Health and Productivity Management

featuring Joseph Leutzinger, Ph.D., President, Health Improvement Solutions

plus bonus afternoon session

How Workplace Wellness Plays a Role in Economic Development

featuring area legislators and business leaders

Thursday, September 25, 2008

at Luzerne County Community College’s Educational Conference Center, Nanticoke, PA

8:45 am to 3 pm (Check-in registration is 8:30 am)

Sponsored by Luzerne County Community College’s Center for Workplace Wellness

in cooperation with the Greater Wilkes-Barre Chamber of Business and Industry’s Human Resources Task Force, ChamberChoice, and Steps to a HealthierPA Luzerne County

Health and productivity management (HPM) is the newest and most effective approach for addressing employee health. The HPM model will be explained as well as practical strategies for how the model can be implemented either within organizations with a current health program or for those companies who are just looking to get started. This session will also include an update on what has been learned to date from organizations that are implementing the HPM model.

By the end of the program Health and Productivity Management you will be able to:

- Describe why the HPM model is important for employers to consider
- Successfully define HPM and its key components
- Be familiar with the evidence available for building the business case
- Begin to understand how to implement an HPM program at their worksite
- Understand the principles of behavior change and the role ‘culture’ plays in successful outcomes

The Health and Productivity Management (HPM) Model as defined by the Academy of Health and Productivity Management, is as follows:

“The integration of all organizational Human Capital/Resource-related departments designed to accomplish a comprehensive approach to reducing or eliminating health and injury risks while enhancing the portion of personal performance that is related to health.”

The HPM model encompasses the needs of the organization; the interventions designed to meet those organizational needs; the effects of the interventions; and the cost savings, avoidance, and health outcomes of the interventions. When implementing the HPM model, there are several principles to consider related to planning, integration, sustainability and measurement.

Human capital is the value of the organization’s human assets, the employee’s functional health status, and their willingness and ability to complete a task with a desired outcome. Integrating across organizational functions and departments helps to address total health and functionality, which is a complicated and interrelated issue. When implementing the HPM model it is
It is important to create a culture that is conducive to health improvement. Cultivating change using cultural influences such as norms, values, beliefs, and attitudes leads to changing behaviors and cost outcomes.

The organizational framework of the HPM model takes into account policies and regulations, organizational factors – such as timing and topics of interest (safety), and overall administration of the program. Addressing and accounting for these planning and implementation principles helps determine how the HPM model will fit within the organization. During the planning phase it is crucial to consider measurement of the program and understand all associated costs and potential outcomes.

Throughout planning and implementation of the HPM Model it is important to remember the program should be based on input from a large and diverse group. Once the planning phase is complete, the next step is to determine how to best implement the HPM model. Implementation depends on several factors such whether a program is in place or it is determined that the current program needs to be revised (a partial integrated health management program already exists). By assessing the current situation within the organization, you will be able to determine how to best implement the HPM model and which steps need to be taken.

JOSEPH A. LEUTZINGER, Ph.D.

Dr. Leutzinger is the former Director of Health Promotion at Union Pacific Railroad.

In October 2003, Dr. Leutzinger became the President of the Academy for Health and Productivity Management, the teaching division of the Institute for Health and Productivity Management and began independent consulting. In January 2005, he founded Health Improvement Solutions. The focus of this organization is to develop strategic and evaluation plans, as well as integrate human capital related functions for organizations.

In addition to assisting organizations with integrating their internal department and external vendors through serving in an ongoing facilitator role, he also conducts comprehensive program evaluations, vendor request-for-proposal selections, and community field research programming projects.

Dr. Leutzinger has written 25 articles and chapters on worksite health improvement topics and given approximately 200 lectures and presentations on worksite health and productivity related issues. He is the co-author of the book Why and How People Change Health Behaviors, and co-editor of The Platinum Book: Practical Applications of the Health & Productivity Management Model.
Bonus Afternoon Session:

**How Workplace Wellness Plays a Role in Economic Development**
1 pm to 3 pm

Panel representatives will discuss how the health and wellness of our region's workforce impacts our ability to attract and retain business and industry. Hear what our area legislators are doing to ensure a healthy future for all Pennsylvania's workers. Panelists will discuss the indicators that will help chart the course to a “healthy” economic future.

Representative Phyllis Mundy
Representative Eddie Day Pashinski
Representative John Yudichak
Teri Ooms - Executive Director, Joint Urban Studies Center
Ed Steltz - Vice President of Human Resources, Martz Group
Allison Hess - Wellness Specialist, Geisinger Health Plan

*************************

REGISTRATION INFORMATION

**Registration Fee:** $95 fee payable to Luzerne County Community College. The fee includes instruction, materials, lunch, and refreshment breaks. If using a purchase order, please attach it to a completed registration form and mail as quickly as possible. Please register no later than Thursday, September 18 so we have adequate time for planning and lunch reservations. The fee is reduced to $75/person for two or more registrants from the same company/organization.

**Location:** The program will be held at the Luzerne County Community College’s Educational Conference Center, Nanticoke. Ample free parking is available. Directions and campus map are available at [http://www.luzerne.edu/about/welcome.jsp](http://www.luzerne.edu/about/welcome.jsp)

**Cancellations and Substitutions:** You may cancel your registration up to 10 business days before the program (i.e., September 11) and the LCCC Continuing Education Department will refund your registration fee less a $35 cancellation fee. There are no refunds after September 11. Substitutions may be made at any time.

**How to Register:**

- Call Becky McCaffrey, LCCC Workforce and Community Development Division, at 800-377-5222, ext 602. Email is rmccaffrey@luzerne.edu

- Fax registration form to: (570) 740-0605

- Mail registration form to: Rebecca McCaffrey ♦ Luzerne County Community College Workforce and Community Development Division ♦ 1333 S. Prospect Street ♦ Nanticoke, PA 18634-3899
Registration Form

First Name: _______________ Last Name: ____________________________________

Position Title: ___________________________________________________________

Organization: __________________________________________________________________

Mailing Address: __________________________________________________________________

City: _____________ State:____  Zip Code:______ Daytime Phone: ________________

Fax: ________________ Email: _______________________________________

Per person registration fee is $95 and $75/person for two or more registrants from the same company/organization. Please register no later than Thursday, September 18th so we have adequate time for planning and lunch reservations.

Method of Payment

☐ Check *
☐ Purchase Order *

(* payable to Luzerne County Community College)

☐ Credit Card

Type of Card:  ☐ MasterCard  ☐ Visa  ☐ Discover

#__________________________  Holder’s Name______________________________

Exp. Date:______  Security Code (Located on signature line, back of card):_______

Signature:__________________________________________

Complete this form and submit with payment to:

Rebecca McCaffrey
Workforce and Community Development
Luzerne County Community College
1333 South Prospect St., Nanticoke, PA 18634-3899
1-800-377-5222, ext. 602 or e-mail:  rmccaffrey@luzerne.edu

Note:  Please be advised that your contact information may be shared with event sponsors and participants so they can inform you about related upcoming educational events.