



Our theme for the **2019 Midwest Health Promotion Conference** is inspired by our planning committee's response to the question, *"If you could conquer one tough wellness issue, what would it be?"* Three powerful words summarized all the responses: **Intention, Inspiration** and **Influence**.

• **INTENTION:** *aim, ambition, aspiration*

Wellness connection: annual plans, program infrastructure, aligning goals, communications

• **INSPIRATION:** *motivation, creativeness, insights*

Wellness connection: the power of storytelling, impacting culture, courage to address mental health, cost of care, high risk habits

• **INFLUENCE:** *affect, impact, impress*

Wellness connection: C-Suite and mid-management support, impact of policies, power of habits



Fueling our passion to help others thrive

Wellbeing is a dynamic process and evergreen by nature. There is no "down time" or "check the box" when supporting people in their health journey.

You deserve one day to focus on your company's wellbeing while enriching your own! Please join me for this empowering day. **RECHARGE** your passion by **CONNECTING** with like-minded people, sharing ideas, discovering solutions, and learning new ways to **GROW** your wellbeing offerings. I look forward to meeting you on September 18!

Mary Kruse

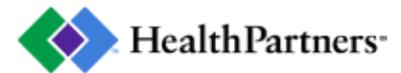
Mary Kruse

President and CEO, HealthSource Solutions

"You've thought through everything and provided for every need: learning, mingling, nourishment, fun, and comfort. I can't think of one thing that could be improved."

— 2018 CONFERENCE ATTENDEE

2019 SPONSORS



2019 PLANNING COMMITTEE

Mary Kruse
Conference Chair
HealthSource Solutions

Jenna Andrews
Conference Coordinator
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Karin Junge
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Mary Alice Noel
Medica

Linda Brandt
Hennepin County Public Health

Traci Kubisiak

Mike Bird
University of Wisconsin - Stout

Amy Bloomquist
Land O'Lakes

Jill O'Brien
Marsh & McLennan



REGISTRATION

Register by August 5 for early bird rates!

| | Reg. by 8/5 | Reg. 8/6-9/13 | Reg. after 9/13 (walk-in) |
|--------------|-------------|---------------|---------------------------|
| Participant: | \$195 | \$215 | \$235 |
| Group (5+): | \$185 each | \$205 each | N/A |
| Student: | \$80 | | |

Conference tuition includes syllabus, light breakfast and lunch.



Register Online:
healthsource-solutions.com/conference/register

Download PDF online and Mail or Fax to:
HealthSource Solutions
Attn: Conference
3149 Fernbrook Lane North
Plymouth, MN 55447

Fax: 763-287-0789

Questions regarding registration:
763-287-0744 or conference@healthsource-solutions.com

Cancellation and Refund Policy

You must cancel by **Wednesday, September 11, 2019** to receive a refund. **No refunds will be given after this date.** An administrative charge of \$50 will be deducted from your refund. Attendee substitutions are accepted at any time. All activities are subject to cancellation. In the event that this conference would have to be cancelled, HealthSource Solutions is not responsible for any airfare, hotel or other costs incurred by participants.

CONFERENCE SCHEDULE

| | |
|----------|--|
| 7:15 AM | REGISTRATION & BREAKFAST WITH EXHIBITORS |
| 7:55 AM | WELCOME & ANNOUNCEMENTS OPENING KEYNOTE |
| 9:15 AM | NETWORKING ACTIVITY |
| 9:35 AM | BREAK & NETWORKING WITH EXHIBITORS |
| 10:00 AM | BREAKOUT SESSION 1 |
| 11:05 AM | BREAKOUT SESSION 2 LUNCH BREAK WITH EXHIBITORS |
| 1:00 PM | BREAKOUT SESSION 3 |
| 2:05 PM | REFRESHMENTS WITH EXHIBITORS |
| 2:30 PM | ACTIVITY BREAK |
| 2:45 PM | AFTERNOON KEYNOTE |
| 3:45 PM | PRIZE DRAWING & NETWORKING |

Conference Location

The Saint Paul RiverCentre
175 Kellogg Boulevard, St. Paul MN

Accommodations

Reserve your hotel room at a special discounted rate.

Holiday Inn St. Paul Downtown
175 West 7th Street, St. Paul MN
651-225-1515 or 800-465-4329

See our website for more details.

