREER DEVELOPMENT ON EMPLOYEE WELL-BEING

Employee health and well-being can be significantly influenced by their sense of satisfaction with their job. When you think about the fact that at least 33% of our waking hours are dedicated to the workplace, it is obvious that the happier we are in our careers, the happier we are in life. Workplace cultures that create opportunities for development and growth help instill hope, optimism, self-efficacy, and resilience.

Ron Storn, Chief People Officer of Booster Fuels, will lead a discussion on the correlation between well-being and learning —specifically, upskilling. Developing your employees is an effective way to close the skills gap and boost engagement at the same time. Upskilling fosters the growth mindset and enables employees to learn new skills, increase their knowledge base and feel valued – an enormous factor in engagement.

This boost in engagement is certainly welcome after all the adjustments that employees have been asked to make during the pandemic. Join this discussion to share strategies for modern upskilling that will increase engagement and setup your employees for brighter, more-fulfilled futures.

3:00PM – 3:30PM



Julie Chavez,  
VP, STRATEGY &  
ALLIANCES,  
CARROT FERTILITY



### KEYS TO OFFERING FAMILY-FORMING BENEFITS THAT ACTUALLY MEET EMPLOYEE NEEDS

According to a recent survey, 77% of people indicated that they would stay at their company for fertility benefits — and 88% would even consider changing jobs for access to the fertility benefits. Given these statistics, an increasing number of employers are offering family-forming benefits

However, to reap the benefits for your organization, it is critical that you offer family-forming benefits that meet your employees' needs. This session will share insights from a recent study about what employees want in their family-forming coverage — and how employers can make that happen.

This session will:

- Explore how family-forming benefits have changed over time and what is driving demand
- Share which family-forming benefits employees want
- Outline how employers can implement solutions that meet employee needs while mitigating high-cost healthcare claims



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## MONDAY NOVEMBER 8TH, 2021

3:30PM – 4:00PM

Maracie Wilson  
GLOBAL DIRECTOR,  
EMPLOYEE WELL-BEING,  
PROVIDENCE ST.  
JOSEPH HEALTH



### CASE STUDY: FOSTERING EMOTIONAL WELL-BEING FOR EVERY EMPLOYEE

Meeting the mental health and emotional well-being needs of a diverse workforce are a top mission and sustainment imperative for Providence, one of the nation's leading health systems. Providing an innovative and comprehensive approach to caring for our caregivers enables the organization to deliver on its ultimate mission to care for their communities with a high performing workforce. Providence aims to foster the most mental health-literate workforce anywhere with top decile outcomes and care available. A strategic reimagining of the full mental health continuum of care is required in order to meet this goal and to achieve a new model and culture of support where stigma and access issues are fully addressed.

In this session, Maracie Wilson, Providence's Global Director of Employee Well-being will:

- Review the current state of workforce mental health, gaps in access to care, and cultural stigma and barriers
- Explore the current reactive nature of mental healthcare access and the proactive preventive approach needed
- Share how Providence and its family of brands are designing a roadmap for a reimagined mental health continuum of benefit resources for their workforce

4:00PM – 4:15PM

Jason Allie  
DIRECTOR,  
HEADSPACE HEALTH



### WELLNESS WORKSHOP: MENTAL HEALTH AND WELLBEING IN A POST-PANDEMIC WORLD

With the official merger completed in October, Headspace Health brings together Headspace, a global leader in mindfulness and meditation, and Ginger, a leader in on-demand mental healthcare. The combined entity offers the world's most accessible and comprehensive digital mental health and wellbeing platform.

Mental health is the number one cause of disability, and employers are feeling the effects. With one in five adults experiencing a diagnosable mental health illness each year, and half going untreated, employers are struggling to manage the costs of declining productivity, health and retention. It's clear that mental health is a workplace issue, which is why finding a solution that supports an entire workforce, regardless of level of need, has never been more crucial.

In this 15 minute presentation, Headspace Health will cover:

- The impact of growing mental health needs of employees and what employers can do to manage it
- The importance of offering care for the full-spectrum of mental health needs, from prevention to treatment
- How a complete mental health and well-being solution makes both offering and accessing care simple and cost-effective for employers and employees

4:15PM – 5:00PM

Dr. Romie Mushtaq  
CHIEF WELLNESS  
OFFICER,  
EVOLUTION  
HOSPITALITY



### BRAINSHIFT: THE FUTURE OF WORKPLACE WELLNESS

As organizations face record employee stress issues and burnout rates, the answers are found beyond lectures and health fairs. To change the state of our business and relationships, we must first address the state of brain function of individuals and the team. In brainSHIFT, we discuss the difference between a workplace wellness initiative and a cultural movement in your organization.

How can a Chief Wellness Officer create an impact in your organization? Dr. Romie, a board-certified physician, scaled a mindfulness and wellness program in an organization with over 6000 employees. In brainSHIFT, she discusses lessons learned, the path forward with employee mental well-being, and the power of vulnerability and authenticity in leadership.



CONFERENCE  
SESSION



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BREAK



GET ACTIVE

CORPORATE WELLNESS  
INSTITUTE

# MONDAY NOVEMBER 8TH, 2021

5:00PM – 6:00PM



WELLNESS BREAK

6:30PM – 8:30PM



DINNER, DRINKS & EVENING ENTERTAINMENT: ROOFTOP PARTY!



