



# 14 Wellness Predictions for 2014

# Our Speakers



**Rajiv Kumar, MD**  
ShapeUp



**Marisa Meyers**  
ShapeUp



**Chris Chan**  
Towers Watson



**Jennifer Benz**  
Benz  
Communications

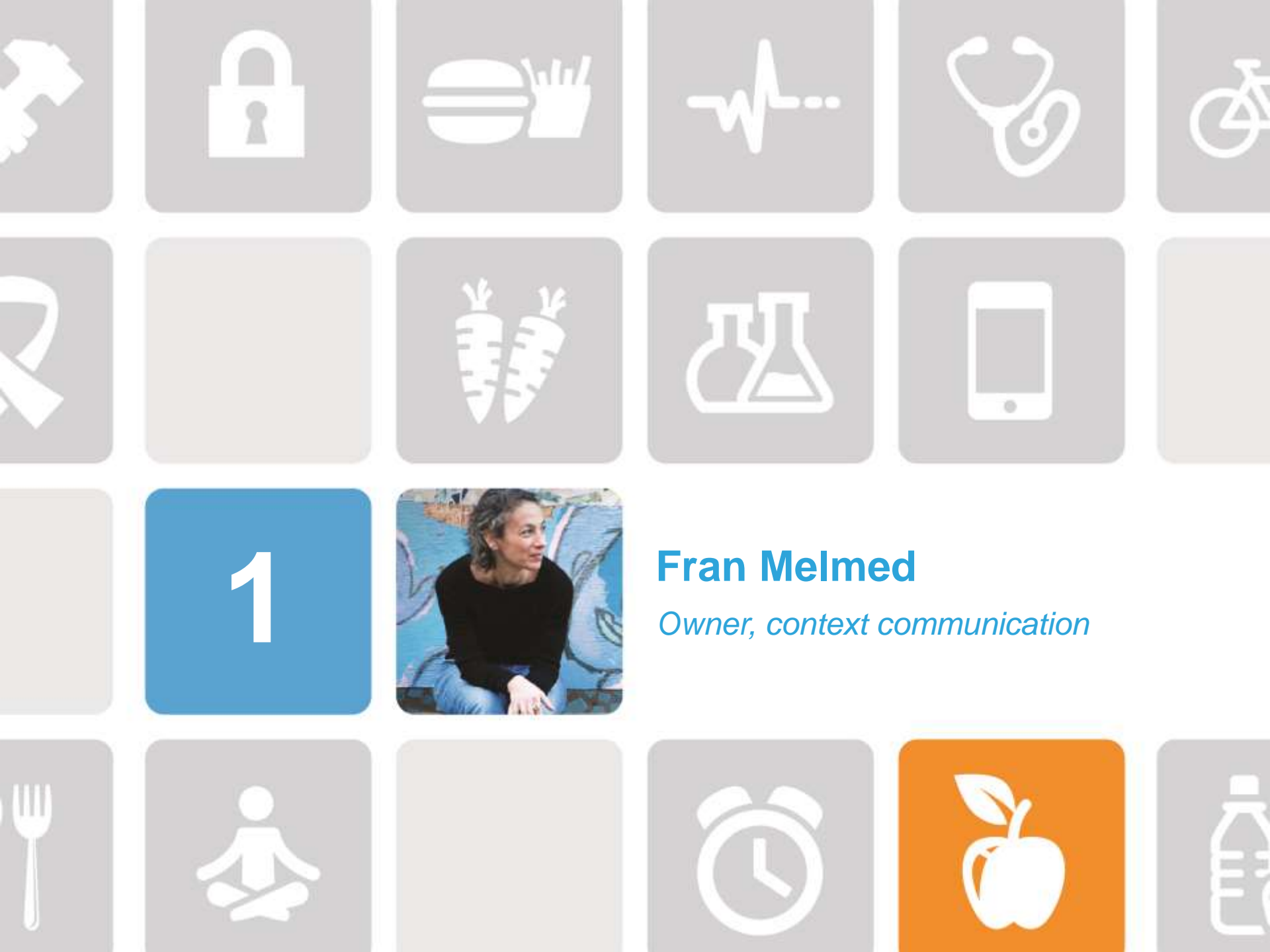


**Bob Merberg**  
Paychex



# Employee Empowerment





1



## Fran Melmed

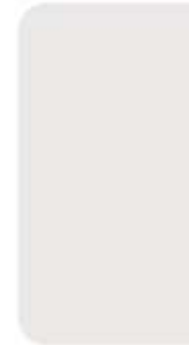
*Owner, context communication*





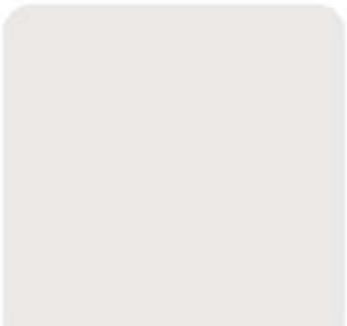
Consumer interest in health and healthy products will bleed into the workplace, and employees will lend a critical eye to how their employer helps them live their life, not just manage their health care.





