



# INNOVATIONS IN WORKPLACE AND COMMUNITY WELLNESS:

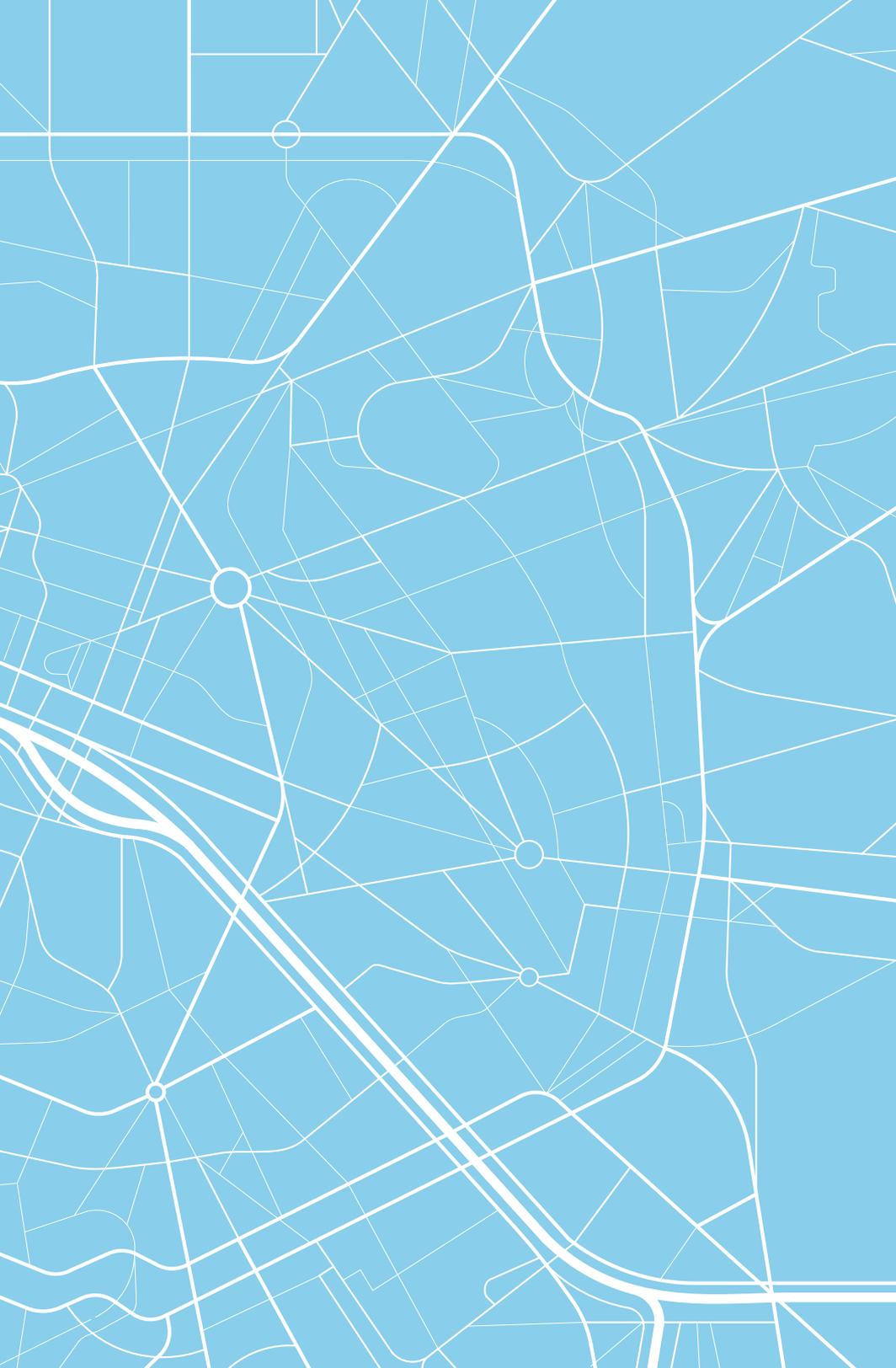
**A Road Map to Program Success**

April 10, 2018

U.S. Chamber of Commerce



**U.S. CHAMBER OF COMMERCE**



Dear Attendees:

On behalf of the U.S. Chamber of Commerce, welcome to the annual workplace and community wellness forum.

Significant factors that impact U.S. workforce productivity, as well as affordable health care and quality of life, are the rise in conditions like obesity, diabetes, and heart disease; lack of employee engagement; and the need to address emotional resilience.

To reduce escalating costs, companies are implementing workplace wellness programs. These programs take various forms: on-site clinics and fitness centers, chronic disease management initiatives, nutrition seminars, and health risk assessments.

The Chamber has led in highlighting the importance of workplace wellness and health promotion programs. It has shared best practices in several publications such as *Leading by Example*; *Healthy Workforce 2010 and Beyond*; *Workplace Wellness Programs: Promoting Better Health While Controlling Costs*; and *Winning With Wellness*. In addition, the Chamber has produced wellness videos featuring Bank of America, Graco, and Schweitzer Engineering Laboratories.

Today's event examines behavioral change, community initiatives that address health disparities, and technological advances in health care.

