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Focusing on Wellness in Broome County

The American Heart Association, eni, STAHR, and the Doubletree by Hilton Binghamton team up to bring the region's first Executive Wellness Summit. The importance of health and wellness within the workforce is a major focus as over 80% of Executives surveyed recognize the organizational imperative of a healthy and engaged workforce and for good reason.

The statistics regarding the high costs associated with an unhealthy workforce are staggering. The National Institutes of Health (NIH) estimates that decreased on-the-job productivity and employee absence because of health, results in significant costs to employers above and beyond medical spending. Health-related work losses are estimated to cost US employers more than \$260 BILLION each year, and may cost some companies more than direct medical expenditures. Furthermore, Pricewaterhouse Coopers' Health Research Institute reports that 75% of employer healthcare costs and losses in productivity are related to employees' lifestyle choices. This issue also hits close to home as a recent Press and Sun Bulletin article reported that Broome County ranked extremely low in health outcomes compared to other counties in New York; Broome County actually ranked 51st out of 62 counties in this category.

The good news is that wellness initiatives can make a real impact on the health of a workforce and an employer's bottom line. In fact, a 2012 report by the not-for-profit International Foundation of Employee Benefit Plans, found that most North American employers that have analyzed the ROI of their wellness programs have found \$1 to \$3 decreases in their overall health care costs for every dollar spent. In addition, the Journal of Occupational & Environmental Medicine reports that lowering health risk factors to their theoretical minimums would reduce average annual health care costs per working-age adult by 18.4%. Furthermore, the U.S. Departments of Labor and Health and Human Services found that among their participants, 80% reported an increase in employee productivity after implementing a wellness program.

Learn more about creating a culture of well-being within your organization by registering for the first annual **Regional Executive Wellness Summit** presented by the American Heart Association, eni, and STAHR. The Summit is being held on **April 29th**, 2015 from 7:30am to 3:15pm at the Doubletree by Hilton in Binghamton.

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If you are interested in attending sessions that focus on top industry trends, networking with wellness executives and exhibitors, and holistically addressing the well-being of your workforce while improving your bottom line, then this Summit is for you! To learn more or register, please visit <http://www2.eniweb.com/executivewellnesssummit>.