



News

November 7, 2012

Debra Wein Achieves Wellness Council of America (WELCOA) Faculty Status

Debra Wein, president and founder of Wellness Workdays, has achieved WELCOA Faculty status, a designation honoring some of the best-trained wellness professionals in the country. WELCOA Faculty status requires the completion of four of WELCOA's results-oriented workplace wellness training courses. WELCOA Faculty must also complete one additional certification every two years to maintain the faculty designation. Debra has received certification in the following areas:

- How to Demonstrate a Return on Investment
- Linking Wellness Initiatives to Employee Benefit Design: The Missing Link in Creating Best-In-Class Wellness Programs
- Building Results Oriented Workplace Wellness Program
- The Art and Science of Changing Unhealthy Behaviors

Only 640 WELCOA members, including 16 in Massachusetts, have attained WELCOA Faculty status. The WELCOA Faculty designation credits those who strive to build effective, results-oriented wellness programs that change lives and transform organizations. As a WELCOA Faculty member, Debra has completed the highest level of worksite wellness training in the country. Her wellness programs effectively address two of the most pressing challenges facing employers today: improving employee health and containing rising health care costs.

A seasoned entrepreneur with nearly 20 years of experience in the industry, Debra's company Wellness Workdays, based in Hingham, Massachusetts, 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 RD's and personal trainers, which provides nutrition and wellness services to individuals. A Certified Wellness Program Director, Debra has designed award winning programs for both individuals and corporations around the country and is a nationally recognized expert on health and wellness.

The Wellness Council of America is one of the nation's leading non-profit organizations in workplace wellness, and provides resources to more than 5,000 member companies. WELCOA

has helped to shape the art and science of workplace wellness in a significant way. Operating under the guidance and leadership of a nationally-recognized and highly respected national Board of Directors, WELCOA has developed a reputation for developing and delivering pragmatic and effective workplace wellness solutions. Located in Omaha, Nebraska, WELCOA has been in operation for more than 25 years. For more information, visit www.welcoa.org.

About Wellness Workdays

Wellness Workdays (www.wellnessworkdays.com) is a Hingham, Massachusetts based company committed to providing corporate health and wellness programs that inspire employees to make simple and positive changes in their lives and improve their health while working to lower health care costs for businesses. Wellness Workdays has 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, Sekisui Voltek, Objet Geometries, the Town of Westwood, Bentley University and Harvard Business School.

For more information contact:

Melissa Maichle

essentia Marketing & PR

781.534.8620

melissa@essentiamarketingandpr.com