Special thanks to our sponsors, which are listed on the back of the booklet.

Enjoy the program.

Sincerely,

A handwritten signature in black ink that reads "Michael Billet". The signature is written in a cursive, slightly slanted style.

Michael Billet  
Senior Manager, Policy Research  
U.S. Chamber of Commerce



# INNOVATIONS IN WORKPLACE AND COMMUNITY WELLNESS: A Road Map to Program Success

## Innovations in Workplace and Community Wellness: A Road Map to Program Success

Lee Anderson Veterans Center | U.S. Chamber of Commerce  
Washington, D.C.  
Tuesday, April 10, 2018

### Welcoming Remarks

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- **Michael Billet**, Senior Manager, Policy Research, Health Policy, U.S. Chamber of Commerce

### Opening Keynote Address: Shut Off the Faucet

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- **David B. Nash**, M.D., M.B.A., Dean, Jefferson College of Population Health

### Transformational Population Health Management at the World Bank: Data-Driven Global Initiatives

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This panel will include a case study that describes how the World Bank Group (WBG) used evidence-based data analytics and Population Health Management (PHM) modeling tools from U.S. Preventive Medicine (USPM) to build a culturally specific, outcomes-based PHM/Integrated Health & Safety (IHS) framework to improve the health of individuals, create a transformative workplace environment, and produce measurable value for the WBG, staff, and clients.

- **Ronald Loeppke**, M.D., M.P.H., FACOEM, FACPM, Vice Chair, U.S. Preventive Medicine, Inc.
- **Brian Davey**, M.D., BSc, Hons, DOH, Global Medical Director, Health Services Department, The World Bank Group

## Networking Break

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### Harnessing Collective Health Impact

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Technology is a force for good as it enables better health outcomes. Panelists will elaborate on how technology is reshaping preventive and tertiary care.

- **Lesley Rohrbaugh**, Director of Research, Consumer Technology Association
- **Daniel Seewald**, Senior Director, Corporate Strategy and Innovation, Pfizer Inc.
- **Eran Orr**, Founder of VRHealth Group and CEO of VRHealth USA Inc.
- **Glen Tullman**, Chairman and Chief Executive Officer, Livongo

*Moderator:* **Tim Day**, Senior Vice President, C\_TEC,  
U.S. Chamber of Commerce

### Understanding Workplace Wellness Rules: Legal Update

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- **J.D. Piro**, Senior Vice President, Aon

### Conversation With the Experts

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This panel will emphasize how businesses have incorporated the transtheoretical model of behavior change into workplace wellness programs and the application of such theory into practical workflow applications.

- **James O. Prochaska**, Ph.D., Director of Cancer Prevention Research Center and Professor of Clinical and Health Psychology, The University of Rhode Island and Founder, Pro-Change Behavior Systems, Inc.
- **Darrell Moon**, Chief Executive Officer, Orriant
- **Nicole T. Williams**, M.B.A., PCMH CCE, OTC, Director, Global Clinical Operations, Cummins Inc.



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## Healthy Workforces and Thriving Communities

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This panel will emphasize community-level partnerships, including Cigna's barbershop initiative, and how to address food security.

- **Stephen B. Thomas**, Ph.D., Professor, Health Services Administration, Director, Maryland Center for Health Equity, University of Maryland School of Public Health
- **Frederico Spry**, Owner and Operator of The Shop, L.L.C., (Hyattsville, MD)
- **Maggie Biscarr**, MSW, Director, Global Partnership Solutions, PepsiCo, Inc.
- **Paul Frey**, President and CEO, Washington County Chamber of Commerce (MD)

*Moderator:* **Christina Stasiuk**, D.O., FACOI, Market Medical Executive, Mid-Atlantic & National Medical Director, Health Disparities, Cigna

## Networking Break and Luncheon

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### Bottom-Up Approach: Local Leaders Address Community Well-Being

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Panelists will discuss the importance of community-level initiatives that emphasize individuals' total well-being, including reaching people during developmental stages.

- **Sarah Hillware**, Founder, Girls Health Ed
- **Cordelia Cranshaw**, MSW, LGSW, Founder, Acts of Random Kindness (ARK)
- **Victoria Brown**, SoulCycle Instructor/Motivator, Washington, D.C.
- **Shawn Y. Stokes**, Director, Office of Human Resources, Montgomery County, MD

*Moderator:* **Bob Karch**, Professor, Health Studies, American University



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## Afternoon Keynote: The Role of Corporations in Shaping and Promoting Healthy Behaviors

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- **Robert Williams Carr**, M.D., MPH, FACPM,  
President, American College of Preventive Medicine

## Reception

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Kiio's innovative Low Back Pain Program reduces medical and employment costs by delivering individualized, evidence-based care that is scalable and cost effective for employers, as well as convenient, personal, and effective for employees.

- **Tim Bartholow**, M.D., Vice President and Chief Medical Officer, WEA Trust
- **David Grandin**, President and CEO, Kiio
- **Lydia Zeller**, Vice President, Product Strategy, Kiio

For additional information on wellness programs, past event highlights, and a list of wellness publications, visit the U.S. Chamber's workplace wellness page at [uschamber.com/issues/health-care/workplace-wellness](https://uschamber.com/issues/health-care/workplace-wellness).



