Wellness Program Management Advisor

Description:

Wellness Program Management Advisor, published since 1996, serves the management information needs of professionals in the growing workplace wellness and health promotion field. We serve subscribers responsible for managing, administering, planning or overseeing their organizations workplace wellness program.

Workplace wellness programs improve employee morale, reduce company healthcare costs and increase productivity on many levels, according to the results of the exclusive return on investment study conducted among wellness managers and reported on in Wellness Program Management Advisor.

With Wellness Program Management Advisor you can have your wellness and fitness program management information organized and put together for you, condensed to save you time, and presented in a manner not available from any other single source.

Exclusive News and Insight for Wellness Managers

In each issue, youll learn how other worksite wellness programs are doing -- strategies adopted, expenses, return on investment, successful programs and new ideas.

Plus, your subscription includes the results of the exclusive Wellness Manager Salary Survey, not available from any other source.

Youll get the statistics you need to show senior management that wellness programs are working at companies throughout the country to control healthcare costs and impact positively on a companys bottom line -- not to mention the impact theyve been shown to have on employees daily lives.

Get current trends in the field of workplace wellness and health promotion; new and innovative strategies and methods for evaluating your wellness and fitness programs; results of studies of wellness programs; and results of our exclusive surveys of our readers.

As a subscriber youll get workplace wellness trends, best practices, comparative statistics, management strategies, health promotion, proven wellness program management methods and plans, ideas worth hundreds of thousands of dollars.

Wellness Program Management Advisor will show you how to motivate employees to participate in existing programs, from encouragement to incentive programs.

Get the secrets to attracting participants to your workplace wellness program offerings.

In-depth Details, Statistics and Percentages

Discover the wellness program services that managers say have the greatest positive impact on their organizations health costs.

Each issues gives you news and details on such information as the job responsibilities of wellness managers; budget, services, and department staffing \ size; starting salaries; results of exclusive workplace wellness management surveys by our editorial team; how some managers are successfully attracting growing numbers of participants to their health promotion programs and how they go about it; and whats ahead for workplace wellness programs in the year ahead.

Wellness Program Management Advisor helps you deal with the challenges and issues facing wellness managers including inadequate funding of wellness programs, budgets, program effectiveness, providing useful outcomes data to support continuation of wellness programming, and, quantifying the health care cost savings related to our program efforts.

With the growing pressure of healthcare costs on employers, the role of a wellness manager is taking on
increased importance in the workplace. Each issue of Wellness Program Management Advisor will help you be prepared to respond to increased pressures of employee needs and demands.

For instance, you'll get how to develop sustainable programs that incent continued participation and needed results, maintaining wellness programs in the face of rising costs to employers, and, motivating employees to participate in high risk intervention programs.

Subscribe now to get the answers that will help you maintain your wellness programs in the face of rising costs to employers, motivate employees to participate in high-risk intervention programs, prove the monetary value of what you do, verify the benefits of increased wellness programming, and take advantage of the opportunities in what is a growing, in demand profession.

Plus, your subscription includes the results of the exclusive wellness manager Salary Survey, not available from any other source.

The subscriber list of Wellness Program Management Advisor reads like a "who's who" of the workplace wellness and health promotion profession.

Who We Serve:

Wellness Manager, Director of Health Services, Community Education, Manager Employee Relations/Wellness, Human Resource Director, Director Health Education & Wellness, Community Programs Coordinator, Director Health Promotion/Wellness, Director Womens & Childrens Health, Manager, Health and Wellness, Wellness Specialist, Coordinator Cardiac Rehab, Fitness Specialist, Health Promotion Coordinator, Health Educator, Health Promotion Coordinator, Director Health Excellence, Health Service Administrator, Manager Community Health Resource, Senior Consultant, and, Employee Health Director.

Among the Subscribers:

Newport News Ship Building, Williams Companies, Kewanee Hospital, Paine Webber, Northwestern University, Motorola, St Anthony Home Health Center, Memorial Hospital of Union County, US Dept of Justice, University of Rochester Medical Center, Good Samaritan Hospital, Cigna, Fleet Bank, Price-Waterhouse Coopers, Beth Israel Medical Center, Social Security Administration, Raytheon, Pharmacia Corporation, Owens Corning, Brookhaven National Lab, Blue Cross - Blue Shield Of Iowa, Coors Brewing Company, Johnson & Johnson Healthcare, Exxon Mobil USA, and Hewlett Packard.

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