

HRE's Health & Benefits Leadership Reveals Laura Putnam Will Open the 2017 Conference

CEO of Motion Infusion and Workplace Wellness that Works author will share how HR professionals can successfully execute a "stealth strategy" that calls for seamlessly incorporating wellness into non-wellness initiatives.



PALM BEACH GARDENS, Fla. (March 29, 2017) — Health & Benefits

Leadership Conference, organized by *Human Resource Executive*® magazine, the premier publication focused on strategic issues in HR, announces CEO and author, Laura Putnam, will kick-off the annual event. During the Opening General Session, *Going Stealth: How Not Calling It "Wellness" Can Be Your Secret Weapon* Putnam will share tangible techniques for generating higher rates of engagement and results for organizations' wellness programs. Being

held April 19, 2017 at the ARIA Resort and Casino in Las Vegas, Putnam's presentation will explain how employers can successfully execute a covert strategy that calls for integrating wellness into non-wellness initiatives.

Most wellness programs are under-funded and under-enrolled. As a result, the majority of eligible employees are opting out. Putnam, CEO of Motion Infusion, author and a leading wellness authority who works with Fortune 500 companies, nonprofit organizations and academic institutions, will discuss best practices and solutions based on the latest research for incorporating a workplace wellness program into non-wellness initiatives. Attendees will be armed with creative implementations to generate higher rates of involvement and positive outcomes.

"The goal of the Health & Benefits Leadership Conference is to help HR and benefits leaders achieve better core results through more strategically driven wellness programs," said David Shadovitz, editor-in-chief of *Human Resource Executive*® and program chair of HBLC. "We are thrilled to have Laura Putnam explore accessible tactics to drive quantifiable change in employee health programs at this year's event."

In addition to the Opening General Session, the annual Health & Benefits Leadership Conference will include six more General Sessions plus highly anticipated break-out sessions, including *Building Better Benefits: The Case for Low-Wage Workers*, *Driving Benefit Plan Design Through Your Employee Value Proposition*, *Unleashing the Power of the Built Environment* and more!

Register by April 17, 2017 to save \$50.00 off the onsite rate. For additional details and to register, visit www.BenefitsConf.com or call toll-free 1-800-727-1227. For all media inquiries, please contact Renette Fortune at 561-622-6650 or email her at rfortune@lrp.com.

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About Health and Benefits Leadership Conference

The **Human Resource Executive**® **Health & Benefits Leadership Conference** is designed for both private- and public-sector executives including CHROs, CEOs, COOs, SVPs, VPs, CFOs, plus Directors of HR, Health and Benefits, Compensation and Benefits. The annual event is the place to gain immediate useful

solutions and ideas to craft a solid benefits program that will not only attract new employees but also retain top talent, improve employee engagement, enhance productivity and more. All sessions are created and delivered by senior executives from leading organizations, both large and small, to give you a high-caliber learning experience with real-world lessons and practical takeaways. For more details, visit www.BenefitsConf.com.

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