



## News

February 11, 2014

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### **Debra Wein Speaks at NFP Thorbahn EMPOWER Academy**

Debra Wein, president and founder of Hingham, Massachusetts based Wellness Workdays, spoke at NFP Thorbahn's EMPOWER Academy on January 29. Debra was joined by speakers Dustin Armitage, Regional Sales Director at Virgin Pulse, Christine Mavilia, Chief Human Resources Officer at Shields Health Care Group, and Ali Winslow, Director of Health Promotion & Productivity at NFP Thorbahn. The seminar "Carrots or Sticks? Wellness Incentives that Work" focused on incentive strategies in the marketplace and was approved for 3.00 general recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute.

Debra, a registered dietitian and a certified wellness program director, discussed the utilization of incentives and other strategies to maximize employee engagement. She covered population management, engagement and return on investment, citing strategies that she implements for her clients and the effective campaigns she has developed to drive participation and, ultimately, results.

"We were thrilled that Debra could join our panel," said Ali Winslow, Director of Health Promotion & Productivity at NFP Thorbahn. "Given her expertise in designing effective corporate wellness programs that maximize results for her clients, we knew she would provide valuable information that our clients could use after the seminar."

A seasoned entrepreneur, Debra Wein develops and implements award-winning worksite wellness programs for organizations throughout the country. Her business, Wellness Workdays, is a leading provider of worksite wellness programs and the only worksite wellness provider in Massachusetts to receive state and national certification as a woman-owned business enterprise. Debra is also the president and co-founder of partner company Sensible Nutrition, Inc., a consulting firm of RDs and personal trainers that provides nutrition and wellness services to individuals. Debra is a nationally recognized expert on health and wellness with nearly 20 years of experience in the industry.

#### **About Wellness Workdays**

Wellness Workdays ([www.wellnessworkdays.com](http://www.wellnessworkdays.com)) is a Hingham, Massachusetts based company that provides worksite health and wellness programs that inspire employees to make simple and positive changes in their lives and improve their health. We have worked with hundreds of companies including Putnam Investments, Brown University, the Massachusetts Institute of Technology, Rockland Trust, Perkin Elmer, Old Mutual Asset Management, Waters Corporation, the Town of Westwood, Bentley University and Harvard Business School. Wellness Workdays

offers the only ACEND-approved worksite wellness focused internship for dietetics students interested in becoming Registered Dietitians.

**About Thorbahn NFP**

NFP Thorbahn, (<http://www.nfp.com/thorbahn/>) a subsidiary of NFP (National Financial Partners Corp.), is a full service employee benefits consulting firm offering the full spectrum of employee, executive, retirement and voluntary benefits as well as health promotion programs. Built on a foundation of understanding people and providing a level of human contact, service and guidance typically not found in today's benefit's world, NFP Thorbahn strives to simplify the increasingly complex benefits environment and help companies manage costs and employee expectations. NFP Thorbahn's EMPOWER Academy is an educational discussion series for its customers and friends. Sessions take place quarterly, and each is designed to bring together like-minded professionals to learn from industry experts and examine the challenges of wellness in the workplace.

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