

MEDIA ADVISORY

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Hospital Provider Wellness Conference Brings Prominent Experts to Los Angeles June 14-15, 2012

Hilton Los Angeles / Universal City, CA

Los Angeles, CA -The Hospital Association of Southern California (HASC), brings its second annual Health Care Provider Wellness Conference to the Hilton Los Angeles / Universal City, June 14-15. Featured speakers include Diana Bontá, DrPH, president/CEO, The California Wellness Foundation; Dr. Toni Yancey, Co-Director, UCLA Kaiser Permanente Center for Health Equity in the School of Public Health; Dr. Rajiv Kumar, founder and Chief Medical Officer, ShapeUp; Dee Edington, PhD, professor, University of Michigan Division of Kinesiology; and Christopher Scanlan, Partner, Arnold & Porter LLP.

The Wellness Conference was created in part to meet an important employee health initiative introduced by the American Hospital Association in a groundbreaking report, “A Call to Action: Creating a Culture of Health.” Exploring the critical role hospitals play in their communities, the report called for hospitals to be accountable for creating a culture of health that meets the goals set out by Healthy People 2020 and the Affordable Care Act of 2010.

“Health care reform is requiring American businesses to scrutinize their medical benefit plans. Over the past several years we have developed solid factual evidence that an employer- sponsored comprehensive wellness program can be an effective tool in controlling plan costs. In addition, it can improve employee morale and the overall health of plan participants. Any activity that reduces a company's costs while producing healthy and happier workers and family members is here to stay,” says Paul Celuch, Vice President, Human Resources and Support Services, Verdugo Hills Hospital.

With a focus on worksite wellness as a core business strategy, the two-day event will use case studies and educational sessions led by renowned wellness experts to examine ways to accelerate wellness program innovation and development. Wellness 2.0 will also be central to the conference, exploring how mobile, social, gaming and incentive technologies are transforming employee wellness programs.

“This conference will appeal to those who are just beginning to think about developing a wellness program, those with an existing program and everyone in between. It features a rich blend of very experienced presenters from the academic, consulting, medical provider and business communities. Their practical insights will help the wellness plan novice avoid the early pitfalls and the veteran improve overall plan success,” Teri Hollingsworth, VP of Human Resources at Hospital Association Southern California.

About the Hospital Association of Southern California

The Hospital Association of Southern California (HASC), founded in 1923, is a not-for-profit 501(c)(6) regional trade association. The mission of HASC is to serve the political, economic, informational and educational needs of hospitals and to help improve the quality and accessibility of health services. Visit www.hasc.org for more information.

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