

Wearables in Wellness: How Employers are Incorporating Wearable Fitness Tracking Devices into the Workplace

This session will share the findings of a 2014 survey the Health Enhancement Research Organization (HERO) conducted to understand how employers are incorporating wearable fitness tracking devices (trackers) into workplace wellness, including the following points:

- Current and future plans for offering trackers to employees
- Employer subsidization of trackers
- Objectives and evaluation of programs using trackers
- Employee use of trackers over time
- End-user perceptions, including data and privacy concerns

Key Learning Objectives

1. Describe the current use of wearable fitness trackers by employer survey respondents as part of a broader wellness program
2. Identify at least three ways that employer survey respondents are supporting employees in covering the costs of wearable fitness trackers when they are offered as part of a wellness program
3. Identify the ways that employer survey respondents are evaluating wellness programs that incorporate wearable fitness trackers

About the Speakers



Jack Bastable

*National Practice Leader, Health & Productivity Management
CBIZ Benefits & Insurance Services*

Jack has 30 years of experience staging successful workplace initiatives to increase the value of human capital for large and small companies and organizations in various industries including, manufacturing, technologies, health care, education, municipalities and professional services.

For the past 16 years, as an employee benefits consultant with CBIZ, a national business services firm, Jack has developed award winning comprehensive Health and Productivity Management (HPM) strategies for employers that integrate employee health benefits plans with workplace health and wellness initiatives that have documented up to 5 to 1 return on program investment.



Jessica Grossmeier

*VP of Research
HERO*

Dr. Grossmeier is a worksite wellness thought leader with nearly 25 years of experience advancing individual and population health. Serving the industry for the past 15 years as an outcomes researcher, Dr. Grossmeier has executed research studies on the health and financial outcomes of wellness programs sponsored by numerous large, national employers. Dr. Grossmeier has published dozens of articles in peer-

reviewed professional and industry journals and presented at more than 30 national industry events. Additional experience includes teaching statistics as an online faculty member and serving in leadership positions on numerous industry nonprofit professional organizations.



Andy Greenberg
SVP, Product & Market Development
Global Fit

Andy is responsible for market research, development, and integration of various technologies to support the company's numerous corporate wellness products and initiatives. He also oversees market research, trend analysis, long-term planning and strategic alliances. He joined the company in 2008.

Andy began his career with Lutron Electronics, the world's leading lighting control manufacturer, where he advanced to Project Manager. In 1993, he co-founded FitLinxx, Inc., which he helped grow from its initial concept to the installation of its state-of-the-art, interactive technology at more than 700 fitness facilities in the U.S. and Europe. The FitLinxx system has assisted more than one million members in adopting healthier lifestyles. He most recently served as the company's Executive Vice President. Andy received his B.A. in Physics from Cornell University.