Webinar: Weight Control and the Workplace
- a HealthcareWebSummit Event, 12PM Eastern, Wednesday, Nov. 13, 2013

Weight Control and the Workplace: What Really Works?

**Wednesday, November 13th, 2013**
12:00 - 1:00 p.m. Eastern (9:00 a.m. to 10:00 a.m. Pacific)

- Scope and implications of the obesity epidemic in the workplace for stakeholders
- Findings from NBGH Solutions Center report on Weight Control and the Workplace
- Insights of fifteen large employer and health plan executives regarding approaches to obesity management
- Strategies to improve the effectiveness of workplace-based obesity management programs

Faculty:
Laurel Pickering, MPH
President & CEO
Northeast Business Group on Health

Faculty:
Jeremy Nobel, MD, MPH
Medical Director
Northeast Business Group on Health

Registration

**Individual Registration Fee:** $195. Web Summit Flash Drive: $45 for attendees; $260 for non-attendees after the event.

Corporate Site licensing also available (see inside for details) **Use the form on the back page to fax or mail your registration** or call 209.577.4888

Online: To register or get detailed information on the web, go to:
http://healthwebsummit.com/nebgh111313.htm
Cost and prevalence make obesity one of the top health challenges for employers. How can they implement programs that make a real difference for their employees and their organizations?

Northeast Business Group on Health has just released a report based on a collaborative examination of this issue by 15 executives from large employers and health plans. The report, conducted by the organization's Solutions Center, highlights the approaches employers are taking to tackle the high cost and serious health issues stemming from obesity, and the keys to making programs more effective in the future.

Join us on Wednesday, November 13, 2013, 12:00 PM Eastern, for a lively and informative webinar presentation of the report’s findings, as well as an interactive discussion!

**Learning Objectives**

Participants will be able to:

1. Understand the scope and implications of the obesity epidemic in the workplace for purchasers of health care and other stakeholders.
2. Consider the findings from the Northeast Business Group on Health Solutions Center report on Weight Control and the Workplace.
3. Ascertain the insights of fifteen large employer and health plan executives regarding approaches to obesity management.
4. Identify potential strategies to improve the effectiveness of workplace based obesity management programs.
5. Engage in interactive learning through online question submission, attendee feedback and opportunity for follow-up questions, and networking with attendees, faculty and other professionals through dedicated LinkedIn group.
Who Should Attend

Interested attendees would include:

- C-Suite Executives
- Medical Directors
- Human Resource Executives and Staff
- Care Management Executives and Staff
- Case Management Executives and Staff
- Wellness and Preventative Care Managers
- Nursing Executives
- Managed Care Executives and Staff
- Health Benefit Managers
- Planning and Strategic Executives and Staff
- Business Intelligence Staff

Other Interested Parties

Attendees would represent organizations including:

- Employers
- Health Plans
- Hospital Systems
- Medical Groups
- Provider Networks
- Other Providers
- Government Agencies
- Third Party Administrators
- Care Management Organizations
- Pharmaceutical Organizations
- Health Benefit Consultants
- Solutions Providers
- Associations, Institutes and Research Organizations
- Media
Laurel Pickering is President and CEO of Northeast Business Group on Health (NEBGH), a 200-member multi-stakeholder business coalition representing more than 2 million covered lives, committed to market-based health care reform, quality improvement and value-based purchasing. During her tenure at NEBGH, Ms. Pickering has focused on mobilizing employers, health plans, health systems, benefit consultants and other stakeholders to work together to improve healthcare quality and services while driving down costs. NEBGH provides the employer perspective on current health care issues to legislators and healthcare organizations.

NEBGH represents employer interests in a wide range of projects and initiatives, including those undertaken by the Solutions Center, the organization’s platform for generating new ideas and practical solutions for the nation’s critical healthcare issues. Recent NEBGH initiatives include Weight Control and the Workplace, Reducing Preventable Hospital Readmissions, the New York Metro Mental Health Collaborative One Voice, and New Jersey Gaps in Care. Ms. Pickering is Board Chair of the NEBGH subsidiary HealthPass, a health insurance exchange for small businesses.