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**Tim Bartholow, M.D.**  
Vice President and Chief Medical Officer,  
WEA Trust

As chief medical officer of WEA Trust, Dr. Tim Bartholow leads clinical functions to achieve safer and more affordable care, focusing on proper access, appropriateness of care, and harm avoidance.

Before joining WEA Trust, he served as the Wisconsin Medical Society’s chief medical officer for five years, working on unintended variation of episode costs, advance care planning, the Centers for Medicare & Medicaid Innovation grant SMARTCare, and payment reform.

Prior to joining the Society in November 2008, Bartholow spent 16 years caring for patients at the Prairie Clinic in Sauk City, Wisconsin. In the late 1990s, he was medical director for a risk-bearing independent physician association with more than 400 primary care providers.

Bartholow completed his family medicine residency at the University of Missouri–Columbia, medical school at Washington University in St. Louis, and chemistry and biology degrees at Drake University.

## SPEAKER BIOS



### **Michael Billet**

**Senior Manager, Policy Research,  
U.S. Chamber of Commerce**

Michael Billet, senior manager of policy research at the U.S. Chamber of Commerce, keeps members and internal Chamber policy staff abreast of pending labor, immigration, and health care legislation, as well as federal regulatory and subregulatory activities. He is also responsible for planning the Chamber's annual workplace and community wellness forum.

Previously, Billet worked as the public policy assistant at the National Business Group on Health, where he provided administrative and logistical support for the annual Business Health Agenda conference, conducted research, and wrote policy materials. This included drafting testimony, letters to Congress and the administration, briefings for Hill visits, and other public policy activities.

He also has research experience working at the American Enterprise Institute, the Congressional Management Foundation, and for former Sen. Rick Santorum (R-PA).

Billet has a bachelor's degree in English and political science from Muhlenberg College and a master's degree in governmental studies from the Johns Hopkins University.



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**Maggie Biscarr, MSW**  
Director, Global Partnership Solutions,  
PepsiCo, Inc.

Maggie Biscarr has over 15 years of experience developing and managing programs and public-private partnerships designed to serve vulnerable populations.

In 2016, Biscarr moved from the nonprofit sector to PepsiCo, where she directs global partnership strategy for PepsiCo's Public Policy/Government Affairs. She works across business units to develop partnership interventions aimed at creating social impact while mitigating risk.

In the nonprofit sector, Biscarr engaged with the corporate sector to develop shared value solutions intended to create value and impact for communities, corporations, organizations, and individuals. At AARP Foundation, she led the Hunger Impact team's nutrition incentive portfolio, including nutrition incentive and food Rx programs.

Biscarr also led the development of AARP Foundation's first competitive grant-making program and managed the local activation related to AARP's Drive to End Hunger partnership with NASCAR and Hendrick Motorsports.

## SPEAKER BIOS



### **Victoria Brown**

**SoulCycle Instructor/Motivator**

Victoria Brown is a SoulCycle instructor and motivational life coach.

With a degree in journalism, Brown has an inspirational blog, VBinMotion.com, where she discusses the struggles we face in our everyday lives and gives advice on how to navigate challenges.

Her fitness career began in Los Angeles. She sees fitness in a very different light than most people and believes working out is more mental than physical. Brown is also a personal trainer.



### **Robert Williams Carr, M.D., MPH, FACPM**

**President, American College of Preventive  
Medicine**

Dr. Bob Carr is a physician leader, educator, consultant, and board member with extensive experience in health care, pharmaceutical, and consumer products businesses.

He is president of the American College of Preventive Medicine, the professional society for physicians dedicated to preventive medicine and population health. He is also director of the executive master's program and associate professor in health systems administration, with a special focus on leadership, innovation, and health care delivery at Georgetown University.

Most recently, he was senior vice president and corporate medical director at the global health care firm GlaxoSmithKline



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(GSK), with a career spanning 25 years. Before GSK, he served in the USAF as a medical officer with the Surgeon General's Office of Disease Surveillance & Health Promotion.



### **Cordelia Cranshaw, MSW, LGSW** Founder, Acts of Random Kindness

Cordelia Cranshaw is an advocate, motivational speaker, and licensed graduate social worker in the District of Columbia.

Cranshaw's commitment to raising the bar for children grew from being in the foster care system. After graduating from George Mason University, she went on to earn her master's in social work.

Cranshaw is founder, president, and CEO of Acts of Random Kindness (ARK), a nonprofit organization providing programs and services for youth and their families facing life challenges such as incarcerated parents, homelessness, and foster care.

She works for the D.C. Child and Family Services Agency to help foster youth plan their education. *USA Today* and other renowned networks have recognized Cranshaw for her resilience and ability to beat the odds.

## SPEAKER BIOS



### **Brian Davey, M.D., BSc, Hons, DOH**

**Global Medical Director, Health Services Department, The World Bank Group**

Dr. Brian Davey is a South African physician with extensive experience managing health care in international organizations. He has an M.D. from the University of the Witwatersrand, South

Africa, with postgraduate qualifications in research physiology and occupational health.