KEYNOTES

OPENING KEYNOTE:
Cultivating a Human-Centered Culture
Nancy Lyons, CEO, Clockwork

We can't expect people to leave their personal lives or feelings at the door when they come to work, so let's not try. Instead, a work culture should welcome and connect life and work, personal and professional. This kind of culture centered around people, and whole selves, has to be created deliberately and enacted across every level of an organization. And when it is — when we honor and accept our whole selves at work — we are actively engaging in behavior that enriches our minds, increases engagement and contributes to overall health and wellbeing. Wellness at work is more than fitness programs and collecting points. It's understanding how what happens at work, and how we contribute to the environments in which we work, impact physical and mental health. In this session, we will explore how companies and employees can cultivate a workplace that ensures we ALL feel good.



AFTERNOON KEYNOTE:
The Happiness Factor
Dr. Julie Schissel Loosbrock, MBA, EdD
Reignite The Soul and Corporate Soul Infusion

Should happiness co-exist in business? YES! Businesses are finally realizing that creating an environment of happy, engaged employees is a prerequisite for success. When organizations embrace humanity and encourage employees to bring their "whole self" to work, performance and potential is accelerated. Numerous studies show that cultures that care about not only about the bottom line, but the people, achieve increased productivity, higher levels of innovation, decreased health care costs, and lower attrition! In this session, we will explore the business case for happiness, why happiness matters both personally and professionally and how you can contribute to creating a more positive culture by the choices you make in how you show up each day. Everyday moments matter and make a difference to the overall health and wellbeing of employees and the organization.



BREAKOUT SESSIONS

10:00 AM BREAKOUT SESSION 1

IA

Winning the Attention and Commitment of Top Leadership

Joel Spoonheim, MP, HealthPartners

Many well-being programs lack leader and CFO buy-in because they fail to be relevant to top leaders' visions and measures of success. Application of a simple but insightful power-mapping process can help you identify leaders' self-interest/motivations, formal and informal power dynamics, and paths to success. In this session, participants will practice the process using their own real context and leave with a map to advance their work and share with colleagues committed to organizational change.

IB repeats 3C

Bringing Your Wellness Brand and Strategy Execution Together for Optimal Results

Kelly Berte, MS, HealthSource Solutions

Lori Wall, MBA, Restaurant Technologies

You've heard that a wellness brand is important, but did you know that it is one of the key contributors to your program's success? Branding is not just about creating a logo, some taglines, and a mission and vision; it's so much more. In this session, you will learn how intentionally managing the brand you already have sets the tone for how your program is perceived, inspires managers at all levels, and influences what both your program and employees accomplish.

IC

Reducing the Stigma of Mental Health in the Workplace

Courtney Patt & Erika Tollefson,
Marsh & McLennan Agency

Did you know that 1 in 5 adults experience a mental health disorder in any one year? Seventy percent of Americans with depression are in the workforce. More often than not, employees don't know where to turn to when they or someone they know are experiencing a mental illness. In this session, we will provide education, resources, and solutions to help you bridge the gap while reducing the stigma in the workplace. We will also give a sneak peek into the evidence-based Mental Health First Aid program that can be offered in the workplace, along with a variety of other educational tools that are available.

ID

A Cure for the "I'm Too Busy" Syndrome

Gayle Cartier, Play Bigger With Me

The top status symbol for Americans is no longer lavish vacations or extravagant homes; IT'S BEING TOO BUSY! Studies show that taking happy, restorative breaks at work is a powerful business strategy. The benefits? Healthier, happier, more productive, creative and less stressed employees! Find out why implementing breaks can work for you instead of against the business. You will discover the proven "break" strategy that will set a powerful foundation for a happier, healthier and more connected workplace.

IE

Bringing It All Together: Two Employers' Journeys Towards Integrated Well-being

Jeanine Miakotina, MA, Allina Health

Amy Bloomquist, Land O'Lakes

Employers are moving away from traditional "wellness" programs in favor of broader "well-being" strategies aimed

at integrating physical, emotional, social and financial well-being into a comprehensive solution. This session will look at various approaches to integrating well-being from two employer perspectives. We will look at how they have begun this journey and where they hope it will take them.

IF

Student Session: Preparing for a Career in Worksite Health Promotion

Emily Boettcher, HealthSource Solutions

If you are majoring in health promotion or want to know more about the field, this session is for you! We will review topics you may not have gotten in school, how to maximize your internship, look at job opportunities available, and skills that will set you apart.

