



News
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Debra Wein Speaks at Southcoast Worksite Health & Wellness Collaborative's 4th Annual Worksite Wellness Conference

New Massachusetts tax credits and ROI data make a compelling case for wellness

Debra Wein, president and founder of Hingham, Massachusetts based Wellness Workdays, has been invited to speak at the [Southcoast Worksite Health & Wellness Collaborative's 4th Annual Worksite Wellness Conference](#) on May 9. Debra will be joined by keynote speaker James Prochaska, M.D., Director of the Cancer Prevention Research Center and Clinical Psychology Professor at the University of Rhode Island.

Debra's presentation focuses on the latest worksite wellness ROI data and the new wellness tax credits available to Massachusetts employers. She will discuss how this combination makes a strong case for implementing worksite wellness programs. Dr. Prochaska will provide remarks on "Applying the Stages of Change to Worksite Wellness." He will discuss his research in understanding how people change health-related behavior, and applying 'stages of change' to improve the health of employees in the workforce. A panel discussion will end the morning program, highlighting state and local resources that can help employers establish wellness programs.

The [Southcoast Worksite Health & Wellness Collaborative](#) is an employer-based collaborative of about twenty representatives from local corporations, hospitals, agencies, chambers of commerce and colleges that meets to provide mutual support in improving the health and productivity of those who work in the Southcoast region.

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) 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.

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