He joined the United Nations in 1995 when he was appointed head of health and safety at the Organization for the Prohibition of Chemical Weapons (OPCW) in The Hague, Netherlands. He developed and implemented the health, safety, and medical programs that protect OPCW staff as they implemented the Chemical Weapons Convention.

He was appointed medical director at U.N. headquarters in New York in January 2007, where he implemented and oversaw health care for U.N. staff systemwide. He coordinated the U.N. medical response to a series of crises affecting the health and safety of U.N. staff. These included the 2009 H1N1 influenza pandemic, the 2010 earthquake in Haiti, and a series of attacks on U.N. offices resulting in mass casualties among staff in Algeria, Afghanistan, and Nigeria. During his term of office, he initiated a strategic change process resulting in far-reaching recommendations regarding the U.N.'s health care management system being presented to the General Assembly for the first time.

He joined the World Bank Group as director of the Health Services Department in January 2012, where he implemented the Bank's Occupational Health and Safety Program covering approximately 50,000 staff and dependents worldwide. He is a regular speaker on international platforms and was twice voted best lecturer by the medical students of the Vrije Universiteit, Amsterdam, for his lectures on its health and peace course.



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**Tim Day**  
Senior Vice President, C\_TEC,  
U.S. Chamber of Commerce

As senior vice president of C\_TEC (Chamber Technology Engagement Center) at the U.S. Chamber of Commerce, Tim Day highlights the role of technology in our economy and advocates for emerging technology. He is also

responsible for championing rational policy solutions that spur innovation and create jobs.

He has a proven track record of advancing important technology issues through the legislative process. He joined the Chamber from Teradata Corporation, where as vice president of government affairs he coordinated and developed public policy advocacy agendas and communicated with key federal, state, and international government decision makers.

Before Teradata, he was vice president of government affairs at NCR Corporation, chief of staff to Rep. Deborah Pryce (R-OH), legislative director to Rep. David Hobson (R-OH), and legislative assistant to Rep. Joe Barton (R-TX).

He has extensive management experience in the federal government and high-tech government affairs. He has been a speaker at various seminars and symposiums on Capitol Hill, at state capitals, as well as at the John F. Kennedy School of Government at Harvard University.

Day earned a bachelor's degree from Cedarville University in Ohio in 1987. He serves on the board of advisors for the Data Coalition, a Washington, D.C.-based coalition that advocates on behalf of the private sector and the public interest for publishing government information as standardized, machine-readable data. In 1998, he was accepted as a delegate to the American Council of Young Political Leaders.

## SPEAKER BIOS



### **Paul Frey**

**President and CEO, Washington County Chamber of Commerce (MD)**

Paul Frey joined the Washington County Chamber of Commerce (MD) as president and CEO in September 2014.

Previously, Frey worked for the Frederick County Chamber of Commerce (MD), first as vice president and then as acting president, where he collaborated with community partners to form and implement a county workplace wellness initiative. This initiative included instituting workplace and community wellness forums, creating a workplace wellness recognition and awards program, establishing an Employee Assistance Program Consortium, and leading an effort to hire a business health manager.

Earlier in his career, he worked for 20 years operating Roy Rogers Restaurants for The Plamondon Companies, an entity specializing in the hospitality industry. In 2001, Frey founded Clear Path Organization Consulting, a management consulting firm.

He earned a B.S. from Towson University, an M.B.A. from Mount Saint Mary's University, and an M.S. in organization development from the Johns Hopkins University.

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### David Grandin

President and CEO, Kiio

David Grandin is a high-tech entrepreneur with over 20 years of experience starting companies, building teams, and delivering innovative technology products. He combines a strong entrepreneurial skill set with an extensive background in software and integrated system development and digital media solutions.

Prior to Kiio, Grandin founded four companies, most notably Avid Sports. Under his leadership, Avid Sports' technology was adopted as the de facto standard throughout the NFL and NCAA for digital video coaching analysis. He also founded InformTV, creator of interactive TV applications. DirecTV purchased InformTV's technology solution, which is the backbone for statistics on NFL Sunday Ticket.

He graduated from the University of Wisconsin–Madison with a degree in electrical and computer engineering and earned his M.B.A. from the executive high-tech program at Northeastern University.

## SPEAKER BIOS



**Sarah Hillware**  
Founder, Girls Health Ed

Sarah Hillware is a longtime champion of women and girls empowerment. She believes that empowering women is central to eradicating poverty, harnessing community empowerment, and fostering economic growth.

Hillware recognized a need for health education in schools and began researching the topic in-depth while studying at The George Washington University. Upon receiving a grant, she piloted health education workshops in Washington, D.C., and performed secondary research in low-income communities throughout the U.S., Kenya, and India.

Her inspiration to empower adolescent girls led to the establishment of Girls Health Ed. She realizes that educational opportunities are linked to the power of women. And through her study of public health and life experiences, Hillware concludes that empowered women are unstoppable.



**Bob Karch**  
Professor, Health Studies,  
American University

Bob Karch is a professor in the Department of Health Studies of the College of Arts and Sciences at American University in Washington, D.C. He is founder of the Masters of Science program in Health Promotion

Management, the Bachelors Program in Health Promotion, the University's National Center for Health Fitness, and the International Institute for Health Promotion.



