



## 2017 Health Care Provider Wellness Conference

CREATING A HEALTHY AND RESILIENT WORKFORCE AND COMMUNITY!

July 13-14  
Anaheim, Calif.

Innovative Strategies  
Visionary Speakers  
Engaging Activities

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## KEYNOTE SPEAKER: JESSICA GROSSMEIER



Jessica Grossmeier, PhD, MPH  
Vice President, Research  
HERO (Healthy Workplaces,  
Healthy Communities)

### ***Linking Wellness to Bottom Line Business Value***

THURSDAY, JULY 13, 2017  
8:15-9:30 a.m.

Jessica Grossmeier, a nationally-recognized wellness expert, will summarize “the robust evidence base” that supports wellness as a value proposition for organizations. According to multiple studies, programs can deliver measurable return on investment by their second year, with increasing savings in subsequent years.

The findings are summarized in 2015’s *Program Measurement and Evaluation Guide: Core Metrics for Employee Health Management*. Grossmeier is a coauthor of the introduction — and sole author of the “Productivity and Performance” chapter. The 88-page guide is the result of collaboration between the Health Enhancement Research Organization, or HERO, and Population Health Alliance — and is [available by clicking here](#).

While wellness pays off, measuring gains is tricky and imprecise, Grossmeier cautions.

“The wellness industry and the modern workplace are constantly evolving,” she summed up in 2015. “And so, too, will the *Program Measurement and Evaluation Guide*.”

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