CONFERENCE SESSION



BUSINESS MEETING



THINK TANK



WELLNESS WORKSHOP



NETWORKING FUNCTION



PANEL DISCUSSION



SOLUTION SHOWCASE



BREAK



GET ACTIVE

## TUESDAY NOVEMBER 9TH, 2021

7:30AM – 8:30AM



### MORNING YOGA

Start the day off right with a 25-minute morning yoga flow, guided meditation, aerobics, or brisk walk!

8:30AM – 9:30AM



### BREAKFAST & BUSINESS MEETINGS

9:30AM – 10:00AM



### COMMUNICATING CARE THROUGH A MINDFUL EMPLOYEE EXPERIENCE STRATEGY

Claire Clarke  
SENIOR WORKPLACE  
WELL-BEING  
STRATEGIST,  
CALM



Mental well-being is tied to happier work, more effective collaboration, and increased productivity. Learn how a mindful employee experience strategy can communicate care by keeping employees' minds top of mind.

10:00AM – 10:30AM



### HEALING YOUR ORGANIZATION: COMBATting BURNOUT TO REIGNITE THE HOPE AND HEALTH OF EVERY EMPLOYEE

David Atkinson  
VP, HR STRATEGY &  
TRANSFORMATION,  
ATRIUM HEALTH



In an era where preventing employee burnout and protecting their well-being is more important than ever before, leaders must elevate experiences that strive to enable the resilience of frontline and remote teams. This will be imperative to thriving in the next normal. In this session, you will obtain practical take-away's from David Atkinson, VP of HR Strategy and Transformation at Atrium Health as he shares proven insights and steps to:

- Understand how the current state of burnout is impacting the experience economy
- Appreciate the tsunami effects of when generational conditions collide with a global pandemic
- Implement an organizational well-being model that accelerates agility
- Learn how Atrium Health thinks about 'friction' to improve resilience as an experience driver – not just for teammates, but for customers too

10:30AM – 11:00AM



### IT TAKES A VILLAGE: HOW TO SUPPORT THE WHOLE EMPLOYEE

Maribeth Bearfield  
CHIEF HUMAN  
RESOURCES OFFICER,  
BRIGHT HORIZONS



With offices reopening and the economy picking up steam, there's an unmistakable sense of urgency for employers to position themselves for what comes next. The pandemic has caused a fundamental shift in the relationship between employee and employer that requires employers to rethink their benefits strategies and offer new supports.

Hear solutions from Maribeth Bearfield, CHRO at Bright Horizons, around how to offer whole-person supports that meet employees where they are. You'll take away:

- What employees expect from their employers--and programs you can implement now
- Concrete ways to identify and stay in front of the head-spinning evolution of skills
- How to establish "a village" of support that can elevate your culture, reduce burnout, and foster the resilient workforce needed to thrive in the now of work



CONFERENCE  
SESSION



BUSINESS  
MEETING



THINK  
TANK



WELLNESS  
WORKSHOP



NETWORKING  
FUNCTION



PANEL  
DISCUSSION



SOLUTION  
SHOWCASE



BREAK



GET ACTIVE

CORPORATE WELLNESS  
INSTITUTE

## TUESDAY NOVEMBER 9TH, 2021

11:00AM – 11:45AM



### CARING FOR EMPLOYEES TO CREATE A CULTURE OF INCLUSION, COLLABORATION AND EMPATHY

Jessica Noble  
VP, EMPLOYEE  
EXPERIENCE,  
HALLMARK CARDS



Hallmark's vision is to create a more emotionally connected world by making a difference in every life, everyday. This vision extends to their consumers, as well as employees.

Kristen Harris  
VP, DIVERSITY &  
INCLUSION, EMPLOYEE  
EXPERIENCE,  
HALLMARK CARDS



In this powerful presentation, you will learn from two accomplished, visionary executives who serve as cultural change agents within their organization to understand how Hallmark cares for employees – whether it is enabling them to give back to their community or empowering them to be the best versions of themselves. Understand how to champion the idea of bringing one's 'whole self' to work and weave wellness into every aspect of the employee experience.

11:45AM – 12:00PM



### INSTITUTE CLOSING REMARKS



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## VENUE

**NOVEMBER 7-9, 2021**

**The Pasea Resort, Huntington Beach, CA**

Perched on the edge of the world's most expansive ocean, discerning travelers will be welcomed with spacious guest rooms and suites, almost all with ocean views, a celebrated signature restaurant, a chic rooftop lounge, an oceanfront pool, and a rejuvenating Balinese-inspired spa. We believe that five-star service combined with premier Huntington Beach catering and a breathtaking event space will deliver a memorable experience. To welcome a worry-free stay, we have implemented strict safety guidelines through our Hospitality & Health Promise, and continue to evolve operations in accordance with government standards.



## REGISTRATION INCLUDES:

- 2 nights' accommodation at the Resort
- All group meals and cocktail receptions for the duration of the Institute
- A customized itinerary highlighting the Thought Leadership Sessions, Business Meetings and Networking Functions that you have selected
- Dedicated pre-event, post-event and onsite logistics assistance by an IPMI Operations Manager
- Access to Presentation Materials post-event

