



Upcoming Seminar...

CONSUMERISM: Ready, Set, GO!

How to start or improve an existing consumerism strategy and integrate wellness

Our popular Consumerism Readiness Seminars were a hit in 2008 and 2009, and now it's time for the next step. In this seminar, we will explore the steps to get you started, how to improve your existing strategy and how integrating a wellness program can support consumerism.

This seminar will refresh your understanding of the consumer-driven strategy and identify best practices relative to plan design, communication and how to most effectively influence employee behavior. We will examine how incentives and personal wellness programs make a difference in behavioral change, how people choose health care services and the basics of a progressive wellness strategy.

Space is limited. Register today!

RSVP: rsvp@barneyandbarney.com

SPEAKERS

JOHN YOUNG, Vice President, Consumerism for CIGNA HealthCare

John is responsible for developing consumer-driven health programs with CIGNA's middle market customers across the country. He was a founding member of Consumer Driven Marketing, the middle market sales agent for Definity Health, and served as Minneapolis office head and national consumer driven health care expert for Great-West Healthcare. Young is the Chair of the Industry Advisory Committee of the Health Savings Account Coalition, and a member of the Executive Board of Consumers for Health Care Choices. He serves as an Adjunct Professor at the University of St. Thomas, teaching employee benefit courses in the University's master's degree program.

CHRIS DICKINSON, Vice President, Sales and Service for Limeade

Mr. Dickinson is in charge of sales for Limeade, a non-traditional wellness resource which specializes in helping companies improve business performance by personalizing workplace wellness solutions. They use an evidence-based approach to measure and improve all key drivers of health, well-being and productivity to get the most out of your benefit plans. Prior to joining Limeade, Chris managed the design, implementation, and sales of enterprise wellness solutions at ClearPoint, a progressive national employee benefits consultancy based in Seattle. Chris has a History degree from Princeton University.

THURSDAY, AUGUST 19, 2010

7:30 am Registration

8:00 am - 10:30 am Program

Del Mar Marriott

11966 El Camino Real
San Diego, CA 92130

Light breakfast provided.
Attendance is complimentary.
Nominal fee for parking.

TO REGISTER:

RSVP@barneyandbarney.com



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