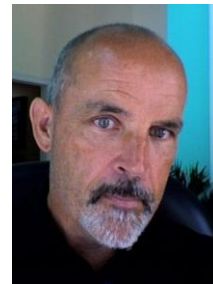




10 Strategies to Improve Health, Performance & the Bottom Line

The best way to a healthier employee base is by strategically positioning wellness programs, policies and incentives. Dr. David Chenoweth, an international expert in worksite health promotion and econometric data analysis, outlines strategies in "Promoting Employee Well-Being," an exclusive report of the Society for Human Resource Management (SHRM) Foundation's Effective Practice Guidelines Series.



His 10 strategies to improve health, performance and the bottom line ...

1. **Adding up the Equation**
Understanding employee risk factors and associated healthcare costs is an essential step.
2. **Calculating Health and Work Behavior Influences on Organizational Performance**
Absenteeism and presenteeism make up a large portion of overall employee costs, and may be influenced through interventions.
3. **Understanding Worksite Culture and Environment**
Designing an effective wellness program is dependent on knowing an organization's culture and the variables that predict behavior change.

[Click here to see all 10 strategies.](#)

Learn more about his 10 strategies:

- Join Dr. Chenoweth for a [free webinar](#) on Wednesday, Oct. 19 from 12:30 to 1:15 p.m. EST. He has designed health and productivity management programs, policies, tools and incentive strategies for the public and private sectors.
- Enroll in [BWI's online Health Promotion Coordinator Certification](#) and receive Dr. Chenoweth's complete SHRM report on "Promoting Employee Well-Being" and these strategies. The course provides CEUs through HRCI/SHRM.

BWI News

- BWI's Comprehensive Wellness Management approach, highlighting implementation at Unifrax, was published this month in **Corporate Wellness Magazine**. [Read the article](#).



- Shawna Dossier, BWI Health Promotions president and CEO, is recognized for her entrepreneurial achievements as one of Western New York's outstanding women in business by **Buffalo Business First's 6th Annual Women of Influence Awards**. See the other "[remarkable women](#)" recipients.

- Introducing some new additions to the team and welcoming back some familiar faces!

Randy Williams, School Wellness Coordinator

Bruce Brown, Health Solutions Specialist

Cindy Sternbergh, Senior Account Specialist

Sarah Dickhout, Account Specialist

Dr. Raquel Rezara Schmidt, Master-Level Fitness Instructor

Fall Special on BWI Training Program



Save **20%** on BWI's online Health Promotion Coordinator Certification, ideal for staff development. The training comes with Dr. David Chenoweth's complete study, "Promoting Employee Well-Being," and is eligible for CEUs from the Human Resource Certification Institute (HRCI). [Click here to learn more](#).

Business Opportunities with BWI

Attention brokers for health insurance, EAP, HR, occupational med and other educational resource providers! Interested in BWI partner opportunities? Contact Shawna at bwihealth@verizon.net for more information; applications are available upon request. Click [here](#) to view a 5-minute video.



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