**Bob Merberg**

*Wellness Program Manager,  
Paychex, Inc.*





As critics and advocates squabble over program effectiveness, wellness participants take a seat at the table to assert their primary concern: privacy.

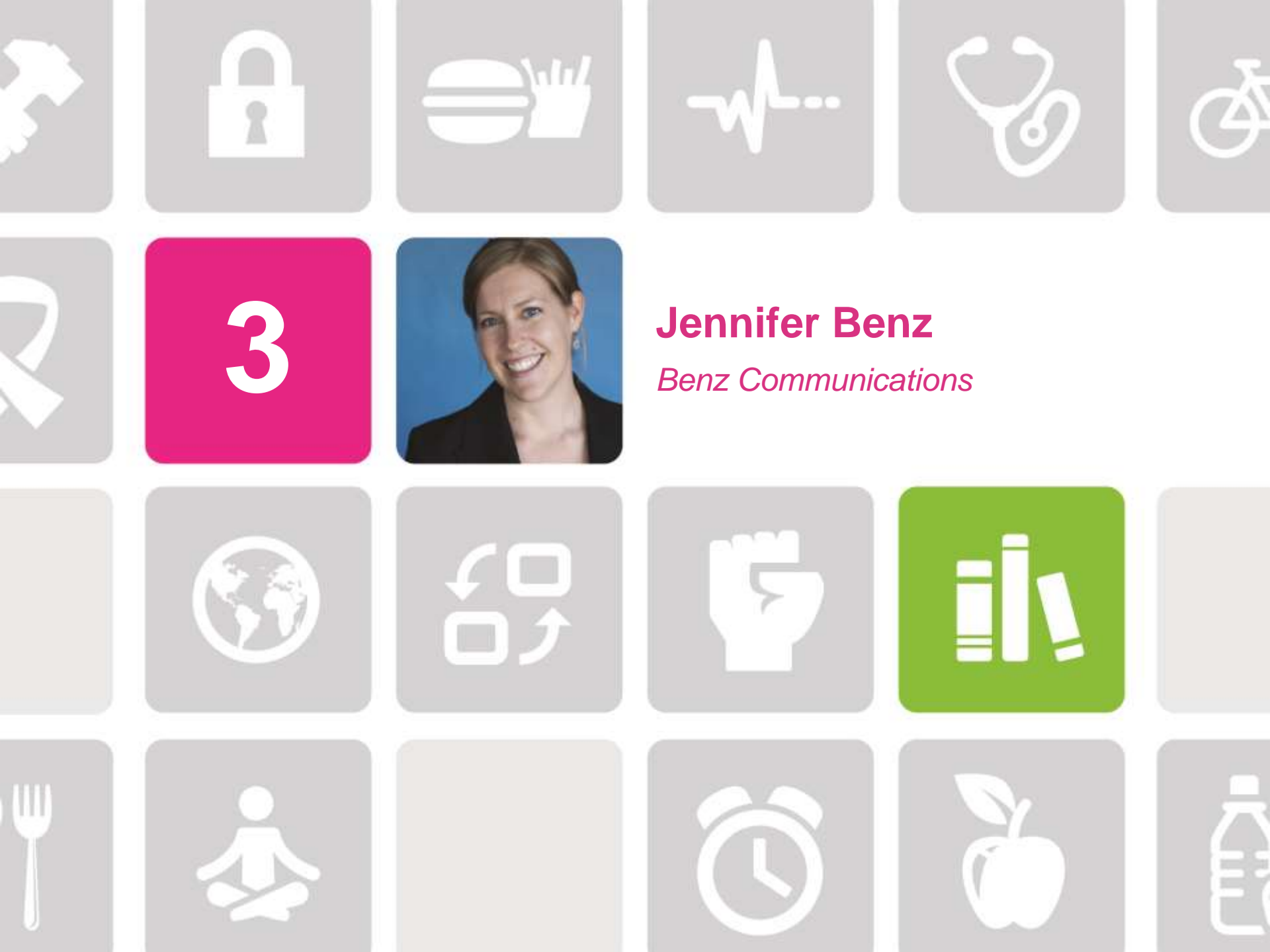


3



**Jennifer Benz**

*Benz Communications*







“

Wellness will become a way to differentiate benefits and compete for talent, with a focus on diverse, personalized programs that encourage activity and engagement.

