



## News

June 12, 2013

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### **Debra Wein to Moderate New England Employee Benefits Council Conference “Corporate Wellness: Measuring Success?”**

Debra Wein, president and founder of Hingham, Massachusetts-based Wellness Workdays, will moderate the New England Employee Benefits Council (NEEBC) conference “Corporate Wellness: Measuring Success” on June 20. The event will feature a lively panel of nationally recognized speakers who will discuss demonstrating and measuring the effectiveness of workplace wellness programs, including the best ways to get C-level executives to buy into the notion of workplace wellness and the best practices for measuring ROI.

The conference will feature Dr. Thomas Hawkins from Blue Cross Blue Shield of Massachusetts who will provide an overview of how employers are effectively integrating wellness initiatives into their workplace. Dr. Zirui Song from Harvard Medical School, and one of the authors of "Worksite Wellness Programs Can Generate Savings" published in Health Affairs, will also speak, along with Amy Pryor from Amica Insurance. Amy will share the success and savings generated from Amica’s three year diabetes management program. The event, which is open to both members and non-members will start at 8:15 am at the Waltham Woods Conference Center in Waltham, Massachusetts. Complete details are available [here](#).

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.

The [New England Employee Benefits Council](#) (NEEBC) was founded in 1979 to promote discussion, networking, and informational exchange among the region's employee benefits practitioners. Since that time the organization has grown to 1,350 members representing both purchasers and providers of benefits services and products. NEEBC remains committed to providing high quality benefits-related education while fostering sound procedures, principles and practices.

#### **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.

For more information contact:

**Melissa Maichle at**

essentia Marketing & PR

781.534.8620

[melissa@essentiemarketingandpr.com](mailto:melissa@essentiemarketingandpr.com)