



**Friday, November 6, 2009**

## **Fit for the Job: What Can Workplace Wellness Programs Deliver?**

### **MODERATOR**

**Judith Miller Jones**

*Director*

### **SPEAKERS**

**LuAnn Heinen**

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**LuAnn Heinen** is vice president of the National Business Group on Health where she is the founding director of its Institute on the Costs and Health Effects of Obesity. The Institute works with large employers, public health officials, and other thought leaders on practical approaches for work site promotion of healthy weight and healthy lifestyles. The Institute develops tools and resources for employer-sponsored wellness and health promotion such as the Wellness Impact Scorecard™, Healthy Dining/Vending/Catering assessments, reports of employer best practices, and information on using incentives to promote healthy lifestyles.

Ms. Heinen recently served as chair of the Subcommittee on Workplaces for the Centers for Disease Control and Prevention's (CDC's) Weight of the Nation initiative. She has served on NCQA's Measurement Advisory Panel for Obesity in Adults, the National Initiative for Children's Healthcare Quality's Childhood Obesity Advisory Committee, the STOP Obesity Alliance, the CDC Expert Panel on Worksite Obesity Prevention and Control, and the Minnesota Heart Disease and Stroke Prevention Advisory Committee. She is a frequent speaker, media commentator, and author.

Ms. Heinen's previous experience includes serving as divisional vice president, Chronimed, Inc., and vice president, Center for Health Policy and Evaluation at UnitedHealth Group. She headed health care consulting firm Heinen HealthCare Associates, LLC, for five years and was a consultant with The Lewin Group.

Ms. Heinen earned a master of public policy degree from the Kennedy School of Government at Harvard University and an AB degree in human biology with distinction from Stanford University.



**Ron Z. Goetzel, PhD**  
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**Ron Z. Goetzel, PhD**, is a nationally recognized and widely published expert in health and productivity management (HPM), return on investment, program evaluation, and outcomes research. He is both the director of the Emory University Institute for Health and Productivity Studies (IHPS) and vice president of Consulting and Applied Research for Thomson Reuters. The mission of the IHPS is to bridge the gap between academia, the business community, and the health care policy world. Before moving to Emory, Dr. Goetzel was at Cornell University. He is responsible for leading innovative research projects and consulting services for health care purchaser, managed care, government, and pharmaceutical clients interested in cutting-edge research focused on the relationship between health and well-being, and work-related productivity.

Over the past 20 years, Dr. Goetzel's work has focused on large-scale evaluations of health promotion, disease prevention, demand, and disease management programs. He is currently the principal investigator (PI) for several projects including Medicare's Senior Risk Reduction Demonstration and New Opportunities for Healthy Aging in Medicare; a project sponsored by the National Heart, Lung and Blood Institute focused on obesity prevention and management at the work site; and a New York City-based project for the CDC supporting collaboration between the private and public sectors in health promotion and disease prevention initiatives directed at employers. As PI for a study funded by the National Association of Chronic Disease Directors, Dr. Goetzel identified the characteristics of promising practices in workplace HPM programs. For the CDC, Dr. Goetzel was the PI for a Landscape Assessment of Worker Health Promotion and Protection Efforts.

He has also been involved in evaluations of health promotion and disease prevention, demand, and disease management evaluations for many organizations including Johnson & Johnson, Duke University, and Blue Cross Blue Shield Federal Employee Program (FEP). His pharmaceutical industry research with Aventis, Bristol Myers Squibb, GlaxoSmithKline, Schering-Plough, Pfizer, Astra Zeneca, Johnson & Johnson, and Eli Lilly has focused on establishing the health and productivity cost burden of certain illnesses.

Before joining Thomson Reuters (formerly Medstat) in 1995, Dr. Goetzel was vice president of Assessment, Data Analysis and Evaluation Services at Johnson & Johnson Health Care Systems. He was one of the original members of the core development and marketing group at Corporate Health Strategies, currently a division of Ingenix. Earlier in his career, Dr. Goetzel was the medical school education program evaluator at the Albert Einstein College of Medicine, where he was appointed to the psychiatry faculty.

Dr. Goetzel earned his doctorate in organizational and administrative studies and his MA degree in applied social psychology from New York University (NYU), and earned his BS degree in psychology from the City College of New York (CCNY).



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**Lucinda Jesson, JD**, joined Hamline University School of Law in 2006 as an associate professor of law and director of Hamline's Health Law Institute. She teaches health law organization and finance, food and drug law, health care compliance, and public health law. Professor Jesson's scholarly publications address health reform and regulatory matters, most recently including the legal implications of wellness programs and medical apologies. She currently is co-authoring a textbook on complementary and alternative medicine and the law which is due to be published by Carolina Academic Press next year.

In her 23 years of legal practice before joining Hamline, Professor Jesson represented hospitals, clinics, managed care organizations and health care professionals. She also has an extensive public practice background, having served as chief deputy district attorney for Minneapolis and as the Minnesota deputy attorney general responsible for health care and licensing. She earned her BA degree from the University of Arkansas and a JD degree from the University of Pennsylvania Law School.



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**Ann Kempfski** is the director of health policy for the Service Employees International Union (SEIU). With 2 million members, SEIU is the largest health care workers union, the largest property services workers union, and the second largest public employee union. Ms. Kempfski and her team provide analytical and strategic support for the union's agenda to promote high-quality, affordable, universal health care. Before becoming the director of health policy in 2008, Ms. Kempfski was the deputy director of legislation for SEIU.

Before joining SEIU in 2002, Ms. Kempfski was the associate director of public policy for the American Federation of State, County and Municipal Employees (AFSCME), where she focused on tax policy, and Medicare and Medicaid.

Ms. Kempfski earned a master's degree from Cornell University's School of Industrial and Labor Relations, and a BA degree in economics from the College of William and Mary.

