



## Managing Employee Health for Better Business Performance

**IHPM / WPWA 12<sup>th</sup> EU Forum**  
**Nestlé Global HQ**  
Vevey, Switzerland  
October 30/31, 2018  
Supporting Sponsors:  
*InfoTech | Technogym | ProLon*

***The 2015 EU Forum – also hosted by Nestlé, a member of IHPM’s Global Steering Group and a global corporate leader in employee health and wellbeing – drew some of the world’s best thinkers and practitioners to Vevey. Now they will be gathering again to further “push the curve” of better workplace health and productivity.***

### Featured presentations will include:

- **Nestlé’s Global Employee Health Strategy** with examples of best practices from its operations around the world – **Dr. Mahua Ganguly & Luiza Moraes, Nestlé**
- **Global Workplace Wellness: Healthy Employees, Healthy Business – IHPM** surveys show growing commitment by global companies to their worksite-based employee wellness programs, and positive employee views of such programs as improving their quality of life and level of wellbeing – but many were concerned that their health could impair their ability to work, suggesting they may understand better than their employers the connection between health and productivity.
- **Putting Wellbeing Metrics to Work – Zorianna Hyworon**, President of **InfoTech**, will consider health and wellbeing in a business context, exploring what it takes to transform measures of these key human capital factors into business-relevant metrics giving insights into business issues and priorities – using global benchmark data to show the practical application of these metrics at the C-Suite, organizational and shop-floor levels.
- **Role of a Company-Wellness Ecosystem: the Technogym Experience – Silvano Zanuso**, PhD, Scientific Communications & Research Director at **Technogym** will describe how changing a company’s culture of health and wellness is a journey that requires a clear vision, and the support of all levels from senior leadership to middle management to the employee base – the concept of a wellness ecosystem provides a useful operational framework to help the change process.

- **Tackling the Top Two Health Reasons for Disability and Lost Work Productivity (a) Mental Health and (b) Musculoskeletal Health** – *IHPM* research with large multinational employers has identified **Mental** and **Musculoskeletal** issues as the two biggest health-related contributors to the huge economic cost burden of lost productivity due to absence from work – including disability – and presenteeism, or impaired performance while at work. These two sessions are aimed squarely at those two leading health and productivity issues around the globe:
  - **i-CBT: Innovation and Support for the Changing Landscape of Mental Health** – **Barbara Veder, MSW** Vice President, Global Clinical Services, *Morneau Shepell* – while the global burden of mental health issues continues to increase dramatically, public and private health care systems cannot – economically or operationally – meet the increased demand for support services. At the same time, CBT has been emerging as an effective behavioral health approach to these issues, with measurable, validated results. This calls for leveraging experience in providing CBT services through the i-CBT channel, to reach and offer support where it is most needed.
  - **Managing Chronic Musculoskeletal Pain** – **Jeff Dufour**, Country Manager for Switzerland, *Pfizer* – Presenting key findings from a newly-published *IHPM* White Paper based on wide-ranging research supported by Pfizer: ***Global Burden of Chronic Musculoskeletal Pain in the Workplace***. Chronic pain is the leading reason reported worldwide for not being able to work effectively – with low back pain by itself the single leading reason for years lost to disability in every region of the world, including Europe.
- **Self-Care: Investing in Better Work Force Health and Productivity** – **Judy Stenmark, MPh**, Director General, *WSMI (World Self-Medication Industry)* – addressing the global impact of self-treatable, minor health conditions on workforce productivity, and assessing how enabling responsible self-care can benefit employees, their employers, and the larger societies and national economies in which they reside and operate.
- **Extending Employees’ Healthy Lifespan with FMD (Fasting Mimicking Diet)** – **Linda Roberts, MBA**, Director of Corporate Wellness, *ProLon/L-Nutra*: Healthy lifespan, or years free of chronic illness, can be extended by harnessing the power of nutrition. Published science-based research discoveries by Dr. Valter Longo, Director of the Longevity Institute at the University of Southern California, have resulted in a Fasting Mimicking Diet that imitates fasting while feeding the body – delaying the onset of age-related chronic diseases.
- **Functionality: the Heart of Health: Panel Discussion on updating the outmoded WHO Definition of Health** – moderated by *IHPM*: International researchers meeting 7 years ago in the Netherlands directly challenged the *World Health Organization* definition of health as “a state of complete physical, mental and social well-being” – suggesting that the relentless march of chronic disease worldwide calls for seeing health more as the “ability to adapt to and self-manage the social, physical and emotional challenges of illness.” The key elements missing from the *WHO* definition are (1) functionality and (2) resilience – which lie at the heart of a 21<sup>st</sup> century view of health, quality of life, and human performance.

- **Meeting Mental Health Needs in the Rising Economies of Central and Eastern Europe**– *Anita Tompa*, Managing Director, *Chestnut Global Partners, CE* — EAP models are expanding in Central and Eastern Europe to meet the increasing mental and behavioral health needs of the work force in these rising economies. The leading provider of EAP services in the region will explain why companies are using EAP, describe the benefits they are getting from this — using case studies from different countries — and envision the future for EAP in Central and Eastern Europe.
- **Science of Nutrition** – *Nestlé (speaker tba)*

Join us on Lake Geneva October 30/31 for a program you won't find anywhere else in Europe – derived from the mission of the **WorkPlace Wellness Alliance**, created by the *World Economic Forum* and now powered by IHPM – to “**Advance Health and Performance Globally**”

To register or obtain additional information including recommended local accommodations e-mail  
Deborah Love – [deborah@ihpm.org](mailto:deborah@ihpm.org).

Vevey is an hour from Geneva International Airport by Swiss rail via Lausanne.

Cost to attend this 1 ½ day Forum is €275 (EUR)

**IHPM member-partners & associates are complimentary but must register to attend**