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Karch has received numerous awards. He became the first recipient of the U.S. Army's Commanders Award for his extensive programmatic and research work with the U.S. Army's health promotion and fitness programs. He served as president and executive director of the National Fitness Leaders Association as well as a board member for the American Council on Exercise.

Karch has led extensive research on the design, implementation, management, and evaluation of workplace health promotion programs and the cost-benefits analysis of such programs.

He co-authored *Health Promotion-Global Perspectives*, an edited text that details the operations of health promotion programs in 20 countries throughout the world.



**Ronald Loeppke, M.D., M.P.H.,  
FACOEM, FACPM**  
Vice Chair, U.S. Preventive Medicine, Inc.

Dr. Ron Loeppke is vice chair of U.S. Preventive Medicine (USPM). USPM provides primary, secondary, and tertiary prevention and population health management services for employers, health plans, and government entities of all sizes.

Loeppke has over 30 years of clinical and physician executive experience in the occupational health, preventive medicine, and medical management arenas.

He has provided over 300 presentations nationally and internationally and has authored numerous articles and book chapters relating to research studies and initiatives in preventive

## SPEAKER BIOS

medicine, employer health and productivity, workplace wellness, occupational health, managed care, quality care improvement, adoption of evidence-based medicine, consumer-driven health care, and innovative models of health care delivery.

He is board certified in preventive medicine, fellowship trained in occupational medicine, and a fellow of both the American College of Occupational and Environmental Medicine (ACOEM) and the American College of Preventive Medicine. Loeppke is past president of ACOEM and was a member of the board for eight years. He served as co-chairman of the ACOEM Section on Health and Productivity.

In addition, he is on the *Population Health Management Journal* editorial board and co-chair of the International Occupational Medical Society Collaborative (IOMSC), a global initiative involving over 30 countries. Loeppke is also chairman of the CDC Diabetes at Work and the National Institutes of Health (NIH) National Diabetes Education Program.



**Darrell Moon**  
CEO, Orriant

After operating 10 different medical and psychiatric hospitals throughout the country, Moon left the treatment side of health care to focus on innovation and prevention. He managed one of the first accountable-care type arrangements in the country, where providers took the financial risk for the health of populations in the area of mental health benefits.



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He started up Orriant, one of the first health coaching companies in the U.S. in the mid 1990s. Orriant has successfully cracked the secrets of creating population health improvement and works with large and small employers.

His career passion is engaging company executives in the health care market as buyers. He has authored articles for *Forbes*, *Bloomberg*, *Harvard Business Review*, and *CEO Magazine*.

His 20 plus years' experience in developing, researching, and speaking about innovation in health care led him to launch HealthBenefitsLab.com, a website dedicated to promoting innovations that control health care costs and improve the health of populations.

Moon received both his Bachelor of Science in Finance and his Master of Health Care Administration from Brigham Young University.



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## **David B. Nash, M.D., M.B.A** Dean, Jefferson College of Population Health

Dr. David B. Nash was named founding dean of the Jefferson College of Population Health in 2008. This appointment caps a 25-year tenure on the faculty of Thomas Jefferson University. He is also the Dr. Raymond C. and Doris N. Grandon Professor of Health Policy.

Nash is a board-certified internist who is internationally recognized for his work in public accountability for outcomes, physician leadership development, and quality-of-care improvement.

## SPEAKER BIOS

Repeatedly named to *Modern Healthcare's* list of Most Powerful Persons in Healthcare, his national activities cover a wide scope. Nash is a principal faculty member for quality of care programming for the American Association for Physician Leadership in Tampa, Florida.

He serves on the National Quality Forum Task Force on Improving Population Health and the John M. Eisenberg Award Committee for The Joint Commission. He is also a founding member of the AAMC-IQ Steering Committee, the group charged with infusing the tenets of quality and safety into medical education. Nash was recently appointed to the board of the Pharmaceutical Quality Alliance in Washington, D.C.

Nash has governance responsibilities for organizations in the public and private sectors and has received many awards in recognition of his achievements. His work is well known through his many publications, public appearances, Nash on the Road blog, and online column on *MedPage Today*. He is the author of more than 100 peer-reviewed articles and edited 23 books.

Nash received his B.A. in economics (Phi Beta Kappa) from Vassar College, his M.D. from the University of Rochester School of Medicine and Dentistry, and his M.B.A. in health administration (with honors) from the Wharton School at the University of Pennsylvania.



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### Eran Orr

**Founder of VRHealthGroup and CEO of VRHealthUSA Inc.**

Eran Orr is founder of the VRHealth Group and CEO of VRHealth USA Inc. He is an ex-Israeli Air Force executive officer and holds a B.A. in business management, government, and politics, as well as an M.B.A.

in entrepreneurship and innovation business administration from Ben Gurion University.

He founded VRHealth after experiencing long rehabilitation processes and believes that virtual reality (VR) will change health care as we know it. Orr has vast experience in the VR industry and is the writer of one of the must-read blogs in health care in the VR world.

He has submitted six patents, all related to data analysis and VR.