Ms. Pickering currently serves on NCQA’s Standards Committee, the Board of Directors of The Leapfrog Group, National Business Coalition on Health, the Foundation for Art & Healing, CDC’s Business and Labor Responds to AIDS Board of Business and Labor Partners, the Commissioner of NYC Department of Health and Mental Hygiene’s Advisory Council, and the Community Advisory Committee of the New York State Health Foundation. She was selected as one of New York’s rising stars by Crain’s and featured in the 2007 40 Under 40 issue.

Ms. Pickering received her BA in Anthropology from SUNY Albany and MPH from Emory University.
Dr. Nobel designs health care management and delivery systems that focus on cost and quality concerns as well as the reimbursement models and user engagement dynamics that sustain them. Working with employers, government, and other purchasers, as well as health plans and providers, he develops and evaluates approaches to value based care delivery that coordinate critical aspects of healthcare delivery, support optimal practice patterns, and improve quantifiable outcomes including patient satisfaction. His contributions to this field span twenty five years, and include providing health policy insight to a variety of transformative initiatives including the landmark Institute of Medicine of 1991 study addressing the automated patient record, which helped launch the Electronic Health Record (EHR) movement.

Nobel’s work focuses particularly on the use of technologies to better coordinate information flow between patients, providers, payers and purchasers, including electronic health records, personal health records, interactive web-sites, remote physiologic monitoring, hand-held devices, “smart” registries, and related software applications. At a practical level, Nobel’s work has been the basis of significant acute care and chronic care improvements including improvements in diabetes care, cardiovascular care, as well as improvements in hospital quality and safety.

His recent activities have involved integration of emerging technology deployment, with personalized health insurance benefit design. In addition to working with payers, purchasers, and providers, much of his effort is focused on care delivery at the community level and in particular, the health care safety net; including homes and workplaces, community clinics, public health departments, the VA, and public hospitals.

Dr. Nobel is Board Certified in both Internal Medicine and Preventive Medicine with Master’s Degrees in Epidemiology and Health Policy from the Harvard School of Public Health. He graduated magna cum laude from Princeton University within the Science and Human Affairs program. He received his medical education at the University of Pennsylvania and completed his internal medicine residency at the Beth Israel Hospital, Boston.
Corporate Pricing, Terms and Conditions

Individual vs. Corporate Site License Pricing

- Individual registrations cover a single phone line.
- Multiple persons may listen via speaker phone for the individual registration fee.
- Each individual receives a unique dial-in ID that is not re-useable.
- Corporate pricing is available when registrations are desired for more than one phone line.

Corporate Site License Attendee Registrations

- Organizations individually register all participants for web access and e-mail delivery unless arranged otherwise with MCOL, but corporate pricing will apply based on the number of employees registered.

Eligibility

- Corporate pricing is only available to single organizations, or parent organizations and their affiliates.
- Professional Associations or other groups of separate organizations may not combine for corporate pricing.

Pricing Schedule

**Events Priced at $195 Individually:** Site License pricing for one of any $195 individual events is based upon the number of covered phone lines, according to the following table:

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<tr>
<th>Covered Phone Lines /Logins</th>
<th>Total Price</th>
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<tr>
<td>Under 10</td>
<td>$870.00</td>
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<tr>
<td>10-29</td>
<td>$2,005.00</td>
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<tr>
<td>30-74</td>
<td>$4,425.00</td>
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<tr>
<td>75-174</td>
<td>$9,230.00</td>
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<tr>
<td>175-249</td>
<td>$12,525.00</td>
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<tr>
<td>250+</td>
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Equivalent Price per employee and total savings compared to individual $195.00 price*:

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<tr>
<th>Covered Phone Lines /Logins</th>
<th>Price per Line</th>
<th>Total Savings</th>
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<tbody>
<tr>
<td>Under 10</td>
<td>$174.00</td>
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</tr>
<tr>
<td>10-29</td>
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<td>30-74</td>
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* based upon the midpoint of employees in each range