”





4



**Al Lewis**

*Co-Author at Cracking Health Costs*

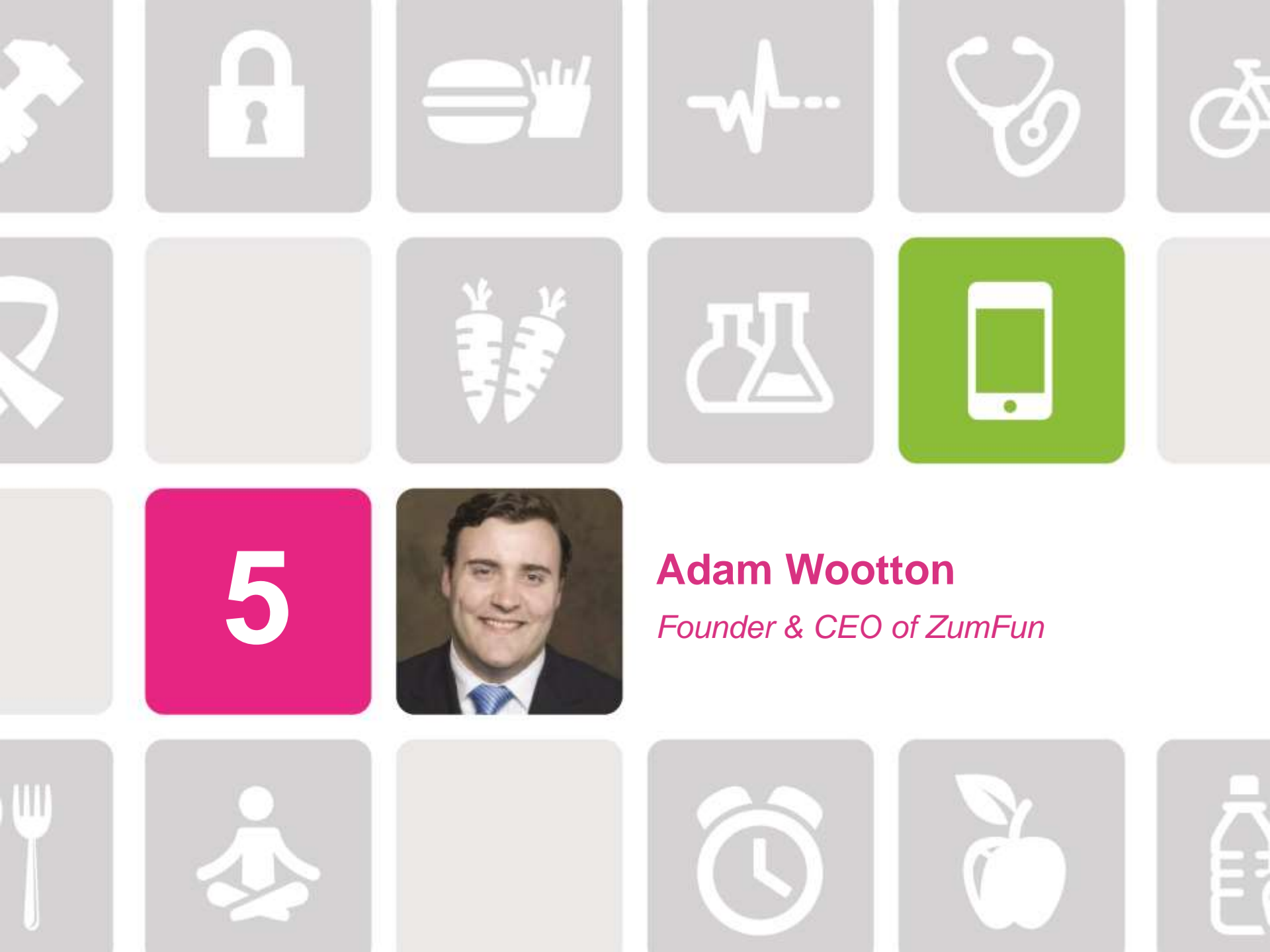


“

More companies will see backlashes, like CVS and Penn State, against draconian programs done to employees instead of for them.