## SPEAKER BIOS



**J.D. Piro**  
Senior Vice President, Aon

J.D. Piro is a senior vice president at Aon, where he leads the Health & Benefits Practice's Legal Consulting Group and the Federal Health Care Reform Team. His client responsibilities include helping employers develop and implement strategies to identify and reduce the legal risks inherent in the health care environment.

He has worked in the area of ERISA and employee benefits as an attorney and a legal consultant for more than 25 years.

He has testified before the Department of Labor on ERISA issues affecting employee benefit plans. As a frequent speaker on health care law, he has appeared on *CNBC* and *MSNBC* discussing health law issues and has been quoted in *The Economist*, *The Wall Street Journal*, *The New York Times*, *Forbes*, *The Huffington Post*, *USA Today*, *The Washington Post*, *The Chicago Sun-Times*, and *Business Insurance*.

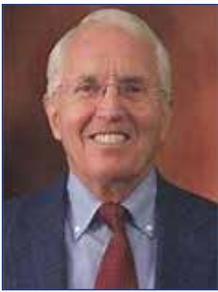
In 2011, he was named a Top Employee Benefits Consultant by *Human Resource Executive* and *Risk & Insurance* magazines for his "client service, creativity and innovation in problem-solving, and insurance and benefits expertise."

He earned a B.A. summa cum laude in political science and economics from Fordham University, where he was elected to Phi Beta Kappa. He received his law degree from Georgetown University, where he was an editor of *The Tax Lawyer*, a publication of the American Bar Association's Section on Taxation.

He is a member of the Employee Benefits Research Institute, the New York State Bar Association, the National Business Group on Health, the ERISA Industry Committee, and the American Health Lawyers Association.



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**James O. Prochaska, Ph.D.**  
**Director of Cancer Prevention Research Center and Professor of Clinical and Health Psychology, University of Rhode Island and Founder of Pro-Change Behavior Systems, Inc.**

James O. Prochaska, Ph.D., serves as director of the Cancer Prevention Research Center and professor of psychology at the University of Rhode Island and is the author of several books including *Systems of Psychotherapy*, *The Transrational Approach: Crossing Traditional Boundaries of Therapy*, *Changing for Good*, and *Changing to Thrive*. He is also founder of Pro-Change Behavior Systems, Inc.

Named one of the five most influential authors in psychology by the Institute for Scientific Information and the American Psychological Society, Prochaska is one of the originators of the Transrational Model of Behavior Change and the author of over 400 publications on behavior change for health promotion and disease prevention.

He served as principal investigator on over \$80 million in research grants on the prevention of cancer and other chronic diseases and has received numerous honors, including major awards from the American Psychological Association, the Society of Prospective Medicine, and Harvard University.

The first psychologist to win a Medal of Honor for Clinical Research from the American Cancer Society, Prochaska has also received an Innovators Award and an Innovators Combating Substance Abuse Award from the Robert Wood Johnson Foundation as well as the Healthtrac Foundation Education Award. Recently, he was recognized as one of the world's top three most preeminent clinical psychologists.

## SPEAKER BIOS



**Lesley Rohrbaugh**  
**Director of Research,**  
**Consumer Technology Association**

Lesley Rohrbaugh is director of research at the Consumer Technology Association (CTA). She coordinates and executes aspects of consumer, B2B, and strategic research programs across all technology categories, as well as develops overall research strategy and project planning.

With over 10 years of market research experience, Rohrbaugh has worked with many major corporate and nonprofit brands. She's a frequent speaker at industry events and sits on the board for the Mid-Atlantic Chapter of the Insights Association. She holds a bachelor's degree in psychology and in sociology from Virginia Tech.



**Daniel Seewald**  
**Senior Director, Corporate Strategy and**  
**Innovation, Pfizer Inc.**

Dan Seewald is a senior director, global team leader, within Pfizer's Corporate Strategy and Innovation Group and leads Pfizer's Dare to Try Innovation & Experimentation program.

Seewald's professional background includes leading high-performing marketing and market research teams, as well as nontraditional experiences, such as coaching high school wrestling and radio broadcasting.

He has spent the past 20 years in health care and the pharmaceutical industry. He is a trained moderator and certified



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as a creative problem solving (CPS) facilitator, Design Thinking (DT) Coach, and a Certified Public Accountant (CPA).

Seewald did his graduate studies (M.B.A.) at New York University in political economy and marketing and has a B.S. in accounting from The College of New Jersey.



### **Frederico Spry**

**Owner and Operator, The Shop, L.L.C.  
(Hyattsville, MD)**

Fredie Spry is an entrepreneur, master barber, and co-owner of The Shop, L.L.C., which leads in community health advocacy among the African-American and Latino populations in Prince George's County, Maryland, and the

Washington, D.C., metro region.

He is one of the inaugural barbers leading the Health Advocates In-Reach and Research (HAIR) initiative launched in 2011 by the University of Maryland Center for Health Equity. Spry provides bilingual teaching to his customers about health prevention and addresses how to prevent colorectal cancer, hypertension, and heart disease.

Spry's motivation comes from his childhood. When he was a teenager, he reacted to his parents' divorce and the ridicule he faced in high school by taking to the streets. This led to four years in prison. When he came out of jail, he was determined to work his way to success. Now, he is determined to teach others who come out of prison how they, too, can work their way to success. He founded the nonprofit Transformers to help ex-offenders transform into functional citizens who succeed in returning to society.

