

# "5th Annual European Health and Productivity Congress"



## "Gaining a Competitive Advantage Through HPM"

### Topics:

- Wellness Strategies for the Aging Workforce
- Employee Engagement through Well-being Programs
- How to Measure Presenteeism and Prove Return-on-Investment
- Weight Management Programs at the Workplace
- Hypertension and Cardiovascular Disease - Managing a Global "Killer"

+ for the first time: **Health Management Vendor Showcase**  
Featuring company case studies, breakout sessions and presentations by leading researchers, policy makers and health promotion experts.

### Target audience:

Human resource and business managers, occupational physicians and nurses, public health, health promotion and social security professionals.

**Location** : Forum Uetlihof, Credit Suisse, Uetlibergstrasse 231, Zürich, Switzerland

**Registration Fee** : €425 early bird rate (until June 30)  
€495 (after June 30)

Early Bird Rate Extended to 11 July  
after 11 July 495 Euros

**Contact** : Wolf Kirsten at [wk@wolfkirsten.com](mailto:wk@wolfkirsten.com)

More details including the preliminary program and registration page to follow on the IHPM website ([www.ihpm.org](http://www.ihpm.org))

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INSTITUTE FOR HEALTH AND PRODUCTIVITY MANAGEMENT

**5th Annual European Health & Productivity Congress  
September 4-5, 2008 – Zürich, Switzerland**

**Draft Agenda**

**Gaining a Competitive Advantage Through  
Health & Productivity Management (HPM)**

**Thursday – September 4, 2008**

- 0930 – 1000 Registration & Welcome
- 1000 – 1030 **Welcome & Introductions**  
Christian Machate, Credit Suisse  
Keith Allan, Head of Global Product Advocacy, Novartis Pharma AG  
Sean Sullivan, JD - President and CEO, IHPM  
Wolf Kirsten, President and CEO, International Health Consulting
- 1030 – 1200 **Global Session:**
- Working Toward Wellness Initiatives**  
Helena Laurent, World Economic Forum
- The World of Wellness: A Global Survey of Employer Health Promotion Strategies**, Barry Hall, Buck Consultants
- 1200 – 1245 **Reviewing the Key Evidence on Health and Productivity Measurement**  
Sean Sullivan, JD - President and CEO, IHPM
- 1245 – 1345 Lunch
- 1345 – 1415 **Health and Productivity Management – Where Does Europe Stand?**  
Wolf Kirsten, International Health Consulting
- 1415 - 1500 **Hypertension and Cardiovascular Disease - Managing a Global "Killer"** (*tbd*)
- 1500 – 1515 Break
- 1515 – 1600 *Research Update*  
**Alife@Work: Amsterdam Lifestyle Intervention on Food and Exercise at Work**  
Willem van Mechelen, VU University Medical Center
- 1600 – 1700 **Measuring Presenteeism with the Work Limitations Questionnaire**  
Debra Lerner, PhD - Tufts Medical Center
- 1700 - 1745 **Measuring Presenteeism and Return-on-Investment in Germany**  
Wolfgang Bödeker, BKK
- 2000 Social event

**DAY TWO: Friday – September 5, 2008**

0800 - 0830 Coffee

0830 – 0915 **A European Perspective on Workplace Health Management in Switzerland**  
Georg Bauer, University of Zürich

0915 – 1000 **Workplace Health Management Proves Return-on-Investment at Nationale Suisse**  
Sandro Foiada, Nationale Suisse

1000 - 1015 Break

**Case Studies**

1015 – 1100 **IBM: The IBM Well-Being Concept**  
Patric Traut

1100 - 1145 **Goldman Sachs: The European Wellness Challenge**

1145 – 1230 **Baxter: Implementing Case Management on a Global Basis**  
Sharon Kemerer, Corporate Director, Occupational Health  
Baxter Environment, Health & Safety  
Baxter Healthcare Corporation

1230 – 1330 Lunch

1330 - 1415 **Mars**

1415 – 1500 **PPG Industries, Inc.**  
Alberto Colombi , MD MPH

1500 – 1545 **Metso: Saving Money Through Disability Management**  
Heikki Pilvinen

1530 – 1545 Break

1545 – 1700 **Breakout sessions:**

- A. Measurement & Metrics
- B. Aging Workforce
- C. Psychosocial Risks & Work-related Stress

1700 Group reports

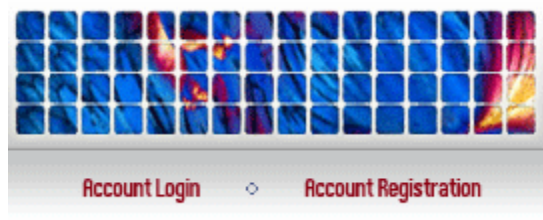
1730 **Farewell**



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