”

A large crowd of people is gathered, likely at a protest or demonstration. In the foreground, a person is holding up a white sign with the word "NO" written in large, bold, black letters. The background is filled with many other people, some of whom are also holding signs, though they are out of focus. The overall atmosphere appears to be one of a significant public gathering.

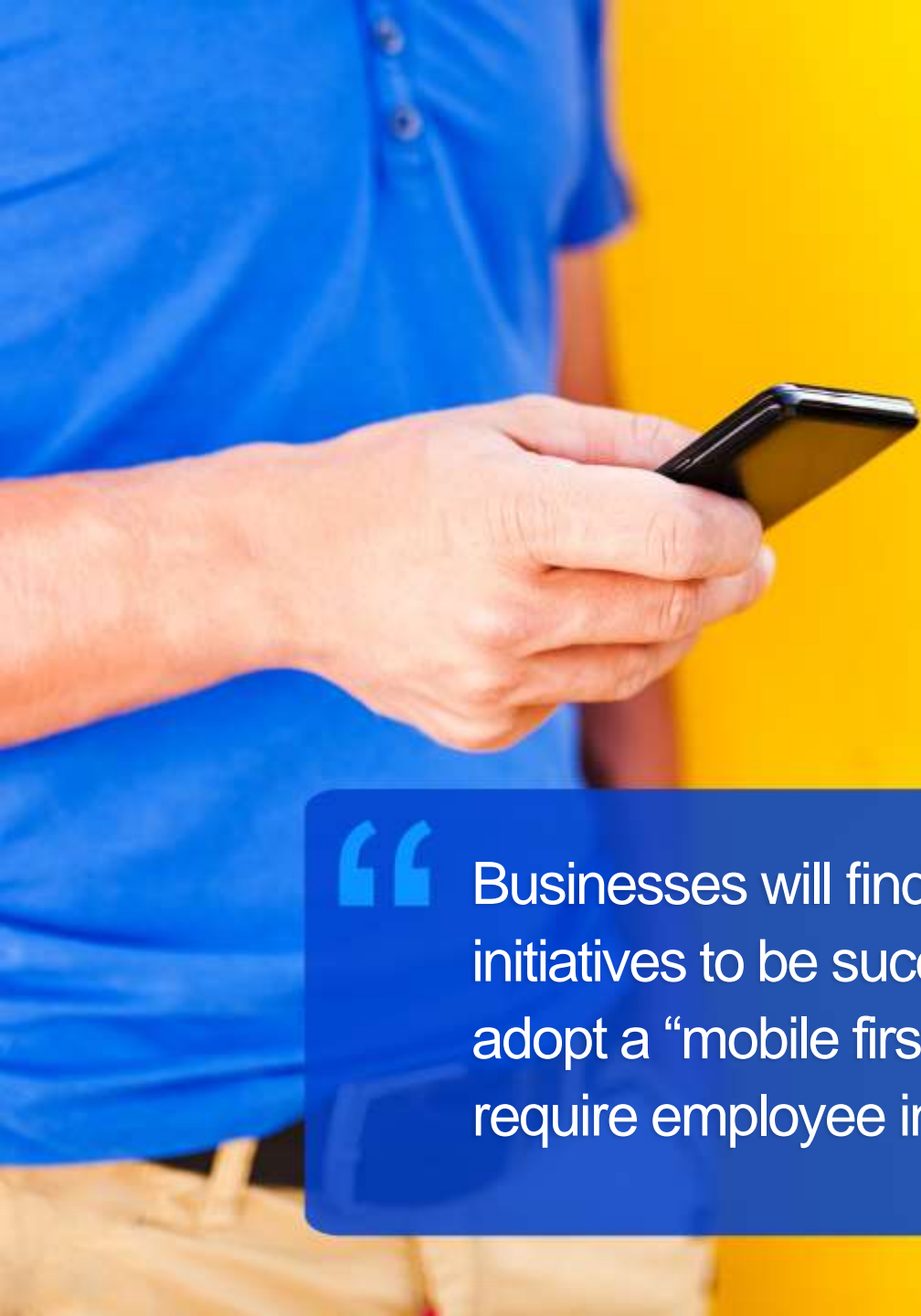


5



**Adam Wootton**

*Founder & CEO of ZumFun*



Businesses will find that for their wellness initiatives to be successful, they will need to adopt a “mobile first” model for all actions that require employee interaction or engagement.