11:05 AM BREAKOUT SESSION 2

2A repeats 3C

Are Your Employees Happy?

Kelly Harjes, CHHC, AADP,

Hennepin County Public Health

Crystal Felten, CWWPM, Metropolitan Council

We all want happy, healthy employees. How can we support employee resilience when workplace stress is one significant contributing factor to mental well-being struggles? This session will provide a variety of cost-effective ways to boost mental well-being and positively impact workplace culture. Hear how a local workplace implemented a number of strategies and their key learnings along the way. Leave feeling inspired to break the stigma around mental well-being in the workplace.

2B repeats 3D

The Roadmap to Influence

Stevie Ray, Stevie Ray's Improv Company

At some point, everyone needs the art of persuasion. No matter what your profession, getting a "yes" is the most important skill you can learn. Too many professionals still rely on old techniques that have been proven ineffective. This session combines psychology, neuroscience, and proven techniques to help you trigger the listener towards a positive response. Be forewarned, this hands-on and active workshop will not teach you methods to trick your partner into saying yes, or give you tools to force agreement. The result of using Stevie Ray's techniques is a positive outcome that both parties feel good about. Laugh as you learn to improve your influence and relationship-building skills.

2C

Uniformity is Boring – Especially When It Comes to Well-being Champions

Devynne Schmidt, MPH, CWWPM, CHES, HealthPartners
Megan Swenson, St. Croix Regional Medical Center

It's true that having well-being champions to spread the word about your programs, activities and resources is a critical pillar to building a successful culture of health and well-being. How do you pick these critical leaders/influencers in an organization? Should they all exhibit the same expertise, passions and experiences? In this session, we'll share how to reimagine who and how you recruit great well-being champions, as well as the key roles they should play in your program.

2D

The Bounce Back Project and Healing Power of Social Connection

Janna Netterfield, MA, MBA, Allina Health

The Bounce Back Project is a unique collaborative of physicians, nurses, hospital leaders, staff and community

ACCREDITATION

Each participant will receive a certificate of attendance. It is the responsibility of each participant to apply for credit in their field.

partners in Wright County who have come together for a single purpose – to impact the lives of individuals, communities, and organizations by promoting health through happiness. It was born out of loss when two highly respected and loved physicians died in 2014. Learn about the history of the project and understand how social connections can impact your employees and worksite. Leave this session with tools meant to promote resiliency, decrease burnout, and increase happiness through social connection.

2E

Building a Sustainable Program with Impact

Rachel Bents, MS, and Laura Nelson,
HealthSource Solutions

Whether you are just starting a wellness program or are several years down the road, to create a culture of wellness and achieve short- and long-term goals you have to build a sustainable infrastructure. This interactive session will cover strategies to develop a wellness mission statement, the role and creation of a strategic plan, and the necessity of program goals and objectives. We will also discuss the value of an active wellness committee, the importance of collecting and reporting outcomes, and the importance of celebrating wins.

1:00 PM BREAKOUT SESSION 3

3A

Inspiring Health Leadership Book Discussion

Linda Brandt, MPH, Hennepin County Public Health
Traci Kubisiak, MS

Are you eager for a way to stay inspired and informed about the latest in innovative health and health promotion? Do you want to connect with others and have some fun at the same time? Then you are just the person to join this session as we launch a new ongoing book discussion group with virtual and in-person options. This session will introduce you to the new book group, offer book (podcast, TED Talk, etc.) suggestions, and split into groups to discuss Marie Kondo's The Life-Changing Magic of Tidying Up and Cal Newport's Digital Minimalism. It's recommended that you read at least one of these books prior to the conference, but everyone is welcome to attend!

3B

Metrics to Measure Success: Where Do We Start?

Wellness Panel

The sheer volume of data available to support wellness programming and outcomes can be overwhelming. The insurance brokers, health plans, health portals, HR, health screenings and wellness initiatives all have data. How do you boil this sea of numbers into Key Performance Indicators (KPIs) that will measure your programs success and tell its full story. Hear from a broker, health plan and client about how they break down data and what information ties best into supporting wellness initiatives.

3C repeats 1B

Bringing Your Wellness Brand and Strategy Execution Together for Optimal Results

3D repeats 2B

The Roadmap to Influence

3E repeats 2A

Are Your Employees Happy?

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Wednesday

9 | 18 | 19

St. Paul RiverCentre, St. Paul, MN

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