

Contact: Tracy Rzepka
BWI Health Promotions
Phone: 716-992-2732
Fax: 716-992-3747
battleworks@verizon.net
www.bwihp.com



BWI to Highlight Comprehensive Wellness Management at June 18 Event

BUFFALO, N.Y., June 1, 2010 - Organizational leaders wanting to learn more about data-driven, results-oriented worksite wellness programs are invited to BWI Health Promotions' showcase event, "The Benefits of Comprehensive Wellness Management." The free event will be held on Friday, June 18 at Brierwood Country Club in Hamburg.

The showcase highlights BWI's comprehensive wellness management services for worksites, school and community wellness solutions. Leaders will gain insight into how to develop a workforce wellness program of their preference and the BWI resources that are available to help companies - whether large, medium or small – create a culture shift toward healthier lifestyles.

Corporate executives, school administrators, insurance brokers, human resource managers, wellness team coordinators, health and safety managers, and not-for-profit administrators will learn how a coordinated program that includes assessments, biometric screenings, health coaching and education can not only improve individual health, but impact a company's bottom line.

"BWI has evolved over the last seven years. We want to be the leader in Western New York, helping companies to develop and manage their wellness programs," said Shawna Dossier, BWI president. "We live in one of the unhealthiest regions of the nation, and I know that employers really want to help reverse that. BWI is here to advise them about the proactive and preventative models that can work to benefit the employees' health and the employer's bottom line."

The day is split between a morning session, which targets workforce wellness, and an afternoon session for school and community wellness. The agenda is as follows:

Morning Session: Workforce Wellness

8 to 8:30 a.m.

- Registration and continental breakfast

8:30 to 10 a.m.

- What is Comprehensive Wellness Management?
- How Healthcare Reform will Affect Wellness Programs and Incentives
- Get Measurable Results: Tools for Developing an Outcome-Based Wellness Program
- Benefits of Health Coaching

10 to 11 a.m.

- Opportunity to sample a BWI Comprehensive Health Assessment

Afternoon Session: School and Community Wellness

2 to 2:30 p.m.

- Registration and complimentary snacks

2:30 to 3:30 p.m.

- What is Comprehensive Wellness Management?
- How Healthcare Reform will Affect Wellness Programs and Incentives
- Youth and Community Health: School Assemblies, After-School Programs and Community Education

- BWI Staff Development Training, Wellness Events and Continuing Education Opportunities

Pre-registration is requested by June 15 by calling (716) 992-2732.

BWI Health Promotions has been a regional leader in creative wellness solutions, fitness programs and worksite health since 1994. Its goal is to provide customized health promotion services that positively impact an organization's bottom line and produce measurable results.

Some programs are offered for free or discounted through insurance. For more information on how BWI Health Promotions services can benefit your organization, call 992-2732 or visit www.bwihp.com.

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