# Weight Management





6



**Dr. David Katz**

*Director, Yale University  
Prevention Research Center*

“

This is the year we will start to 'trash' junk food. It never deserved to be a food group in the first place, and people are getting the memo!

”







7



**Dr. Michael Roizen**

*Chief Wellness Officer, Cleveland Clinic*



The gut's bacteria—the microbiome—will be a major focus of research in weight management and in many aspects of physical and mental health.





8



**Dr. Rajiv Kumar**

*Founder & CEO, ShapeUp*



The gold standard Diabetes Prevention Program will make its way into corporations, providing an evidence-based approach for sustainable weight loss.





# Healthcare Reform

9

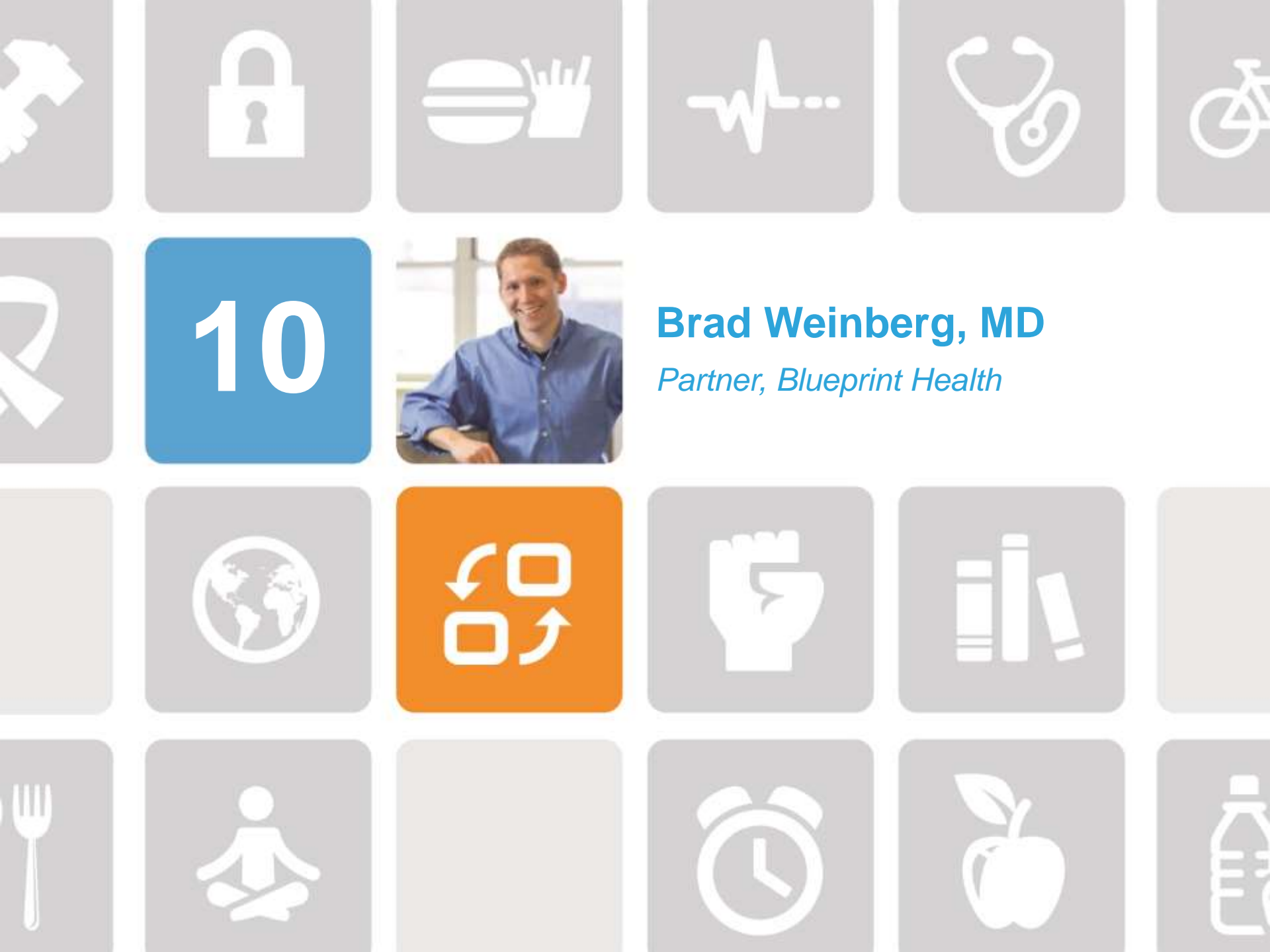


**Dr. Janice Prochaska**

*CEO, Pro-Change Behavior Systems*



“ ACOs with responsibility for entire populations will need evidence based strategies for each phase in the continuum of engagement: reaching, recruiting, retaining, progress, and success. ”



10



**Brad Weinberg, MD**  
*Partner, Blueprint Health*







“

We will see a huge and rapid shift of employers moving their employees into private health insurance marketplaces.

