

*Please join us for a complimentary virtual event*

## From Awareness to Outcomes: The Impact of Designing a Compliant Wellness Program

Thursday, February 16, 2012

1:00 p.m. Eastern | 12:00 p.m. Central | 11:00 a.m. Mountain | 10:00 a.m. Pacific

Length: 60 minutes

*Presented by*

*Hayley Hines, M.S., CHES, CWPD*

*Senior Vice President - Strategy and Service Delivery, Viverae*

*Jeff Brizzolara, PhD, MPH, MBA*

*Chief Clinical Officer, Viverae*

**Event Level:** This event is appropriate for executives and HR professionals from organizations that currently have a wellness program or are considering implementing one.

Building an effective health management strategy for your organization can be a daunting task, riddled with pitfalls and compliance issues. This presentation will clarify how to design a wellness program that can produce major benefits for your workforce and company. Join this virtual event to learn tips about building a successful health management strategy, view examples and definitions of HIPAA and non-HIPAA wellness programs, understand the regulatory requirements for outcomes programs, and see proven incentive structures that can drive employee wellness program participation.

Registration for this event is required; please select the version(s) you would like to attend by using the links below:

### [Register for the live event](#)

The registration deadline is 11:00 a.m. Eastern on 2/16/12

### [Register for the recorded event](#)

The registration deadline is 9:00 p.m. Eastern on 2/16/12

Presenter biographies are available on page two.

### Important Notes

After registering for the live event, you should quickly receive an invitation from Wells Fargo Insurance Services Virtual Events via [invitations@livemeeting.com](mailto:invitations@livemeeting.com). Once you accept the invitation, meeting access details will appear in your electronic calendar. If you do not receive the confirmation, please check your junk mail or spam folder, or contact your IT department to ensure emails pass through in the future, and notify your Wells Fargo representative of the situation. Your registration is not confirmed until you click the "Register" button at the end of the on-line form.

Participants will need a computer with internet access, the [Microsoft Live Meeting client](#), and a telephone line to participate in the live event. For the replay, an internet connection, speakers and Windows Media Player are required.

For more information regarding this and other events, please contact your local Wells Fargo representative or email [VirtualEvents@wellsfargo.com](mailto:VirtualEvents@wellsfargo.com).

*Notice: Microsoft Office Live Meeting will be used to record this meeting. By participating in this event, you agree that your communications may be monitored or recorded during the meeting.*

Together we'll go far



## About the presenters



### **Hayley Hines, M.S., CHES, CWPD**

*Senior Vice President - Strategy and Service Delivery*  
Viverae

Hayley brings a rich background in wellness and health promotion. She graduated from the University of Texas with a Bachelor of Science degree in Nutrition, and has her Master's degree in Health Promotion Management. She has worked as a healthy living coach, corporate wellness and nutrition consultant for over 15 years. Prior to joining Viverae, Hayley created the Health Risk Management Department at Lockton Dunning Benefit Company, serving as the Director for over four years and consulting with over 200 employer groups on their health promotion strategy.

Her current role includes strategic planning for Viverae along with managing service delivery for the organization. Her team works with clients to assist them in the development of an overall strategic direction of their health promotion initiatives. This allows Viverae clients to better control health care costs by improving employee health literacy, personal health accountability, and company culture.



### **Jeff Brizzolara, PhD, MPH, MBA**

*Chief Clinical Officer*  
Viverae

Jeff Brizzolara brings a unique combination of skills in management, teaching and research to Viverae. With over 18 years of experience developing and delivering health management, preventive medicine and wellness services, Jeff leads Viverae's health care research, education initiatives and outreach programs. He has directed a variety of health and wellness programs in both urban and rural settings; served on the faculty of a number of colleges, universities and medical schools; and completed Six Sigma training. Jeff is one of only five individuals from Texas, and the only one from Dallas, selected to the WELCOA (Wellness Council of America) National Panel of Advisors.