## SPEAKER BIOS



**Christina Stasiuk, D.O., FACOI**  
**Market Medical Executive, Mid-Atlantic & National Medical Director, Health Disparities, Cigna**

Dr. Christina Stasiuk joined Cigna full time in 2003 after 14 years of solo practice in internal medicine and clinical consulting.

She works closely with employers, health care professionals, and community organizations to develop and improve the quality and value of health care. She focuses on engaging individuals to improve their health and gets the message out to groups like the American Heart Association, Sports Backers, and the Virginia Women's Conference.

Stasiuk is the clinical leader for Cigna's award-winning Health Equity Council. In 2012, she accepted the Surgeon General's Medallion on behalf of the council in recognition of its exceptional achievements that advance the cause of public health and medicine. She is a member of the American Osteopathic Association, the Minority Health Committee of the American College of Osteopathic Internists, the Medical Society of Virginia, and the Philadelphia Medical Society.

She graduated from the New York College of Osteopathic Medicine and was named a fellow of the American College of Osteopathic Internists. She holds a bachelor's degree in biology from the University of Buffalo and a master's in natural sciences from Roswell Park Memorial Institute.

Stasiuk runs in 5Ks supporting various charitable organizations including the March of Dimes, the Wildwood Veteran's Memorial, and Eastern State Penitentiary. She volunteers for organizations such as Lyric Fest, Philadelphia Academies, and the City of Philadelphia-Medical Reserve Corps.



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**Shawn Y. Stokes**  
**Director, Office of Human Resources,**  
**Montgomery County, Maryland**

Shawn Stokes has more than 25 years' experience in human resources and business operation services in the public and private sectors. She is director of the Office of Human Resources for Montgomery County

(MD) government, which employs more than 8,000 full-time employees.

Stokes is committed to improving organizational effectiveness and operations, elevating professional development, and building a strong workplace culture. She was recognized for launching LiveWell, the county's employee wellness program.

Prior to joining Montgomery County government, Stokes was director of the District of Columbia Government's Department of Human Resources. She has also held leadership roles with Baltimore City public schools, as the chief human capital officer, and with the Philadelphia school district, as the acting chief of staff and senior vice president of the Office of Human Resources. In addition, she was director of recruiting for the Cigna Insurance Company.

Stokes holds a bachelor's degree in business from Delaware State University and a master's in engineering from Connecticut State University. She is also a graduate of the Harvard Kennedy School's Senior Executive in State and Local Government Program and the Harvard Business School's Public Education Leadership Program.

## SPEAKER BIOS



**Stephen B. Thomas, Ph.D.**  
**Professor, Health Services Administration,**  
**Director, Maryland Center for Health Equity,**  
**University of Maryland School of Public**  
**Health**

Stephen B. Thomas, Ph.D., is founding director of the Maryland Center for Health Equity and professor of Health Services Administration in the School of Public Health.

Thomas is one of the nation's leading scholars on community-based interventions to eliminate racial and ethnic health disparities including obesity, diabetes, hypertension, HIV/AIDS, and violence. He is principal investigator of the Center of Excellence on Race, Ethnicity and Disparities Research funded by the NIH-National Institute on Minority Health and Health Disparities (NIMHD). Also, Thomas is a principal investigator on the NIH-NIMHD National Bioethics Research Infrastructure Initiative Building Trust Between Minorities and Researchers.

Since 2015, he has been supported by the Cigna Foundation with a World of Difference grant that supports mobilization of black barbershops and salons to become portals for delivery of medical and public health services.

Thomas served as the Philip Hallen Professor of Community Health and Social Justice at the University of Pittsburgh's Graduate School of Public Health (2000–2010). In 2010, he received the Dorothy Nyswander Social Justice Award from the Society for Public Health Education.

# INNOVATIONS IN WORKPLACE AND COMMUNITY WELLNESS: A Road Map to Program Success



## **Glen Tullman** Chairman and Chief Executive Officer, Livongo

Glen Tullman is chairman and chief executive officer of Livongo Health, the leading consumer digital health company focused on chronic conditions.

A visionary leader and entrepreneur, he previously ran two public companies that changed the way health care is delivered. Most recently, he served as chief executive officer of Allscripts, the foremost provider of electronic health records, practice management, and electronic prescribing systems, where he grew revenues from \$30 million in 1997 to more than \$1.4 billion in 2012 and led the company's IPO and secondary offerings.

Prior to Allscripts, Tullman was CEO of Enterprise Systems, a health care information services company providing resource management solutions to large, integrated health care networks that he also took public before it was sold to McKesson HBOC.

He is also an entrepreneur and co-founder and partner in 7wireVentures, a Chicago-based investment firm focused on health care and education. As a recognized leader in health care and entrepreneurship, he is a regular contributor to *Forbes* and sought after as a speaker and industry expert on innovation and change.

Tullman, a strong proponent of philanthropy, serves as a chancellor to the international board of the Juvenile Diabetes Research Foundation.