”





# Wellbeing



11



**Christopher Chan**

*Creative Director of Health Imaginations  
at Towers Watson*



Employee wellness is transforming from health management into holistic wellbeing.



12



**Lorna Friedman**

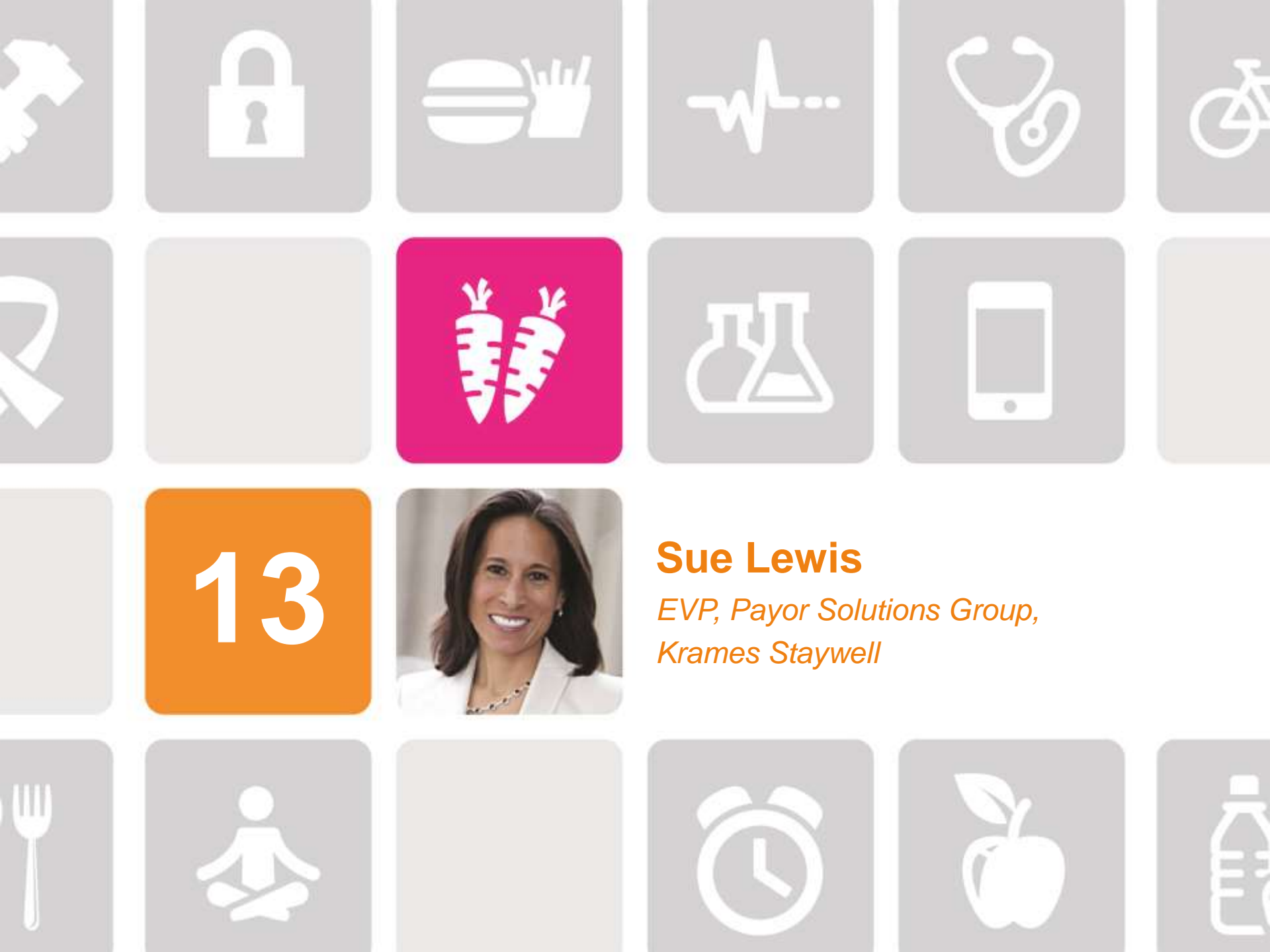
*Partner, Global Health Management at  
Mercer Health & Benefits*



“

The perception of the global workplace as a stressful site rather than an energizing one will continue. Smart employers will invest in workforce strategies that boost resilience across organizations.

