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April 17, 2008

## CareEssentials April Wellness WebEx for Employer Groups

**MARKET: All**

In the [January 14, 2008 Sales Flash](#), we announced the availability of monthly Wellness WebEx's that cover topics from health promotion trends to maximizing wellness program participation in the workplace. These presentations are offered at no cost to our employer groups. Join us for this month's WebEx:

**April 24<sup>th</sup>**

**2:00 pm - 3:00 pm E.S.T.**

### **Evaluation & Assessment of a Worksite Health Promotion Program**

The April WebEx will review examples of assessments for the planning, implementation and evaluation stages of a wellness program. Nancy Lesch, a CareFirst Health Promotion Specialist, will explain the following evaluation tools/techniques:

- Planning stage: Environmental scan, benchmarking, data collection
- Implementation stage: Program evaluation, risk assessments, biometric screenings
- Evaluation stage: ROI, cost benefit analysis, process improvements

Our Health Promotion Specialists conduct extensive research to put together these presentations so that our accounts can start to see the value of promoting healthy lifestyles at their worksite.

Please pass along the invitation for the [April WebEx](#), which is also posted in the Employers section of [www.carefirst.com](http://www.carefirst.com). The invitation is also sent via e-mail to those groups that are on our mailing list.

The next WebEx event is scheduled for May 29, 2008. The planned topic is *"How many and how much? Participation and Incentives in Health Promotion Programs."* Look for a Sales Flash with additional details next month.

If you have any questions, please contact your Broker Sales Representative.



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