



News

June 17, 2014

Debra Wein to Moderate New England Employee Benefits Council Program “Winning with Wellness: Strategies, Surveys and Best Practices”

Debra Wein, president and founder of Hingham, Massachusetts-based Wellness Workdays, will moderate the New England Employee Benefits Council (NEEBC) program “Winning with Wellness: Strategies, Surveys and Best Practices” on June 18. The event features speakers from award-winning companies who will discuss a number of wellness topics of interest to employers, including the types of wellness programs that yield the highest participation rates, how employers can tailor worksite wellness programs to meet the unique preferences of their employees, and the effectiveness of rewards and financial incentives to motivate program participation.

Speakers for the event include Maria Harris, Director of Recruitment and Colleague Relations at Rockland Trust; Nan Maley, Director of Corporate Wellness at Sullivan Benefits; Tom Maraday, Vice President of Business Development and Client Relations at Bright Horizons; and Sarah Churchill, Dietetic Intern at Brigham and Women's Hospital. The speakers will demonstrate how wellness initiatives can be integrated into an organization's culture and will present original research that provides a wealth of information and best practices for employee retention and engagement. The results of the recent NEEBC Wellness Survey will also be highlighted.

A seasoned entrepreneur, Debra Wein develops and implements award-winning worksite wellness programs for organizations throughout the country and is a nationally recognized expert on health and wellness with 20 years of industry experience. 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.

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 1,250 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) is a Hingham, Massachusetts based company providing worksite health and wellness programs that inspire employees to make simple and positive changes in their lives and improve their health. Wellness Workdays has earned industry recognition and several best practices awards for its clients, which include BJs Wholesale Club, Putnam Investments, Brown University, the Massachusetts Institute of Technology, Rockland

Trust, Perkin Elmer, Old Mutual Asset Management, Bentley University and Harvard Business School.

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