”



13



**Sue Lewis**

*EVP, Payor Solutions Group,  
Krames Staywell*

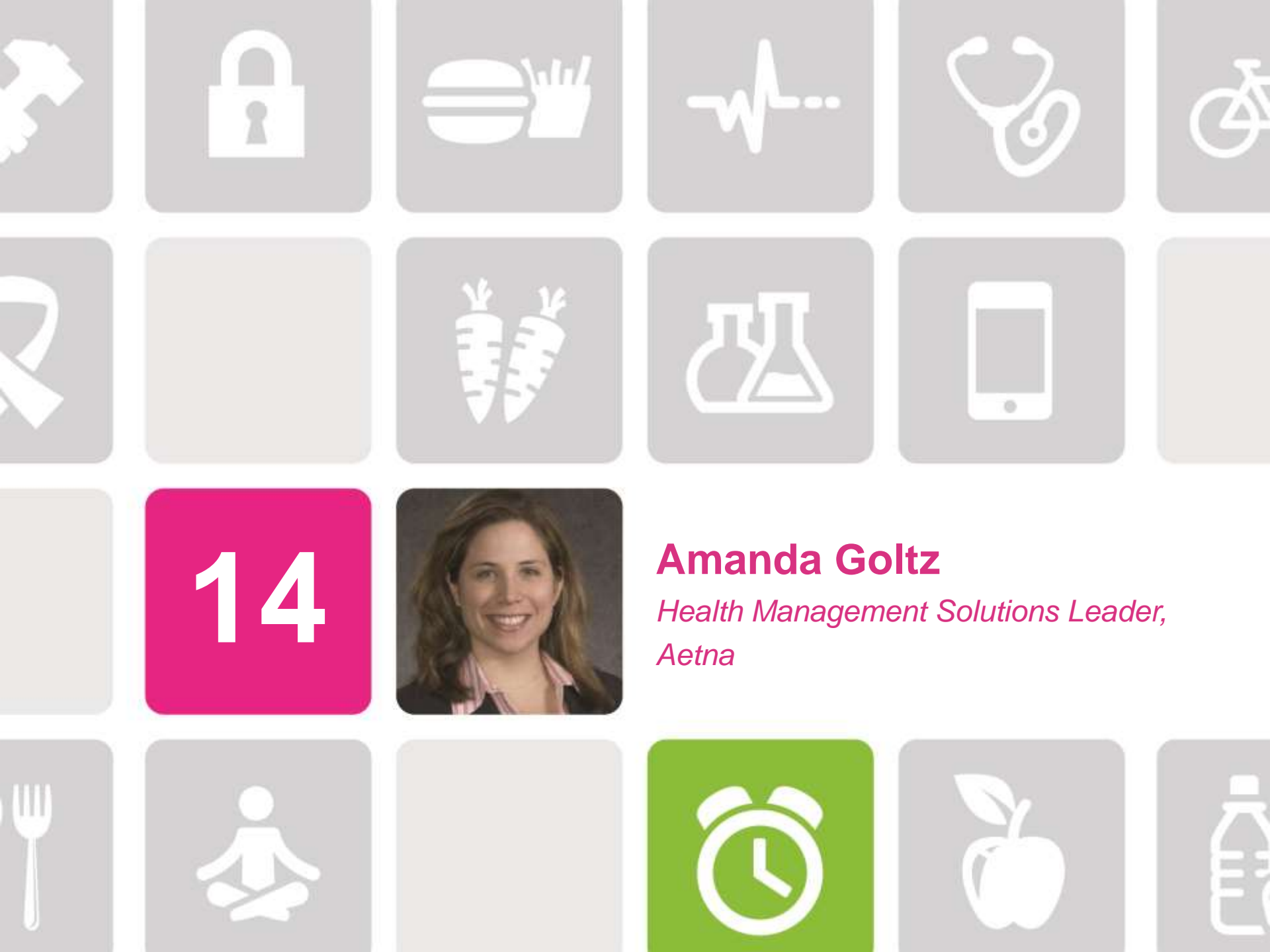
“

Insurers will launch more innovative group products rewarding members for wellness activities and outcomes.