## SPEAKER BIOS



### **Nicole T. Williams, M.B.A., PCMH CCE, OTC**

**Director, Global Clinical Operations,  
Cummins Inc.**

Nicole T. Williams is responsible for the clinical operations and access to care for Cummins employees and families across the globe. Williams has over 20 years' experience working in the health care industry.

She started her career in orthopedics providing direct care to patients and later moved to health care administration. She has had oversight responsibilities for the clinical operations of specialty groups and programs in addition to primary care residency programs. Further, Williams has consulted with health systems, primary care, and specialty practices on the implementation of the Patient-Centered Medical Home model and concepts.



# INNOVATIONS IN WORKPLACE AND COMMUNITY WELLNESS: A Road Map to Program Success



## Lydia Zeller

Vice President, Product Strategy, Kiio

Lydia Zeller brings over 20 years of experience building and leading cross-functional teams in diverse arenas. She has led product management for Kiio's Low Back Pain solution since its inception. She excels at translating product and market knowledge into strategic

vision and operational success.

Her responsibilities at Kiio include management roles in product development, grants and research development, human resources, and corporate administration. Before joining Kiio, she was director of operations at Bennicas Inc., an investment advisory firm in California.

Zeller graduated from the University of Wisconsin–Madison and is a member of the 2019 University of Wisconsin–Madison Executive M.B.A. class with a specialization in strategic management.

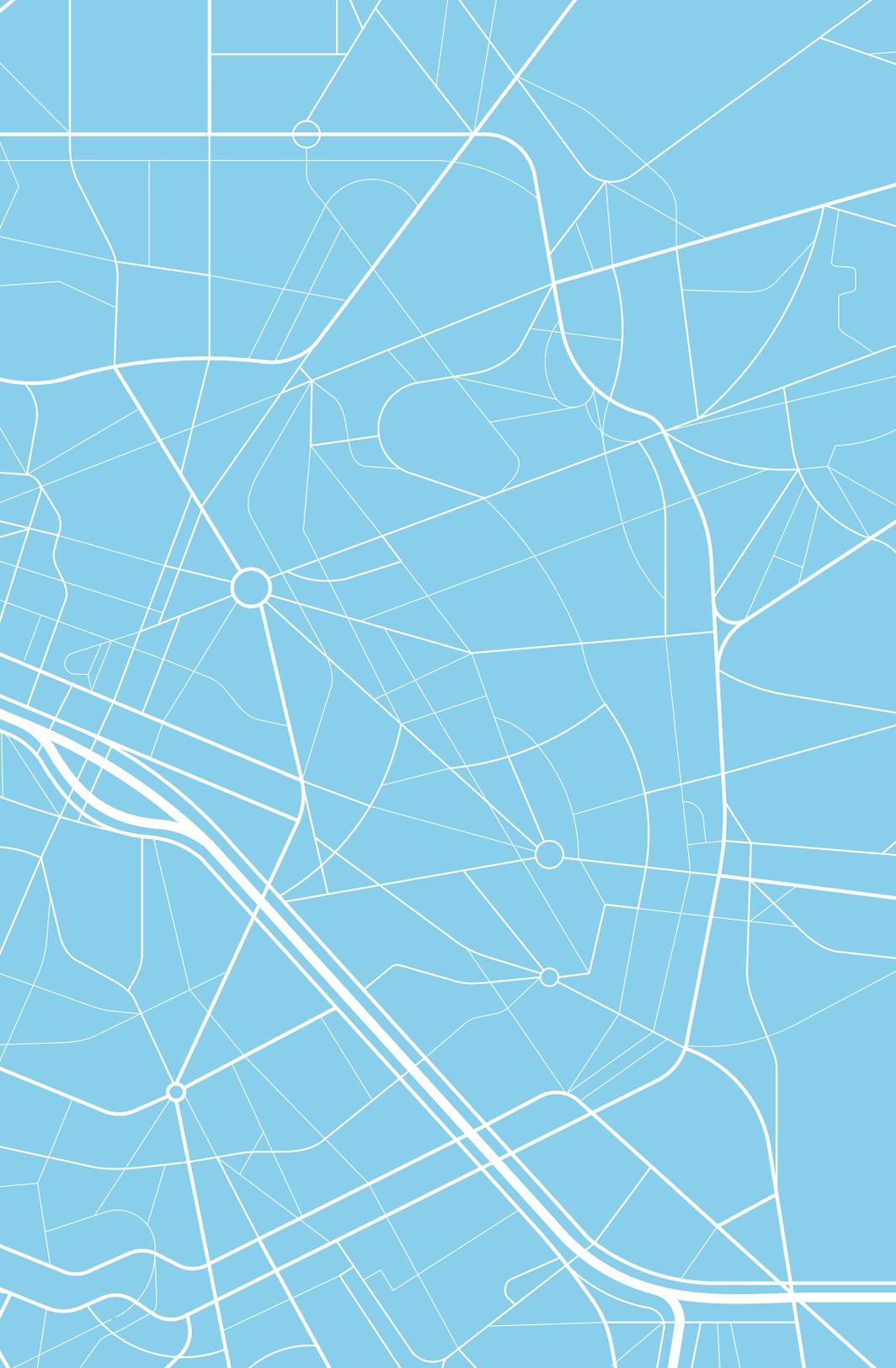


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