”







14



**Amanda Goltz**

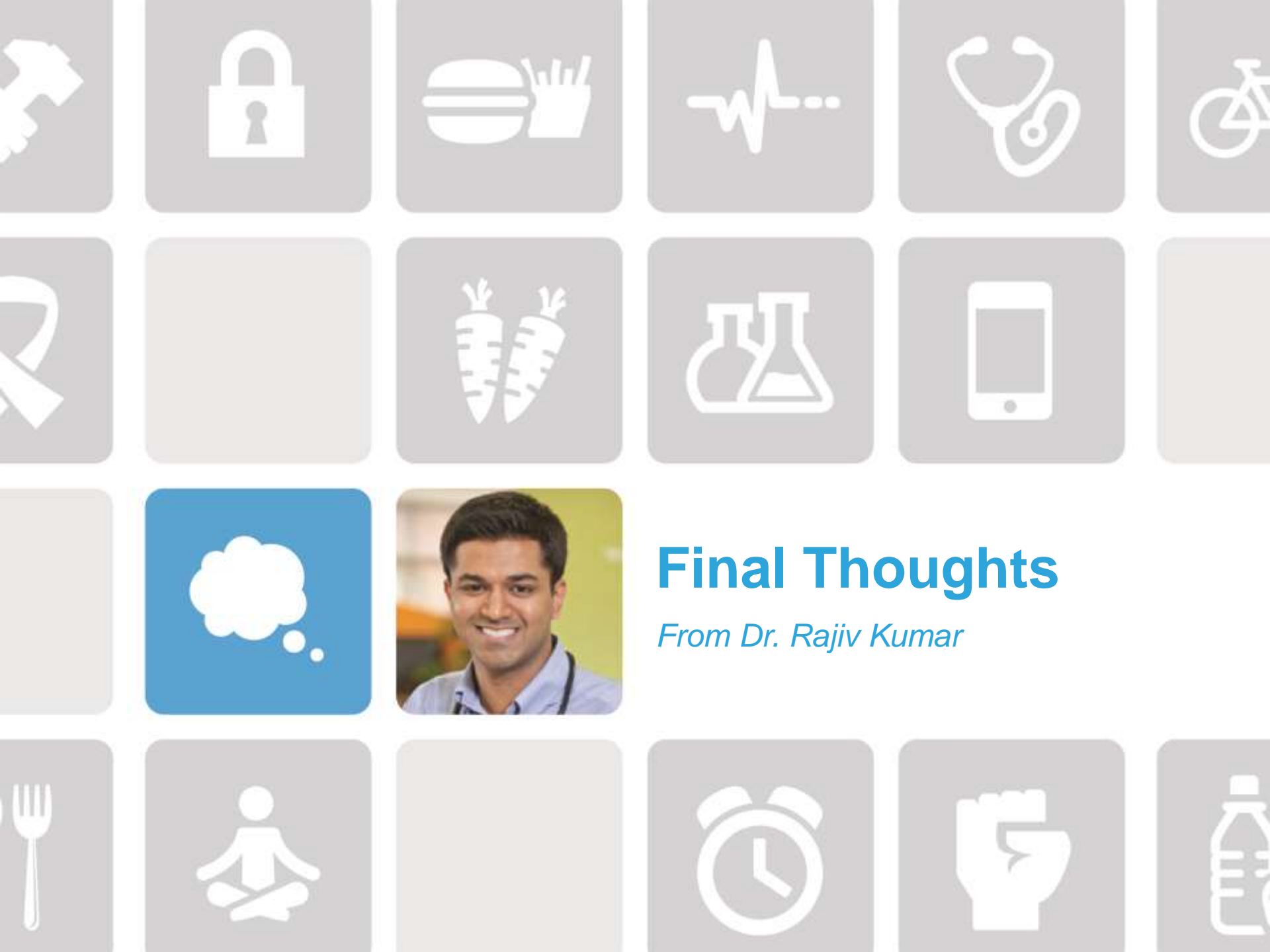
*Health Management Solutions Leader,  
Aetna*





The time when employers did wellness for wellness' sake is over. Growing data connects employee health and wellness to employee productivity, and employee productivity to the employers' profitability.





# Final Thoughts

*From Dr. Rajiv Kumar*

# Question & Answer



**Rajiv Kumar, MD**  
ShapeUp



**Marisa Meyers**  
ShapeUp



**Chris Chan**  
Towers Watson



**Jennifer Benz**  
Benz  
Communications



**Bob Merberg**  
Paychex, Inc



# Thanks for Joining Us!

Copyright © 2013 ShapeUp, Inc. The content in this document is property of ShapeUp and may not be reproduced without permission.